Potter College of Arts & Letters
School of Journalism & Broadcasting
Proposal to include a course in General Education
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General Education Course Form

1. Current or proposed catalog description of the course.

JOUR 154 – New Media Literacy: Explorations in Participatory Culture

Course develops a framework to access, analyze, evaluate, create and interact with messages in a variety of digital forms, including social media. Restricted to majors/minors outside the School of Journalism & Broadcasting.

2. General Education goal(s) met by the course.

Category C: Social and Behavioral Science

Goal 9: An understanding of Society and Human Behavior

In an era where information is expanding exponentially, learning standards that primarily emphasize coverage of content no longer serve the needs of students. Students must be able to access, analyze, evaluate, create and interact with the information being delivered to them at ever-greater speeds on an ever-widening array of media platforms. New media literacy education helps students acquire key digital media and information management skills. Full integration of media and technology literacy into the core curricula of WKU would leave students immeasurably better positioned to compete in today's workplace. Media literacy education, which encourages the development of critical thinking skills, does much more than help students assess the risks of using electronic media. Students must gain the critical autonomy they need to negotiate their lifelong relationship with media. Not only is this the best means of safeguarding our students from the risks of electronic media, it is also the best means for preparing students to become wise consumers of media and responsible media producers, as well as active and democratic participants in today's global participatory culture.

The course challenges student to analyze problems in the media landscape and conceptualize the ways in which the theories of mass media and the tools of new media technology inform their understanding of themselves, our culture, our society, and our democracy. The course requires students to take personal responsibility for their media consumption and participation habits by examining the ethical and moral standards that have guided professional publishers of media content for decades. It is through this lens of ethical and moral responsibility that students will explore media issues of personal and public importance, including diversity issues and the way media not only reflects, but shapes the human experience.

3. Syllabus statement of how the course meets the General Education goals listed in item 2.

General Education and Course Goals: New Media Literacy contributes to the requirements for Category C: Social and Behavioral Sciences in Western Kentucky University's General Education Program. By taking this course, it is expected that you will able to better:

- Identify social process and structures at the local, national, and global level
- Explain how cultural, political and economic forces affect society and individuals
- Identify and evaluate the behaviors that contribute to effective cultural, social and political participation in the democracy of the United States.

This course attempts to build an understanding of the role of media in society and culture, and apply the essential skills of inquiry and self-expression necessary for citizens of an informed democracy. New Media Literacy inspires independent thinking, fosters critical analysis, encourages participation, and promotes wise media choices.

4. Assessment Plan.

Course learning objectives will be monitored and assessed in two ways: (1) Pre/Post-Test Survey - capturing the extent of student knowledge and understanding of key course concepts and comparing the pre/post results and; (2) Portfolio Analysis - based on the progression of work from the first multimedia production and distribution assignment to the last. Through online journal writing, multimedia content production and distribution, and collaborative learning exercises, course objectives will be measured against the collective students' ability to access, analyze, evaluate, create and interact with media messages that contribute to effective cultural, social and political participation in the democracy of the United States.

5. Dates or prior committee approvals:

School of Journalism & Broadcasting	January 21, 2011
Potter College Curriculum Committee	February 2, 2012
General Education Committee	April 4, 2012
University Senate	_____