**Potter College of Arts & Letters**

**Western Kentucky University**

**745-2345**

# REPORT TO THE UNIVERSITY CURRICULUM COMMITTEE

Date: February 24, 2011

The Potter College of Arts & Letters submits the following items for consideration:

|  |  |
| --- | --- |
| **Type of Item** | **Description of Item & Contact Information** |
| Action | **Proposal to Create a New Course**  Jour 154 New Media Literacy: Explorations in Participatory Culture  Contact: Ken Payne, [ken.payne@wku.edu](mailto:ken.payne@wku.edu), 745-3968 |
| Action | **Proposal to Create a New Course**  Jour 438 Advanced Studio Lighting Techniques  Contact: Jeanie Adams-Smith, [Jeanie.adams-smith@wku.edu](mailto:Jeanie.adams-smith@wku.edu), 745-6301 |
| Action | **Proposal to Create a New Course**  FILM 369 Introduction to World Cinema  Contact: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 745-2840 |
| Action | **Proposal to Create a New Course**  FILM 399 Special Topics in Film  Contact: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 745-2840 |
| Action | **Proposal to Revise a Program**  667 Major in Film  Contact: Ted Hovet, [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu), 745-5782  Contact: Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu), 745-2840 |
| Action | **Proposal to Revise a Program**  750 Major in Photojournalism  Contact: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu), 745-3828 |

Proposal Date: 12/7/10 rev.

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Ken Payne, [Ken.Payne@wku.edu](mailto:Ken.Payne@wku.edu), 5-3968

**1. Identification of proposed course:**

* 1. Course prefix (subject area) and number: JOUR 154
  2. Course title: New Media Literacy: Explorations in Participatory Culture
  3. Abbreviated course title: New Media Literacy
  4. Credit hours and contact hours: 3
  5. Type of course: C
  6. Prerequisites/corequisites: None
  7. Course catalog listing: 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. Rationale:**

* 1. Reason for developing the proposed course: In an era where information is expanding exponentially, learning standards which 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.
  2. Projected enrollment in the proposed course: 25 students per semester based on the enrollment of 21 students in fall 2010 when the course was offered as a one-time-only course.
  3. Relationship of the proposed course to courses now offered by the department: New Media Literacy borrows content and pedagogy from two (2) current courses offered to SJ&B majors only: JOUR 201, Media & Society and JOUR 232, Electronic Technology for Journalism. New Media Literacy is developed specifically as a university service course restricted to majors/minors outside of the School of Journalism & Broadcasting. (SJ&B majors/minors include Public Relations, Advertising, Mass Communication, Photojournalism, News/Editorial Journalism and Broadcasting)
  4. Relationship of the proposed course to courses offered in other departments: Other academic units offering courses with media and participatory culture content include: FLK 373, Folklore & Mass Media; and POP 201, Introduction to Popular Culture.
  5. Relationship of the proposed course to courses offered in other institutions: Media literacy in U.S. higher education has been gaining significant recognition as an established concept and curricular initiative. A 2002 study (Silverblatt et al) reported 61 universities across the United States offer media literacy curricula at their institutions - 34 of which offer it as a separate course, and 27 that claim it is integrated across the curriculum. Northern Kentucky University offers a General Education course in Media Literacy (EMB 100); The University of Texas (Austin) offers a course in New Media Literacy (RTF365); Villanova University offers a course in Media Literacy (COM 8305); and the University of Maryland offers a CORE Media Literacy course (JOUR 175) that is very similar in content and pedagogy to the proposed JOUR 154 course.

**3. Discussion of proposed course:**

* 1. Course objectives: New Media Literacy provides a framework to access, analyze, evaluate and create messages in a variety of forms — from print, to video, to the Internet and beyond. 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.
  2. Content outline:

Mass Communication: A Critical Approach  
Application – Blogger.com  
  
Books and the Power of Print  
Application – Blurb.com  
  
Newspapers and the Rise of Modern Journalism  
Application – Newsvine.com  
  
Magazines in the Age of Specialization  
Application – AssociatedContent.com  
  
Sound Recording and Popular Music  
Application – Jamstudio.com  
  
Popular Radio and the Origins of Broadcasting  
Application – Audacity.com  
  
Movies and the Impact of Images  
Application – Vimeo.com  
  
Television, Cable, and Specialization in Visual Culture  
Application – Livecast.com  
  
The Internet and New Technologies: The Media Converge  
Application – SecondLife.com

Advertising and Commercial Culture  
Application – Google AdSense  
  
Public Relations and Framing the Message  
Application – Twitter.com

The Culture of Journalism: Values, Ethics, and Democracy  
Application – MixedInk.com  
  
Legal Controls and Freedom of Expression  
Application – HuffPost Social News

Media Economics and the Global Marketplace  
 Application – Openoffice.org  
  
 Social Scientific and Cultural Approaches to Media Research  
 Application – SurveyMonkey.com

* 1. Student expectations and requirements: Students will be evaluated on their knowledge of the course material and lectures/discussions through quizzes and exams. In addition, students will be evaluated on their ability to apply learning to the digital environment through the use and application of emerging technologies listed in Application (3.2).
  2. Tentative texts and course materials: Campbell, Martin and Fabos. *Media Essentials: A Brief Introduction.* (2011). Bedford/St. Martin’s, New York.

**4. Resources:**

* 1. Library resources: Adequate
  2. Computer resources: New Media Literacy is delivered completely on Blackboard. However, no additional IT resources are anticipated.

**5. Budget implications:**

* 1. Proposed method of staffing: Course will be staffed from existing SJ&B faculty resources. No staff additions are anticipated.
  2. Special equipment needed: None
  3. Expendable materials needed: None
  4. Laboratory materials needed: None

**6. Proposed term for implementation:** 2011(30)

**7. Dates of prior committee approvals:**

School of Journalism & Broadcasting December 3, 2010

Curriculum Committee:

School of Journalism & Broadcasting December 10, 2010

Potter College Curriculum Committee February 3, 2011

General Education Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Bibliography, Library Resources Form**, **Course Inventory Form**

Proposal Date: December 1, 2010 rev.

**Potter College of Arts & Letters**

**Department of Journalism & Broadcasting**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Jeanie Adams-Smith, [Jeanie.adams-smith@wku.edu](mailto:Jeanie.adams-smith@wku.edu), 745-6301

**1. Identification of proposed course:**

* 1. Course prefix (subject area) and number: JOUR 438
  2. Course title: Advanced Studio Lighting Techniques
  3. Abbreviated course title: Advanced Studio Lighting

1.4 Credit hours and contact hours: 3

1.5 Type of course: K

1.6 Prerequisites: JOUR 333

1.7 Course catalog listing Advanced lighting techniques for studio photography.  Techniques applied to portrait and still-life assignments. Advanced interviewing techniques for portrait work. The business of a working studio will be explored. Final project includes a portfolio and business plan. Off campus travel required.  (lab fee)

**2. Rationale:**

* 1. Reason for developing the proposed course: With the initial lighting course, JOUR 333, Lighting Technologies, emphasizing on-location and video technique, the studio class will allow the student to strictly focus on creating portraits and still life in the challenging environment of the studio. The class will be an important course for students wanting to place emphasis on lighting in their professional work and eventually work as a studio photographer.
  2. Projected enrollment in the proposed course: 15 students in the photojournalism major based on current declared majors in the program; offered every other spring semester.
  3. Relationship of the proposed course to courses now offered by the department: A fraction of JOUR 333 *Lighting Technologies*, is currently dedicated to studio work. JOUR 333 provides a foundation in lighting. JOUR 438 allows students to master techniques in studio lighting. JOUR 438 will be offered as a restricted elective in the major.
  4. Relationship of the proposed course to courses offered in other departments: none
  5. Relationship of the proposed course to courses offered in other institutions: Ohio University, Brooks Institute and other universities with photojournalism programs offer advanced studio lighting courses. With JOUR 333 concentrating more on students’ on-location lighting skills, a studio course will keep the students competitive with the training at these other institutions.

**3. Discussion of proposed course:**

* 1. Course objectives: To support a foundation of lighting training and allow the students to better understand studio application as well as the business-side of photography. An advanced lighting course would allow students to experiment with more sophisticated techniques in portrait and product lighting.
  2. Content outline: Coursework would consist of studio portrait and product lighting, advanced interviewing skills for studio, studio business practices and illustrative photography like food and fashion.
  3. Student expectations and requirements: Students would be required to complete 8 to 10 weekly assignments as well as a final portfolio of studio work. There would be practical exams and interviews with studio professionals that they would be required to complete. There will also be midterm and final exams over studio terminology and technical problem-solving.
  4. Tentative texts and course materials: Steve Bavister: *Lighting for Portrait Photography,* RotoVision SA, East Sussex, England October 2007.

Most of the lighting equipment students would need is provided in the studio, but they would need digital SLR cameras and lenses.

**4. Resources:**

* 1. Library resources: inadequate
  2. Computer resources: The students will use the Mac labs in the School of Journalism & Broadcasting photojournalism program.

**5. Budget implications:**

* 1. Proposed method of staffing: The course would be staffed by existing faculty and would be offered in spring term every other year as an elective course.
  2. Special equipment needed: The equipment needed is currently provided in the MMTH photo studio.
  3. Expendable materials needed: strobe
  4. Laboratory materials needed: none

**6. Proposed term for implementation:** spring 2012

**7. Dates of prior committee approvals:**

School of Journalism & Broadcasting

Curriculum Committee: December 2, 3010

School of Journalism & Broadcasting December 10, 2010

Potter College Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Bibliography, Library Resources Form**, **Course Inventory For**

Proposal Date: December 1, 2010 rev.

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Ron DeMarse [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu) 5-2840

Ted Hovet, [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu), 5-5782

**1. Identification of proposed course:**

* 1. Course prefix (subject area) and number: FILM 369
  2. Course title: Introduction to World Cinema
  3. Abbreviated course title: Intro to World Cinema
  4. Credit hours and contact hours: 3
  5. Type of course: L
  6. Prerequisites/corequisites: Prerequisite: FILM 201 or permission of instructor
  7. Course catalog listing: Examines cinema in several regions including China, India, Europe, Middle East, Africa, and Latin America. Viewing of representative films accompanied by background readings on history/culture.

**2. Rationale:**

* 1. Reason for developing the proposed course: Currently the Film Major does not offer a course dedicated to a detailed introduction of world cinema. World Cinema will allow students to gain a focused overview of cinema beyond Hollywood. Through viewing representative films and conducting reading and research, students will gain a stronger understanding of the cultural power of motion pictures across the globe. All Film majors are required to take a minimum of six hours in the elective category of World Cinema. An Introduction to World Cinema will offer an excellent choice for study and a strong foundation for further study of cinema beyond Hollywood. It also meets the mission of WKU to increase global awareness and leadership among its students.
  2. Projected enrollment in the proposed course: 25 students
  3. Relationship of the proposed course to courses now offered by the department: FILM 201 *Introduction to Cinema* is a study of the basic elements and techniques of the film medium, providing a foundation for advanced study. FILM 369 *Introduction to* *World Cinema* takes an international approach to the study of cinema.
  4. Relationship of the proposed course to courses offered in other departments: Individual courses in particular national cinemas (Japan, German, French, Hispanic) exist, but not an introductory overview to international cinema as a whole. In addition, this course will not have, as do some of these other courses, a language requirement that will limit the number of students who can enroll. ENG 366 *History of Narrative Film* offers a general introduction to film history, but with a strong emphasis on Hollywood cinema and with a historical approach. In contrast, World Cinema will take an international and thematic approach to the study of cinema.
  5. A course in Introduction to World Cinema will complement the effort of many departments to offer courses in international topics and themes. The English department offers World Literature, Religious Studies offers numerous courses in world religions, Political Science offers classes in International Politics, etc.
  6. Relationship of the proposed course to courses offered in other institutions: world cinema courses are offered on occasion at several other universities. Northern Kentucky University offers a survey in world cinema course; Ball State University offers two courses in world film history; Northern Arizona offers an introduction to world cinema. However, these courses do not fit into a film major that is equivalent to the one offered here at WKU.

**3. Discussion of proposed course:**

* 1. Course objectives:

This course will provide students with a comprehensive introduction to major movements and figures in World Cinema. Students will gain a strong understanding of the relationship of a variety of international cinemas to the Hollywood “norm” and will be able to identify and define the alternatives to this norm. In each of the units listed in 3.2 below, students will be introduced to leading directors, to major works (at least two films from each area will be viewed), and to historical and contemporary writing about each of these cinemas.

* 1. Content outline:

Major Units will include:

-Western European Cinema

-Eastern European Cinema

-South Asian Cinema

-East Asian Cinema

-African Cinema

-South American Cinema

-Middle Eastern Cinema

* 1. Student expectations and requirements:

Students will write viewing journals on each film, will write three major essays (including one that will require significant research), and will be tested on key terms and concepts. Students will also be expected to actively participate in class discussions and to prepare at least one formal oral presentation.

* 1. Tentative texts and course materials:

Chapman, James. *Cinemas of the World*. London: Reaktion Books, 2003.

Galt, Rosalind and Karl Schoonover, eds. *Global Art Cinema: New Theories and Histories*. London: Oxford UP, 2010.

Hill, John and Pamela Church Gibson, eds. *World Cinema: Critical Approaches*. London: Oxford UP 2000.

**4. Resources:**

* 1. Library resources: Library resources are adequate
  2. Computer resources: No additional computer resources needed.

**5. Budget implications:**

* 1. Proposed method of staffing: Current Faculty
  2. Special equipment needed: None
  3. Expendable materials needed: None
  4. Laboratory materials needed: None

**6. Proposed term for implementation:** 2011(30)

**7. Dates of prior committee approvals:**

School of Journalism & Broadcasting

Curriculum Committee: December 3, 2010

School of Journalism & Broadcasting December 10, 2010

Potter College Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Bibliography, Library Resources Form**, **Course Inventory Form**

Proposal Date: December 1, 2010 rev.

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Create a New Course**

**(Action Item)**

Contact Person: Ron DeMarse [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu) 5-2840

Ted Hovet, ted.hovet@wku.edu, 5-5782

**1. Identification of proposed course:**

* 1. Course prefix (subject area) and number: FILM 399
  2. Course title: Special Topics in Film
  3. Abbreviated course title: Special Topics in Film

1.4 Credit hours and contact hours: 3

1.5 Type of course: L

1.6 Prerequisites/corequisites: None

1.7 Course catalog listing: A detailed study of special topics in Film.

**2. Rationale:**

* 1. Reason for developing the proposed course: The current Film Major offers students a large number of electives, but does not cover all possible topics in film studies. This course will give faculty in any discipline an opportunity to develop a course in Film, either offered on campus or as a study-abroad class.
  2. Projected enrollment in the proposed course: Enrollment would likely range between 15 and 35 students based on other Special Topics courses offered by departments in Potter College.
  3. Relationship of the proposed course to courses now offered by the department: This course is similar to JOUR/BCOM 481 *Problems in Mass Communication* which allows a broad range of topics in mass communication. FILM 399 will be dedicated to topics in film only.
  4. Relationship of the proposed course to courses offered in other departments: Several other departments offer Special Topics courses, including English, Pop Culture, History, and Art. However, this course will provide an additional venue, specifically for Film majors, to explore other aspects of the field.

**2.5** Relationship of the proposed course to courses offered in other institutions: The study of film has become well established at academic institutions worldwide, and many programs in film studies offer similar special topics classes to the one here proposed, including Eastern Michigan University, Ball State University, and Northern Arizona University

**3. Discussion of proposed course:**

* 1. Course objectives:

These will vary depending on the instructor and particular subject covered, but will generally be designed to emphasize their interdisciplinary nature.

* 1. Content outline:

Content will vary depending on the instructor and particular subject covered.

* 1. Student Expectations and Requirements:

Although these will be determined by individual instructors, innovative

approaches to the material that emphasize critical thinking and writing as well as academic rigor will be encouraged.

* 1. Tentative texts and course materials:

Texts and materials will be determined by the individual instructors. It is expected that instructors will utilize current University holdings.

**4. Resources:**

* 1. Library resources: No additional library resources needed.
  2. Computer resources: No additional computer resources needed.

**5. Budget implications:**

* 1. Proposed method of staffing: The course will be taught by current faculty.
  2. Special equipment needed: None
  3. Expendable materials needed: None
  4. Laboratory materials needed: None

**6. Proposed term for implementation:** 2011(30)

**7. Dates of prior committee approvals:**

School of Journalism & Broadcasting

Curriculum Committee: December 3, 2010

School of Journalism & Broadcasting December 10, 2010

PCAL Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Bibliography, Library Resources Form**, **Course Inventory Form**

Proposal Date: November 1, 2010 (rev. 12/1)

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Ted Hovet, [ted.hovet@wku.edu](mailto:ted.hovet@wku.edu), 745-5782

Ron DeMarse, [ron.demarse@wku.edu](mailto:ron.demarse@wku.edu),745-2840

**1. Identification of program:**

* 1. Current program reference number: 667
  2. Current program title: Major in Film
  3. Credit hours: 35

**2. Identification of the proposed program changes:**

\* Add elective: BCOM 378 Film Animation

\* Add elective: FILM 369 Introduction to World Cinema

\* Add elective: FILM 399 Special Topics in Film

**3. Detailed program description:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Current Program** |  | **Revised Program** |  |
|  |  | **(Changes in bold)** |  |
| **Required Courses (19 hours)** | Hours | **Required Courses (19 hours)** | Hours |
| FILM 201(Intro to the Cinema) | 3 | FILM 201(Intro to the Cinema) | 3 |
| BCOM 350 (Scriptwriting for Film & Television) | 3 | BCOM 350 (Scriptwriting for Film & Television) | 3 |
| BCOM 366 (Video Editing, Aesthetics & Techniques) | 3 | BCOM 366 (Video Editing, Aesthetics & Techniques) | 3 |
| BCOM 367 (Field Production ) | 3 | BCOM 367 (Field Production ) | 3 |
| BCOM 376 (Film Production for Television) | 3 | BCOM 376 (Film Production for Television) | 3 |
| THEA 101 (Acting I) | 3 | THEA 101 (Acting I) | 3 |
| FILM 485 (Senior Seminar ) | 1 | FILM 485 (Senior Seminar ) | 1 |
| Electives (12 hours)  Students must take four of the following courses, including at least *two* in the world cinema category and *one* in the genres & theory category. Other courses may be approved as a restricted elective upon approval of the faculty advisor in the major and the program coordinator. |  | Electives (12 hours)  Students must take *four* of the following courses, including at least *two* in the world cinema category and *one* in the genres & theory category. Other courses may be approved as a restricted elective upon approval of the faculty advisor in the major and the program coordinator. |  |
| *Genres & Theory* |  | *Genres & Theory* |  |
| ENG 309 (Documentary Film) | 3 | ENG 309 (Documentary Film) | 3 |
| ENG 365 (Film Adaptation) | 3 | ENG 365 (Film Adaptation) | 3 |
| ENG 465 (Film Genres) | 3 | ENG 465 (Film Genres ) | 3 |
| ENG 466 (Film Theory) | 3 | ENG 466 (Film Theory ) | 3 |
| ANTH 448 (Visual Anthropology) | 3 | ANTH 448 (Visual Anthropology) | 3 |
|  |  | **BCOM 378 (Film Animation)** | **3** |
|  |  | **FILM 399 (Special Topics in Film)** | **3** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Current Program** |  | **Revised Program** |  |
|  |  | **(Changes in bold)** |  |
|  | Hours |  | Hours |
| *World Cinema* |  | *World Cinema* |  |
| ENG 366 (History of Narrative Film) | 3 | ENG 366 (History of Narrative Film), | 3 |
| ENG 368 (Japanese Cinema in Translation) | 3 | ENG 368 (Japanese Cinema in Translation), | 3 |
| PS 303 (Politics and Film) | 3 | PS 303 (Politics and Film) | 3 |
| GERM 437 (German Literature and Film) | 3 | GERM 437 (German Literature and Film) | 3 |
| FREN 450 (Topics in Francophone Cinema) | 3 | FREN 450 (Topics in Francophone Cinema) | 3 |
| SPAN 490 (Hispanic Cinema) | 3 | SPAN 490 (Hispanic Cinema) | 3 |
| BCOM 481 (Problems in Mass Communication [Special Topic: World Cinema /Study Abroad]) | 3 | BCOM 481 (Problems in Mass Communication [Special Topic: World Cinema /Study Abroad]) | 3 |
|  |  | **FILM 369 (Introduction to World Cinema)** | **3** |
| *Workshop/Seminar (4 hours)*  Students must take four credit hours from the following courses, either of which may be repeated. |  | Workshop/Seminar (4 hours)  Students must take four credit hours from the following courses, either of which may be repeated. |  |
| FILM 482 (Film Production workshop) | 2 | FILM 482 (Film Production workshop) | 2 |
| FILM 483 (Film Studies Seminar) | 2 | FILM 483 (Film Studies Seminar) | 2 |
| Total Number of Hours | 35 | Total Number of Hours | 35 |

**4. Rationale for the proposed program change:**

These three new electives will give students majoring in film more depth and flexibility in their program of study. BCOM 378, which has long been an elective in the Film Studies Minor, offers students both hands-on experience and a historical understanding of the important cinematic genre of animation. Introduction to World Cinema (FILM 369, a new course that is being proposed in conjunction with this program revision) will allow students to gain a focused overview of cinema beyond Hollywood. Through viewing representative films and conducting reading and research, students will gain a stronger understanding of the cultural power of motion pictures across the globe. By adding an elective Special Topics in Film (FILM 399, also a new course proposal in conjunction with this program revision) to the major, faculty across campus will have the opportunity to design a course on some aspect of cinema, in an area of their particular interest. This course number can also be used to designate special courses in the area of film in other units, such as one-time offerings in study abroad or the honors college.

**5. Proposed term for implementation and special provisions (if applicable):** fall 2011

and previous catalog year 2010.

**6. Dates of prior committee approvals:**

School of Journalism & Broadcasting

Curriculum Committee: December 3, 2010

School of Journalism & Broadcasting December 10, 2010

Potter College Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Program Inventory Form**

Proposal Date: December 1, 2010 rev.

**Potter College of Arts & Letters**

**School of Journalism & Broadcasting**

**Proposal to Revise a Program**

**(Action Item)**

Contact Person: Jo-Anne Ryan, [jo-anne.ryan@wku.edu](mailto:jo-anne.ryan@wku.edu) 745-3828

**1. Identification of program:**

* 1. Current program reference number: 750
  2. Current program title: Major in Photojournalism
  3. Credit hours: 42

**2. Identification of the proposed program changes:**

add JOUR 438 *Advanced Studio Lighting* to the restricted elective course list.

**3. Detailed program description:**

|  |  |
| --- | --- |
| ADMISSION REQUIREMENTS:  Prospective majors may take no more than 18 hours in the major before admission.  1. Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5.  2. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a 'C'.  3. Completion of the following courses with at least a 'C': JOUR 201, 202, 231, 261  *Required Courses - 36 hours*  JOUR 201 Media & Society  JOUR 202 Intro. to Media Writing, Reporting  JOUR 231 Introduction to Photojournalism  JOUR 261 Introduction to Multimedia  *One of the following two law classes*  JOUR 301 Press Law & Ethics  BCOM 301 Mass Comm. Law & Ethics  JOUR 302 Intermediate Reporting  JOUR 333 Lighting Technologies  JOUR 334 Picture Stories  JOUR 336 Picture Editing  JOUR 362 Web Narratives  JOUR 432 Photojournalism Practicum  JOUR 436 Photojournalism Projects  *Restricted Electives - Select 6 hours*  JOUR 323 News Editing  JOUR 325 Feature Writing  JOUR 443 Interactive Advertising Design  BCOM 368 News Videography & Editing  *Requirements outside the major*  PS 110 American National Government  PS 304 State Government  ENT 312 Entrepreneurship  *One of the following two GEOG classes*  GEOG 110 World Regional Geography  GEOG 360 Geography of N. America | ADMISSION REQUIREMENTS:  Prospective majors may take no more than 18 hours in the major before admission.  1. Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.5.  2. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and ENG 100 with at least a 'C'.  3. Completion of the following courses with at least a 'C': JOUR 201, 202, 231, 261  *Required Courses - 36 hours*  JOUR 201 Media & Society  JOUR 202 Intro. to Media Writing, Reporting  JOUR 231 Introduction to Photojournalism  JOUR 261 Introduction to Multimedia  *One of the following two law classes*  JOUR 301 Press Law & Ethics  BCOM 301 Mass Comm. Law & Ethics  JOUR 302 Intermediate Reporting  JOUR 333 Lighting Technologies  JOUR 334 Picture Stories  JOUR 336 Picture Editing  JOUR 362 Web Narratives  JOUR 432 Photojournalism Practicum  JOUR 436 Photojournalism Projects  *Restricted Electives - Select 6 hours*  JOUR 323 News Editing  JOUR 325 Feature Writing  JOUR 443 Interactive Advertising Design  **JOUR 438 Advanced Studio Lighting**  BCOM 368 News Videography & Editing  *Requirements outside the major*  PS 110 American National Government  PS 304 State Government  ENT 312 Entrepreneurship  *One of the following two GEOG classes*  GEOG 110 World Regional Geography  GEOG 360 Geography of N. America |

**(side-by-side table is requested for ALL program changes except title changes showing new program on right and identifying changes in bold type.)**

**4. Rationale for the proposed program change:** Adding JOUR 438 to the list of restricted electives provides curricular flexibility to students in the Photojournalism program and provides another appropriate opportunity to further their study of photography.

**5. Proposed term for implementation and special provisions (if applicable):** fall 2011

and previous catalog years 2010, 2009, 2008, and 2007.

**6. Dates of prior committee approvals:**

School of Journalism & Broadcasting December 10, 2010

Potter College Curriculum Committee February 3, 2011

Undergraduate Curriculum Committee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University Senate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Attachment: Program Inventory Form**