

## Cover Sheet: Request 14357

### Modify Media and Society Track Dept of Telecommunication

#### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	David Ostroff dostroff@ufl.edu
Created	10/17/2019 5:19:15 PM
Updated	11/8/2019 3:24:48 PM
Description of request	Add RTV 3411 Race, Gender, Class and Media to the Multicultural and Global Communications Block

#### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunication 012303000	David Ostroff		10/17/2019
No document changes					
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		10/18/2019
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		10/21/2019
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to the November agenda. If approved, this will go into effect for the Summer B 2020 term with the publication of the 2020-2021 undergraduate catalog.	11/4/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/4/2019
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

# Major|Modify\_Curriculum for request 14357

## Info

**Request:** Modify Media and Society Track Dept of Telecommunication

**Description of request:** Add RTV 3411 Race, Gender, Class and Media to the Multicultural and Global Communications Block

**Submitter:** David Ostroff dostroff@ufl.edu

**Created:** 11/8/2019 2:55:15 PM

**Form version:** 2

## Responses

**Major Name** Telecommunication

**Major Code** RTV

**Degree Program Name** Telecommunication

**Undergraduate Innovation Academy Program** Yes

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Current Curriculum for Major**

ENC 3254

Professional Writing in the Discipline 1

3

MMC 1009

Introduction to Media and Communications 1

1

MMC 2121

Writing Fundamentals for Communicators 1

3

MMC 3203

Ethics and Problems in Mass Communications 1

3

or RTV 4432

Ethics and Problems in Telecommunication

RTV 2100

Writing for Electronic Media 1

3

RTV 3001

Introduction to Media Industries and Professions 1

3

RTV 3405

Media and Society

3

RTV 4420

New Media Systems

3

RTV 4700

Telecommunication Law and Regulation

3

or MMC 4200

Law of Mass Communication

VIC 3001

Sight, Sound and Motion 1

4

Professional electives

8

Specialization Blocks

Select 9 credits each from two specialization blocks

Digital Media Block

MMC 3260  
Communications on the Internet

MMC 3630  
Social Media and Society

PUR 3622  
Social Media Management

RTV 4591  
Applications of Mobile Technology

Multicultural and Global Communications Block

ADV 3008  
Principles of Advertising

or PUR 3000  
Principles of Public Relations  
ADV 4400  
International and Cross Cultural Advertising

MMC 4302  
World Communication Systems

PUR 4404C  
International Public Relations

Applications of Communication Block

MMC 3420  
Consumer and Audience Analytics

MMC 3614  
Media and Politics

MMC 3703  
Sports Media and Society

RTV 4500  
Telecommunication Programming

Total Credits

**Proposed Curriculum Changes** Add RTV 3411 Race, Gender, Class and the Media as an option in the Multicultural and Global Communication Block. The course is 3 credits

**UF Online curriculum change** Yes

**Pedagogical Rationale/Justification** The curriculum for this track was approved by UCC in Spring 2019. RTV 3411 had been an option for students in Media and Society since it was created, but was inadvertently left off the curriculum change request.

**Impact on Enrollment, Retention, Graduation** Provides an additional and logical option for students in the degree program. Adding this will facilitate meeting degree requirements

**Assessment Data Review** The College of Journalism and Communications has established several goals, which are supported by the departments. These include:

Establish CJC as a Leader in the Recruitment, Retention, and Placement of Multicultural Faculty, Staff, and Students

Invest in Communication Research, Curriculum, and Practice Focused on Advancing Human Values, Improving Quality of Life, and Sharing Knowledge for a Diverse Society

**Academic Learning Compact and Academic Assessment Plan** None  
**Catalog Copy** Yes

# MEDIA AND SOCIETY

## Coursework

Code	Title	Credits
<b>Required Core Coursework</b>		
<a href="#"><u>ENC 3254</u></a>	Professional Writing in the Discipline <sup>1</sup>	3
<a href="#"><u>MMC 1009</u></a>	Introduction to Media and Communications <sup>1</sup>	1
<a href="#"><u>MMC 2121</u></a>	Writing Fundamentals for Communicators <sup>1</sup>	3
<a href="#"><u>MMC 3203</u></a>	Ethics and Problems in Mass Communications <sup>1</sup>	3
or <a href="#"><u>RTV 4432</u></a>	Ethics and Problems in Telecommunication	
<a href="#"><u>RTV 2100</u></a>	Writing for Electronic Media <sup>1</sup>	3
<a href="#"><u>RTV 3001</u></a>	Introduction to Media Industries and Professions <sup>1</sup>	3
<a href="#"><u>RTV 3405</u></a>	Media and Society	3
<a href="#"><u>RTV 4420</u></a>	New Media Systems	3
<a href="#"><u>RTV 4700</u></a>	Telecommunication Law and Regulation	3
or <a href="#"><u>MMC 4200</u></a>	Law of Mass Communication	
<a href="#"><u>VIC 3001</u></a>	Sight, Sound and Motion <sup>1</sup>	4
Professional electives		8
<b>Specialization Blocks</b>		

Code	Title	Credits
Select 9 credits each from two specialization blocks		18
<b><i>Digital Media Block</i></b>		
<a href="#"><u>MMC 3260</u></a>	Communications on the Internet	<u>3</u>
<a href="#"><u>MMC 3630</u></a>	Social Media and Society	3
<a href="#"><u>PUR 3622</u></a>	Social Media Management	3
<a href="#"><u>RTV 4591</u></a>	Applications of Mobile Technology	3
<b><i>Multicultural and Global Communications Block</i></b>		
<a href="#"><u>ADV 3008</u></a>	Principles of Advertising	3
or <a href="#"><u>PUR 3000</u></a>	Principles of Public Relations	3
<a href="#"><u>ADV 4400</u></a>	International and Cross Cultural Advertising	3
<a href="#"><u>MMC 4302</u></a>	World Communication Systems	3
<a href="#"><u>PUR 4404C</u></a>	International Public Relations	3
	<a href="#"><u>RTV 3411 Race, Gender Class and Media</u></a>	<u>3</u>
<b><i>Applications of Communication Block</i></b>		
<a href="#"><u>MMC 3420</u></a>	Consumer and Audience Analytics	3
<a href="#"><u>MMC 3614</u></a>	Media and Politics	3
<a href="#"><u>MMC 3703</u></a>	Sports Media and Society	3
<a href="#"><u>RTV 4500</u></a>	Telecommunication Programming	3

<b>Code</b>	<b>Title</b>	<b>Credits</b>
<b>Total Credits</b>		<b>55</b>
Course List		