

Cover Sheet: Request 13376

Revision of Telecommunication Media and Society track

Info

Process	Specialization New/Modify/Close Ugrad
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	David Ostroff dostroff@ufl.edu
Created	11/28/2018 3:50:24 PM
Updated	2/15/2019 8:10:31 AM
Description of request	<p>1. Combines and reorganizes current Media and Society block and Specialization blocks into three separate blocks of which students must complete 9 credits from two blocks: Digital Media ; Multicultural and Global Communications; and Applications of Communication</p> <p>2. Eliminates Senior Project requirement</p> <p>3. Moves RTV 4420 New Media Systems from Specialization Elective block to required core courses block</p> <p>4. Adds the following courses to the proposed blocks: Digital Media Block (MMC 3630 Social Media and Society; PUR 3622 Social Media Management; RTV 4591 Applications of Mobile Technology) Applications of Communication Block (MMC 3420 Audience Analytics)</p>

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunication 012303000	David Ostroff		11/28/2018
Media and Society revised 8-semester plan.docx					11/28/2018
Track Changes Media and Society.docx					11/28/2018
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		12/18/2018
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		2/15/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			2/15/2019
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Specialization|Modify for request 13376

Info

Request: Revision of Telecommunication Media and Society track

Description of request: 1. Combines and reorganizes current Media and Society block and Specialization blocks into three separate blocks of which students must complete 9 credits from two blocks: Digital Media ; Multicultural and Global Communications; and Applications of Communication

2. Eliminates Senior Project requirement

3. Moves RTV 4420 New Media Systems from Specialization Elective block to required core courses block

4. Adds the following courses to the proposed blocks: Digital Media Block (MMC 3630 Social Media and Society; PUR 3622 Social Media Management; RTV 4591 Applications of Mobile Technology) Applications of Communication Block (MMC 3420 Audience Analytics)

Submitter: David Ostroff dostroff@ufl.edu

Created: 11/28/2018 3:36:16 PM

Form version: 1

Responses

Specialization Name Media and Society

Specialization Code Tel

Effective Term Earliest Available

Effective Year Earliest Available

Is this an Undergraduate Innovation Academy Program Yes

Current Curriculum for Specialization Media and Society

Coursework

Course List

Code

Title

Credits

Required Core Coursework

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 4700
Telecommunication Law and Regulation

3

or MMC 4200
Law of Mass Communication

RTV 4905
Individual Projects in Telecommunication

3

or RTV 4910
Telecommunication Undergraduate Research

VIC 3001
Sight, Sound and Motion 1

4

Media and Society Block

Select 9 credits of the following:

9

JOU 4004
History of Journalism

MMC 3614
Media and Politics

MMC 3703
Sports Media and Society

MMC 4302
World Communication Systems

RTV 3411
Race, Gender, Class and the Media

Specialization Electives

Select 12 credits of the following: 2

12

ADV 3008
Principles of Advertising

or PUR 3000
Principles of Public Relations

ADV 4400
International and Cross Cultural Advertising

MMC 3260
Communications on the Internet

or RTV 3106
Writing and Reporting for Interactive Media

MMC 4200
Law of Mass Communication

PUR 4404C
International Public Relations

RTV 4420
New Media Systems

RTV 4500
Telecommunication Programming

RTV 4506
Telecommunication Research

RTV 4700
Telecommunication Law and Regulation

RTV 4930
Special Study in Telecommunication

Total Credits
50

1

Minimum grade of C required

2

These courses cannot be used to meet other requirements

Proposed Changes 1. Combines and reorganizes current Media and Society block and Specialization blocks into three separate blocks of which students must complete 9 credits from two blocks: Digital Media ; Multicultural and Global Communications; and Applications of Communication

2. Eliminates Senior Project requirement

3. Moves RTV 4420 New Media Systems from Specialization Elective block to required core courses block

Pedagogical Rationale/Justification This track has been in existence for about ten years. The senior project requirement has created confusion for students, required significant time from faculty and advising staff, and not resulted in significant products.

The track is designed to be flexible for students, but the large choice of electives led to completed requirements lacking in cohesion. The reorganized structure provides a clearer, more coherent path for students.

Impact on Other Programs None beyond courses in other departments of the College that are already part of the Media and Society track.

Assessment Data Review Content

1. Identify, describe, or apply concepts and theories in the use and presentation of content.
2. Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity
3. Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions

Critical Thinking

4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions
5. Produce appropriate output that demonstrates creativity and critical thinking either independently or collaboratively.

Communication

6. Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve

Academic Learning Compact and Academic Assessment Plan None

Media and Society 8 semester plan: In-residence and UF Online

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid

		Semester One	Credits
<u>AMH 2020</u>	United States Since 1877 (<u>State Core Gen Ed Social and Behavioral Sciences</u>)		3
<u>ENC 1101</u>	Expository and Argumentative Writing (Critical Tracking ; State Core Gen Ed Composition) ¹		3
<u>IUF 1000</u>	What is the Good Life (Gen Ed Humanities)		3
<u>STA 2023</u>	Introduction to Statistics 1 (Critical Tracking ; State Core Gen Ed Mathematics) ¹		3
	<u>State Core Gen Ed Physical or Behavioral Sciences</u> ¹		3
	Credits		15
		Semester Two	
<u>ECO 2013</u>	Principles of Macroeconomics (Critical Tracking)		4
<u>MUL 2010</u>	Experiencing Music (<u>State Core Gen Ed Humanities with International</u>)		3
Select one:			3
<u>THE 2000</u>	Theatre Appreciation (Gen Ed Humanities with Diversity)		
<u>ARH 2000</u>	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities with Diversity)		
<u>ENC 1102</u>	Argument and Persuasion (Gen Ed Composition; recommended elective) ¹		3
	Gen Ed Mathematics ¹		3
	Credits		16
		Semester Three	
<u>ENC 3254</u>	Professional Writing in the Discipline ¹		3
<u>MMC 1009</u>	Introduction to Media and Communications (Critical Tracking) ¹		1
<u>MMC 2121</u>	Writing Fundamentals for Communicators ¹		3
<u>RTV 3001</u>	Introduction to Media Industries and Professions (Critical Tracking) ¹		3
	Foreign language or Quantitative option ¹		3
	Gen Ed Physical or Biological Sciences ¹		3
	Credits		16
		Semester Four	
<u>POS 2041</u>	American Federal Government (Gen Ed Social and Behavioral Sciences) ¹		3
<u>RTV 2100</u>	Writing for Electronic Media (Critical Tracking) ^{1,2}		3
<u>SPC 2608</u>	Introduction to Public Speaking ¹		3
or <u>ORI 2000</u>	or Oral Performance of Literature 1		
<u>VIC 3001</u>	Sight, Sound and Motion ¹		4
	Foreign language or Quantitative option ¹		3
	Credits		16

Semester Five

SYG 2000 Principles of Sociology (Gen Ed Social and Behavioral Sciences)	3
or PSY 2012 or General Psychology	
RTV 3405 Media and Society	3
2 Specialization block courses	6
Outside concentration course	3
Quantitative option or general elective	2
Credits	17

Semester Six

2 specialization block courses	6
Outside concentration course	3
Electives (inside college)	6
Credits	15

Semester Seven

MMC 3203 Ethics and Problems in Mass Communications ¹	3
or RTV 4432 or Ethics and Problems in Telecommunication	
RTV 4700 Telecommunication Law and Regulation	3
or MMC 4200 or Law of Mass Communication	
2 specialization block courses	6
Elective (inside college)	1
Outside concentration course	3
Credits	16

Semester Eight

AMH 2010 United States to 1877	3
Select one:	3
POS 2112 American State and Local Government	
CPO 2001 Comparative Politics	
INR 2001 Introduction to International Relations	
RTV 4432 New Media Systems	3
Outside concentration course	3
Elective (inside college)	1
Credits	13
Total Credits	124

MEDIA AND SOCIETY

Coursework

Code	Title	Credits
Required Core Coursework		
<u>ENC 3254</u>	Professional Writing in the Discipline ¹	3
<u>MMC 1009</u>	Introduction to Media and Communications ¹	1
<u>MMC 2121</u>	Writing Fundamentals for Communicators ¹	3
<u>MMC 3203</u>	Ethics and Problems in Mass Communications ¹	3
or <u>RTV 4432</u>	Ethics and Problems in Telecommunication	
<u>RTV 2100</u>	Writing for Electronic Media ¹	3
<u>RTV 3001</u>	Introduction to Media Industries and Professions ¹	3
<u>RTV 3405</u>	Media and Society	3
<u>RTV 4700</u>	Telecommunication Law and Regulation	3
or <u>MMC 4200</u>	Law of Mass Communication	
<u>RTV 4905</u>	Individual Projects in Telecommunication	3
or <u>RTV 4910</u>	Telecommunication Undergraduate Research	
<u>VIC 3001</u>	Sight, Sound and Motion ¹	4
<u>RTV 4420</u>	New Media Systems	3
	Professional Electives	8

Media and Society Block

Complete 9 credits from each of two specialization blocks

Code	Title	Credits
Select 9 credits of the following: Digital Media Block		9
<u>MMC 3260</u>	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		9
ADV 3008 OR PUR 3000	Principles of Advertising OR Principles of Relations	
ADV 4400	International and Cross Cultural Advertising	
PUR 4404C	International Public Relations	
MMC 4302	World Communication Systems	
Applications of Communication Block		9
MMC 3614	Media and Politics	
MMC 3703	Sports, Media, and Society	
RTV 4500	Telecommunication Programing	
MMC 3420	Audience Analytics	
<u>JOU 4004</u>	History of Journalism	
<u>MMC 3614</u>	Media and Politics	

Code	Title	Credits
<u>MMC 3703</u>	Sports Media and Society	
<u>MMC 4302</u>	World Communication Systems	
<u>RTV 3411</u>	Race, Gender, Class and the Media	
Specialization Electives		
Select 12 credits of the following: ²		12
<u>ADV 3008</u> or <u>PUR 3000</u>	Principles of Advertising Principles of Public Relations	
<u>ADV 4400</u>	International and Cross-Cultural Advertising	
<u>MMC 3260</u> or <u>RTV 3106</u>	Communications on the Internet Writing and Reporting for Interactive Media	
<u>MMC 4200</u>	Law of Mass Communication	
<u>PUR 4404C</u>	International Public Relations	
<u>RTV 4420</u>	New Media Systems	
<u>RTV 4500</u>	Telecommunication Programming	
<u>RTV 4506</u>	Telecommunication Research	
<u>RTV 4700</u>	Telecommunication Law and Regulation	
<u>RTV 4930</u>	Special Study in Telecommunication	
Total Credits		50
		52
Course List		

¹ Minimum grade of C required

² These courses cannot be used to meet other requirements

Students may substitute a 12-credit combined degree program for one block