

# MEMORANDUM

TO: Dr. Chris Randall \_\_\_\_\_  
Chair, Transitional Undergraduate Academic Council

THROUGH: Dr. Ed Roach \_\_\_\_\_  
Provost, Troy University  
(and, if approved)

THROUGH: Dr. Hal Fulmer \_\_\_\_\_  
Dean, College of Communication and Fine Arts  
(and, if approved)

THROUGH: The Faculty of the Hall School of Journalism  
Dr. Steve Padgett \_\_\_\_\_  
Director, Hall School of Journalism

FROM: Prof. Jeff Spurlock \_\_\_\_\_  
Assistant Professor, Hall School of Journalism

SUBJECT: Proposed new course in journalism (*Processes and Effects of Mass Communication*)

DATE: August 3, 2004

**1. Purpose of curriculum/addition/modification (must include how this addition/modification will improve the major/minor program(s) that it is proposed to serve):**

The purpose of this proposal is to add a course in journalism to supplement and enhance the current offerings in the field.

The course being proposed is:

JRN 4xxx: *Processes and Effects of Mass Communication*

Proposed catalog description for this course is:

To provide students with an understanding of the development of the most notable historical social scientific and empirically grounded theoretical perspectives with regard to mass communication. In addition, analysis and interpretation of those theories will be addressed.

**Rationale for Proposal:**

**Justification:**

This course allows students to analyze historical communication theories in contemporary settings.

**2. Relationship of purpose to university purpose:**

In accordance with the institutional purpose of Troy University, this course aids students in thinking critically, writing, reading, and researching about mass communication.

**3. Objectives (courses, requirements, and other specifics through which the Purpose is to be achieved):**

Students taking this course will be restricted to junior level or higher plus having successfully completed JRN 1101 *Introduction to Mass Communication*.

Objectives for this proposed class include:

- Exploring a variety of journalism opportunities, such as communication research and writing.
- The students will learn about the historical media effects and how they apply to contemporary settings.
- The students will become better critical thinkers, writers, readers, and researchers in the area of mass communication.

**4. Expected results (must be in stated measurable terms):**

More than 70 percent of the students taking this class will successfully complete the course with a grade of C or higher.

**5. Assessment instrument(s):**

There will be graded assignments during the term including exams, quizzes, and a research paper.

**6. Procedure for administering assessment instrument(s):**

The assessments will be administered throughout the semester in accordance with Troy University guidelines.

**7. Statement of results of assessment (must include who will analyze the Results, who will formulate any necessary plan for improvement, who will be responsible for implementing any such plan, and the date of implementing such plan).**

The instructor will analyze the results of the assessments and formulate any necessary plan for improvement. The plan will be reviewed and approved by the director of the Hall School of Journalism and upon approval will be assigned an implementation date. In addition, students will be able to assess the course through the student evaluation system used at Troy University.

**8. How will faculty be made available to meet the needs of this curriculum addition/modification?**

The faculty for this course will be existing or new Hall School of Journalism faculty or approved adjunct faculty members.

**9. What additional resources (library material, lab equipment, and et al.) will be required to meet the needs of this curriculum addition/modification?**

The purpose of the proposal is to improve the journalism degree programs for the School's majors and minors. While this is the driving force behind this request, more than half of the classes offered by the Hall School of Journalism are taught by adjunct faculty members or as overloads. This means that any changes in the School's degree programs may impact our ability to continue growing and improving our curriculum. We anticipate being able to find a faculty member willing to teach this class as an overload or find an adjunct qualified to teach this course.

While the School's faculty members are confident that this course will help strengthen the program, we ask that the University consider adding additional faculty to the School of Journalism. This will help lower the number of classes taught as overloads or by adjunct faculty members plus it would help the School maintain a high level of quality instruction in all classes.

**10. Estimated annual cost to the university:**

If an adjunct faculty member is used to teach this class, the university will need to increase the Hall School of Journalism's part-time faculty budget line. The university establishes the pay scale for adjunct faculty members.

**11. This curriculum addition/modification will be required of students in the following major/minor program(s):**

This course will not be required for any journalism degree program. This class will be offered for elective credit for journalism majors and minors.

**12. Number of students currently enrolled in this (these) program(s):**

**13. Total FTE faculty in this department (AY 2003-2004):**

3.3

**14. Analysis of credit hour production in this department:**

- a. Total credit hours of GS and remedial courses (AY 2003-2004) 0%
- b. Total credit hours of all other courses (same period) 184 semester hours
- c. Percentage analysis: GS and remedial 0%
  - Upper level 61%
  - Graduate 0%

**15. Relevant course syllabi (attached):**

# Troy University

## Hall School of Journalism

### Syllabus (Fall 2005)

#### JRN 4xxx Processes and Effects of Mass Communication

Time:

Room:

**Instructor:** Staff

**Office:**

**Phone:**

**FAX:**

**E-Mail:**

**Office Hours:**

**Course Description:** To provide students with an understanding of the development of the most notable historical social scientific and empirically grounded theoretical perspectives with regard to mass communication. In addition, analysis and interpretation of those theories will be addressed.

#### **Objectives:**

- Exploring a variety of journalism opportunities, such as communication research and writing.
- The students will learn about the historical media effects and how they apply to contemporary settings.
- The students will become better critical thinkers, writers, readers, and researchers in the area of mass communication.

**Text:** Baran, S. J., & Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future* (2nd ed.). Belmont, CA: Wadsworth.

**Prerequisites:** JRN 1101 *Introduction to Mass Communication* and junior level or higher.

**Assignments and grading:** This course is based on a ten-point scale.:

Four exams 15 percent each

One research paper 15 percent

Four quizzes 25 points each

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Total: 100 percent

**E-MAIL and MAJORDOMO LIST:** Troy University provides all students with free e-mail addresses, and you are required to properly maintain this account. You are also required to subscribe to a class majordomo list to enable the instructor to send the class e-mail messages.

**ATTENDANCE:** In registering for classes at the university, undergraduate students accept responsibility for attending scheduled class meetings, completing assignments on time, and contributing to class discussion and exploration of ideas. If a student does not attend class during the first two weeks (first 14 calendar days) of the semester, and does not give prior notification to the instructor of reasons for absence and intent to attend the class, the student will be required to

drop the course. It is the responsibility of the student to drop the course or to withdraw from the university according to university policy.

A faculty member may excuse absences and allow students to make-up work if the faculty member deems the absence legitimate. A faculty member is not expected to provide make-up opportunities for a student without a legitimate excuse. Official excuses are granted by the Office of the Provost for authorized university activities. Faculty members may levy academic penalties upon unexcused absences. Students should understand that absences might jeopardize their grade. Students receiving financial aid benefits are required to attend classes according to the regulations for financial aid benefits in addition to those regulations required for the course.

**Inclement Weather and Emergency Situations:** Both faculty and students are responsible for meeting all assigned classes. In the event of inclement weather, faculty and students will be expected to attend classes as usual as long as they may do so without risking peril to themselves or to others. During periods of inclement weather, faculty and students will not be penalized for absences dictated by perilous conditions. In severe cases of inclement weather or other emergency conditions, the Office of the Provost will announce cancellation of classes through the local and regional media as well as through the university's web site.

**Plagiarism, cheating, incompletes and other university policies and procedures:**

Students should be familiar with all policies and procedures of the university, including but not limited to those published in the undergraduate bulletin, student handbook and course schedule.

**Americans with Disabilities Act**

Any student whose disabilities fall within ADA must inform the instructor at the beginning of the term of any special needs or equipment necessary to accomplish the requirements for this course.

Additional Services

Students who have or may be dealing with a disability or learning difficulty should speak with the instructor, contact the Office of Adaptive Needs (Wright 226) or call 670-3220/3221. Various accommodations are available through the Adaptive Needs Program.

**Tentative Course Schedule**

Week 1	Mass Communication Theory
Week 2	Limited Effect Paradigm, Two-Step flow of communication
Week 3	Lasswell's Propagand Theory/Modern Propaganda Theory First Quiz
Week 4	Review and first exam
Week 5	Lippmann's Theory of Public Opinion
Week 6	Social Responsibility Theory. Second Quiz
Week 7	Hovland and Lazarsfeld models of Communication
Week 8	Attitude Change Theories
Week 9	Review and second exam
Week 10	Agenda Setting. Third Quiz
Week 11	Spiral of Silence/Social Marketing Theory
Week 12	Review and Third Exam
Week 13	Gerbner's Cultivation Study
Week 14	Media as culture. Fourth Quiz
Week 15	Globalization and the media. Research paper due.
Week 16	Final Exam