REQUEST FOR A NEW COURSE
University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

<table>
<thead>
<tr>
<th>Course</th>
<th>Subject</th>
<th>Recommended Number</th>
<th>Course Title (maximum of 30 characters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCOM</td>
<td>3</td>
<td>3623</td>
<td>Media’s Illusion of Love</td>
</tr>
</tbody>
</table>

*Remember when abbreviating names, this is how they will appear on student’s transcripts.*

CIP Code: 09.0403

For information regarding CIP codes contact your department chair or visit: http://www.uco.edu/academic-affairs/ir/program_inventory.asp

For graduate courses, please attach a syllabus for this course. (See syllabus requirement policy 2.2.)

Course description as it will appear in the appropriate catalog.

Course description only  Do not include prerequisites or enrollment restrictions, these should be added under questions 6-12.

(Please use standard American English including full sentences.)

Media’s Illusion of Love examines the images and symbolic communication displayed in American cinema, television, print, and music relevant to the pursuit of romantic love and its unrealistic expectations. The course covers the media’s distorted portrayal of love and, in contrast, examines what healthy love is through the application of scholarly media content research, communication theory, and pop culture critical studies.

Mass Communication
Department submitting the proposal

Mark Zimmerman  mzimmerman@uco.edu  5174
Person to contact with questions  email address  Ext. number

Approved by:

Mary Carver  9/10/20
Department Chairperson

Dean Catherine Webster  Date
(Please notify department chair when proposal is forwarded to dean.)

Rozilyn Miller  Date
College Curriculum Committee Chair
(Digitally signed by Rozilyn Miller  2020.09.11 09:02:22 -05'00'
Date)

College Dean
Date
(Please notify the department chair when proposal is forwarded to AA.)

Academic Affairs Curriculum or Graduate Council  Date
(Assigned by the Office of Academic Affairs.)

Effective term for this new course
Date

Office of Academic Affairs  Date

Academic Affairs Form
August, 2015

Functional Review GP_RW
undergraduate proposals only)
1. Does this course have an undergraduate / graduate counterpart?
   ___ Yes  ___ No

2. Is this proposal part of a larger submission package including a program change?
   ___ Yes  ___ No

3. Does this new course affect a teacher preparation program? (All courses required for any teacher preparation program must have approval from the Council on Teacher Education (CTE) before approval from AACC or Graduate Council.)
   ___ Yes  ___ No  If yes, send copy of proposal to the Education Curriculum Committee Chair, Dr. Darla Fent.
   CTE Approval (Stamp or initial)

4. Has this course been previously taught as a common course (4910 seminar, 4960 institute, etc.)?
   ___ Yes  ___ No  If yes, when was the most recent offering?  Fall 2019

5. Does this course affect majors or minors outside the department?
   ___ Yes  ___ No  If yes, provide name(s) of department chair(s) contacted, dates, and results of discussion.

6. Prerequisite courses:
Example 1: MATH 1213 and (MATH 2165 or MATH 2185) and CHEM 1213
Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3613)
Example 3: 8 hours of biology including BIO 1404
ENG 1113, ENG 1213, and MCOM 1113.

7. Co-requisite(s): Which of the above prerequisite courses, if any, may be taken in the same semester as the proposed new course?
   None

8. Concurrent enrollment: Courses that must be taken the same semester. Example: lab courses.
   None

9. Will this course have enrollment restrictions?
   ___ Yes  ___ No  If No, go to question 13.

10. Specify which major(s) may or may not take this course. Specifying a major, excludes all other majors from enrolling.
    Check one:  May     May not

    Major Code:       

11. Which of the following student classification(s) may enroll in this course?
    Check all that apply:
    Graduate     (2) 19 + hours
    Graduate     (1) 0-18 hours
    Post Baccalaureate *  
    Senior      
    Junior      
    Sophomore   
    Freshman    

    * Graduate level courses are not open to Post Baccalaureate students.

12. Check or list other restrictions for this course.
    Admission to Graduate Programs
    Admission to Nursing Program
    Admission to Teacher Education

    Other
13. **Course objectives:** Objectives should be observable, measurable and include scholarly or creative activities to meet the course level characteristics. Course objectives should also be in line with the course description. (Please refer to instructional objectives documents at: [http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints](http://www.uco.edu/academic-affairs/faculty-staff/aacc.asp#FAQ/Helpful%20Hints).)

Upon completion of this course students will be able to:

1) Apply communication theory to identify the skills, knowledge, and other attributes needed to analyze the effects of the media.
2) Identify unrealistic social expectations demonstrated in various media formats.
3) Integrate realistic expectations for healthier and longer relationships.

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### Course Detail Information:

14. **Contact Hours (per week)**

- [ ] Lecture hours (in class)
- [ ] Lab hours (also studios)
- [ ] Other (outside activities)

15. **Repeatable course.**

- [ ] Number of times this course can be taken for credit.

16. **Schedule type:** (select one only)

- [ ] Activity P.E. (A)
- [ ] Lab only (B)
- [ ] Lecture/Lab (C)
- [L] Lecture only (L)
- [ ] Recitation/Lab (R)
- [ ] Student Teaching (STU)
- [ ] Studio Art/Design (XSU)

17. **List existing course(s) for which this course will be a prerequisite.** Adding a "new course" as a prerequisite to an existing course will likely cause enrollment problems. (Please submit a prerequisite change form for each course for which this course will serve as a prerequisite.)

**None**

18. **What resources, technology or equipment must be acquired to teach this course?** List items, which must be purchased and estimate cost. (Be specific, e.g., technology software, equipment, computer lab; etc.)

**None**

19. **The UCO Library has the required library resources available for this new course?**

- [x] Yes  
- [ ] No

If yes, provide names of Librarian/Faculty Liaisons contacted, dates, and results of discussion.

**Kaitlyn Palone was contacted on January 10, 2020. A search of love and media in the catalog brought back 1,739,775 articles, 1,182 books, and 598 videos. "History of Love" returned 298 results that include both articles and books, with similar results for "psychology of love".**

If no, what additional library resources must be acquired for this new course? List items which must be purchased and estimated cost. (Be specific, e.g., books, magazines, journals, etc.)

**NA**

20. **Names of current faculty qualified to teach this course.**

- [ ] Dr. David Nelson, Dr. Merry Buchanan
21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:  
No additional faculty needed.

22. How will this course be staffed and equipped? Identify the additional costs associated with this new course. If no costs, explain why not.  
The new course will not incur any additional costs. With shifting enrollment patterns within the department, the number of sections that need to be offered to meet student demand for a particular course fluctuates. These fluctuations allow for additional elective courses to be offered. Based on past student enrollment for this course when it was offered as a special topics course, there is strong student interest in this course.

23. Identify the source(s) of funds for any additional costs for the new course. i.e. internal reallocations, special fees from students, etc. If you plan to propose special fees be assessed for this course, be aware there is a separate approval process for special fees.  
NA

24. Projected enrollment for two academic years following approval of new course:  

<table>
<thead>
<tr>
<th>Semester</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>Summer</td>
<td>15</td>
<td>18</td>
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</table>

25. Using State Regents' definition of liberal arts and sciences (quoted below), characterize the course as follows:  

| Non-liberal arts and sciences | Liberal arts and sciences |

“The liberal arts and sciences are defined as those traditional fields of study in the humanities; social and behavioral sciences; communications; natural and life sciences, mathematics; and the history, literature, and theory of fine arts (music, art, drama, dance). Courses in these fields whose primary purpose is directed toward specific occupational or professional objectives, or courses in the arts which rely substantially on studio or performance work are not considered to be liberal arts and sciences for the purpose of this policy. Courses required for the General Educational Program are not necessarily synonymous or mutually exclusive with the liberal arts and sciences.”  

State Regents Policy and Procedures, Chapter 2, Section 5, “Degree Requirements” part 1, (2). P. II-2-86

26. Please provide a concise, yet comprehensive, statement that explains the reasons for requesting the new course. Include documentation or assessment information supporting the specific request (if possible). Indicate the expected source of student enrollment (majors, minors, programs etc.)  
The course has been taught several times in past years and generated positive feedback from students. The course has consistently met enrollment requirements.

27 Which of the six transformative learning tenets does this course incorporate? (check all that apply or only those that apply) This question was a directive from the Provost and is used for informational purposes.  

<table>
<thead>
<tr>
<th>Discipline Knowledge</th>
<th>Leadership</th>
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<tbody>
<tr>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Research, Scholarly and Creative Activities</td>
<td>X</td>
</tr>
<tr>
<td>Service Learning and Civic Engagement</td>
<td></td>
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<tr>
<td>Global and Cultural Competencies</td>
<td></td>
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<tr>
<td>Health and Wellness</td>
<td>X</td>
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28. Clearly explain how the characteristics of this course meet or exceed those outlined in Course Level Characteristics. (Copy and paste table from “Course Level Characteristics” document for the appropriate course level of proposed course. Document may be found on: http://sites.uco.edu/academic-affairs/files/course-level-characteristics-table.doc).

### 3000 LEVEL COURSES

<table>
<thead>
<tr>
<th>Course Level Characteristics</th>
<th>Please describe how this course meets this requirement.</th>
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<tbody>
<tr>
<td>1. It is assumed that students in these courses have completed sufficient course work to have attained junior standing.</td>
<td>Junior standing is required.</td>
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<td>2. These courses should be offered at a level of instruction that assumes a foundation of study in the discipline, which most often would have been gained through one or more introductory courses.</td>
<td>With junior standing and three prerequisite courses, students will have achieved a foundation to be successful in the course.</td>
</tr>
<tr>
<td>3. Students in these courses should be required to undertake a scholarly activity in addition to classroom instruction, such as a written research project, library assignment, juried performance, or creative work.</td>
<td>The students are required to research and write their papers in APA style and will conclude the class by applying theoretical concepts learned in the class in the form of a visual/auditory presentation.</td>
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<td>4. These courses should be more specialized in content than lower division courses.</td>
<td>The course specifically focuses on media messages and its portrayal of relationships through the use of critical studies and communication theory.</td>
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