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Proposal #
(Academic Affairs use only)

AY20-413 Proposal #
(College use only) Revised based on LACC comments

REQUEST FOR A NEW COURSE

University of Central Oklahoma

Course Subject (Prefix), Number, and Title:

Course Subject
MCOM | **5313**

Course Title (maximum of 30 characters)
*Remember when abbreviating names, this is how they will appear on student's transcripts.
Women in Media

Course Title: (full title of course if longer than 30 characters)

For information regarding CIP codes contact your department chair or visit: http://www.uco.edu/academic-affairs/ir/program_inventory.asp
CIP Code: **09.0900**

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.)

Women in Media focuses on women as journalism professionals and as subjects of the media. With the backdrop of history, statistics, and input from guest speakers, we will discuss past, current, and possible future issues related to those two main areas.

Department of Mass Communication

Department submitting the proposal

Mark Zimmerman

Person to contact with questions

mzimmerman@uco.edu

email address

5174

Ext. number

Approved by:

Mary Carver

Department Chairperson

9/10/20

Date

Dean Catherine Webster

Digitally signed by Dean Catherine Webster
Date: 2020.09.14 15:17:21 -05'00'

College Dean

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

Date

Office of Academic Affairs

Date

Rozilyn Miller

Digitally signed by Rozilyn Miller
Date: 2020.09.11 09:31:06 -05'00'

College Curriculum Committee Chair

Date

(Please notify department chair when proposal is forwarded to dean.)

Academic Affairs Curriculum or Graduate Council

Date

Effective term for this new course

(Assigned by the Office of Academic Affairs.)

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? [New Program]

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? _____

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 3: 8 hours of biology including BIO 1404

Example 2: (ACCT 2113 and 2213) and (MGMT 3013 or ISOM 3613)

None

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	<input checked="" type="checkbox"/>
Graduate	(1) 0-18 hours	<input checked="" type="checkbox"/>
Post Baccalaureate *		<input type="checkbox"/>
Senior		<input type="checkbox"/>
Junior		<input type="checkbox"/>
Sophomore		<input type="checkbox"/>
Freshman		<input type="checkbox"/>

* 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>.)

Upon completion of the course, students will:

- 1. Analyze and discuss images of women and girls in mass media and social media outlets.**
 - 2. Examine the role of feminism in the advancement of women in the mass media profession.**
 - 3. Discern some of the important social, cultural, and legal issues about the changing roles of women in society.**
 - 4. Recognize the work of noteworthy mass communication professionals.**
 - 5. Design and write a research paper involving qualitative research.**
-

Course Detail Information:

14. Contact Hours (per week)

 3 Lecture hours (in class)

 Lab hours (also studios)

 Other (outside activities)

15. Repeatable course.

 1 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.)

NA

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; August 26, 2019; significant holdings in Communications are available in the library through current databases.

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. Sherri Johnson, Dr. Mary Carver, Dr. Jill Lambeth

21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:

None

22. How will this course be staffed and equipped? Identify the additional costs associated with this new course. If no costs, explain why not.

This course is currently offered at the 4000-level for undergraduates every Spring semester. Seats will be set aside for graduate students in the regularly scheduled class.

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:

Semester	2021-22	2022-23
Fall		
Spring	5	5
Summer		

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.)

Women in Media is currently an upper-level undergraduate course that already includes elements of research, writing, and critical thinking. This request is to allow graduate students to take this course and complete additional 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.

Discipline Knowledge X
Leadership X
Research, Scholarly and Creative Activities X
Service Learning and Civic Engagement _____
Global and Cultural Competencies X
Health and Wellness _____

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> .

5000 LEVEL COURSES

Course Level Characteristics	Please describe how this course meets this requirement.
1. It is assumed that students in these courses have acquired the ability to use language effectively, to engage in analytical thought and creative processes, and to use information and bibliographic sources with skill.	Students will write an extensive research paper related to the class topics. They will also participate in a project involving qualitative research.
2. It is assumed that students in these courses have achieved a significant level of maturity in the discipline, evidenced by a considerable background of knowledge.	Students will be expected to write about and participate in class discussions related to the informed critique of the mass media.
3. These courses should be more than a mere extension of undergraduate courses. Rather, they should be qualitatively different. At a minimum: <ol style="list-style-type: none"> a. Students should be required to undertake original scholarly/creative activity. b. Students should assume greater responsibility for mastering the subject matter. c. Close working relationships should exist between instructors and students. 	<ol style="list-style-type: none"> 1. Students will complete a research paper focused on a topic involving women and the media and a project involving qualitative research – an in-person interview with a woman in journalism. 2. Students are expected to have a good understanding of how the mass media works and how to write response papers and a research paper. 3. Instructor will work one-on-one with graduate students to help with their understanding of the subject matter.

WOMEN IN MEDIA

MCOM 5313

Syllabus

Fall 2021

Department of Mass Communication/College of Liberal Arts

University of Central Oklahoma

(Classroom)

(time/days)

Professor: Dr. Sherri Johnson, Ed.D. sjohnson148@uco.edu

LinkedIn: [Sherri Ward Johnson](#)

Office: COM 207C • 405-974-5458

Office Hours: Tuesday/Thursday: 7:30 - 8 a.m.; 11 a.m. - 12:30 p.m.; 3:15 - 4 p.m. & by appointment

Department Office: 405-974-5303 **Fax:** 405-974-5125

Please contact me if you have questions or concerns about the content of this course. All class announcements, including schedule changes, will be posted through News on D2L.

Course Description

Women in Media focuses on women as journalism professionals and as subjects of the media. With the backdrop of history, statistics, and input from guest speakers, we will discuss past, current, and possible future issues related to those two main areas.

Prerequisite(s)

No graduate courses required.

Course Textbook

"Women in Media" by Dr. Sherri Johnson

This is an online textbook published through [Top Hat](#).

ISBN: 978-1-77412-155-9 Join Code: 828833 (unique to this class)

Top Hat requires a paid subscription (\$30 for a semester) to access the textbook. An invitation will be sent to you through your UCO email. Note: If you are using financial aid, you **must** purchase the book from the UCO bookstore. You can order online, but you will be required to pick up an access card at the bookstore. The estimated cost is \$40 for the textbook, which you will still be able to access after the semester ends.

Top Hat links:

[Quick Start Guide](#)

[Pricing](#)

Support: support@tophat.com or 1-888-663-5491

Use **Chrome or Firefox** as your browser to access the book. You are expected to read through the assigned chapters before class. Your responses to all the questions are due by the deadlines indicated in the Assignment Schedule.

Student Learning Outcomes

By the end of the semester, the learner should have a good understanding of some of the major issues involving women in the media. Competency will be based upon the successful completion of assignments and the achievement of a passing grade in the course.

Upon completion of the course, students will:

1. Analyze and discuss images of women and girls in mass media and social media outlets.
2. Examine the role of feminism in the advancement of women in the mass media profession.
3. Discern some of the important social, cultural and legal issues about the changing roles of women in society.
4. Recognize the work of noteworthy mass communication professionals.
5. Design and write a research paper involving qualitative research.

Teaching Methods

My teaching methods include lecture, multimedia presentations and class discussions. Students are expected to keep pace with the readings and writing assignments and make thoughtful contributions to the discussions.

Assignments

Details and deadlines will be posted through D2L: Assessments/Assignments. Students should submit all assignments through D2L and be prepared to share during class discussions.

a. Textbook (Top Hat) questions (50) **Total points: 100**. Each of the 10 chapters includes one discussion question (5 points) and five review questions (1 point each). Deadlines are listed in the Assignment Schedule (below). **Late policy:** No points will be given for late responses.

b. Response Papers (4) 25 points each. **Total points: 100**. You will be assigned response papers (500-700 words) for each Module in the textbook. **Late policy:** Late papers will be accepted for up to ½ the original points until the last day of class, April 30. If you miss a paper deadline due to illness or another excused absence, you must submit your paper within a week of the original deadline. (See “excused absences” at the end of this syllabus.) Details will be given in class and posted on D2L.

c. Research Project (STLR) **100 points**. This project is usually assigned to two-person groups and involves interviewing prominent women in the mass communication profession. This DOES NOT include a research paper. You will submit project materials – including interview notes, the edited video and photos of the person you interviewed. Details will be given in class and posted on D2L.

Late policy: Project materials are due the last day of class (April 30) and will not be accepted late.

d. Research Project Presentation (STLR) **25 points**. Each group will present information and a video clip from the interview.

Late policy: Late presentations are allowed only at the discretion of the instructor.

e. Exams (2) 100 points each. **Total points: 200**. The exams usually consist of short-answer and essay questions. You will take the exams out of class – through D2L. **Late policy:** Late exams are allowed only at the discretion of the instructor.

f. Research Paper **100 points**. Graduate students are required to research/write a research paper about a topic related directly to the course and the textbook. Topic ideas must be approved by the instructor. Details, including length, format and other requirements, are included in the D2L Assignment box. **Late policy:** Late papers will be penalized 10 points per day.

Attendance Policy

Regular attendance is expected and necessary for students to participate in class discussions, develop critical thinking abilities and form viewpoints about the course topics. Absences and tardies will be recorded on the class page in D2L, which you can access through Resources/Attendance. Excused absences are determined by UCO policy. See “excused absences” at the end of this syllabus. For absences due to illness, email the physician’s note to me. If a serious personal issue is causing you to miss class multiple times, please talk to me.

After **three (3) unexcused absences**, each additional absence may result in a 5% reduction of your final grade. So, if you have a 90% in the course but have four unexcused absences, you would earn an 85%. If you have five absences, you would earn an 80%. If you are late by more than 10 minutes, you will be counted as tardy. Three tardies will equal one absence.

Late Work

See the late policy listed under each Assignment (above).

Inclement Weather

Oklahoma's unpredictable weather sometimes affects class meetings. ALWAYS check your email before leaving home on a day when inclement weather is possible. If I need to cancel, I will email you. If at all possible, I will send the email at least an hour before class starts. Read the campus-wide policy [here](#).

Grading

All written assignments will be submitted and graded (based on rubrics) through the D2L system. Students will have access to all rubrics and feedback through this system. You can expect to receive feedback within a week of an assignment deadline.

I will grade all written assignments based on your ability to:

- follow instructions and meet the basic requirements
- research and choose appropriate subject matter
- critically analyze and discuss major issues and discussion points
- express thoughtful opinions
- be original and creative
- use proper sentence structure, grammar, spelling and punctuation

Grade Determination

Textbook Questions (50)	100 points	A	90-100% (563-625 points)
Response Papers (4)	100 points	B	80-89% (500-562 points)
Research Project (1)	100 points	C	70-79% (438-499 points)
Project Presentation (1)	25 points	D	60-69% (375-437 points)
Exams (2)	200 points	F	59 and below (374 points or fewer)
<u>Research Paper (1)</u>	<u>100 points</u>		
Total	625 points		

Total course points are subject to change, so the final grading scale will be based on the percentages as listed.

Student Behavior

Students are expected to conduct themselves in a professional and polite manner. You should be able to discuss ideas, share opinions and disagree with one another and/or the instructor without rudeness or personal attacks. Unless otherwise specified during class, no personal devices may be used during discussions, guest visits or other organized in-class activities.

Transformative Learning

At the University of Central Oklahoma, we help students learn by providing transformative experiences so that they may become productive, creative, ethical and engaged citizens and leaders contributing to the intellectual, cultural, economic and social advancement of the communities they serve.

Transformative learning is a holistic process that places students at the center of their own active and reflective learning experiences. All students at UCO will have transformative learning experiences in five core areas: leadership; research, creative and scholarly activities; service learning and civic engagement; global and cultural competencies; and health and wellness.

Central Six

Discipline Knowledge, Leadership, Problem Solving, Service Learning & Civic Engagement, Global and Cultural Awareness and Health & Wellness. This course engages students in learning historical and cultural events relevant to Discipline Knowledge. This course also meets the requirements of Problem Solving through students' work on writing assignments, discussions and creative activities that rely on critical thinking skills and the analysis of readings. Students participate in Civic Engagement through their completion of an in-depth STLR (Student Transformative Learning Record) project that involves meaningful research, interviewing, writing and presentation.

The professor retains the right to amend the syllabus, including the assignment schedule, at any time. The contents of this syllabus are subject to revision 24 hours a day, seven days a week throughout the semester. Changes, if any, will be announced in class and via email.

Assignment Schedule

Jan. 14	Introductions/Textbook: Women in Media: "An Introduction"
Jan. 16	Textbook: Module 1: Body Image in the Media Mirror (Chapters 1-3) Chapter 1: "An Obsession with Perfection"
Jan. 21	Chapter 1 continued
Jan. 23	Chapter 2: "The Selfie Culture"
Jan. 28	Chapter 3: "Advertising's Little White Lies"
Jan. 30	Chapters 2 & 3 continued Due by midnight: <ul style="list-style-type: none">- Response Paper 1 (Module 1)- Textbook questions (Chapters 1-3)
Feb. 4	Textbook: Module 2: Women as Media Activists (Chapters 4-6) Chapter 4: "The Fight for Rights: 1830-1920"
Feb. 6	Chapter 4 continued
Feb. 11	Chapter 5: "The Fight for Rights: 1960s-1980s"
Feb. 13	Chapter 5 continued
Feb. 18	Chapter 6: "The Fight for Rights: 1990s-now"
Feb. 20	Chapter 6 continued Due by midnight: <ul style="list-style-type: none">- Response Paper 2 (Module 2)- Textbook questions (Chapters 4-6)
Feb. 25	Chapter 6 continued Exam 1 (Modules 1 & 2: Chapters 1-6) opens in D2L; due by midnight March 3
Feb. 26-27	(Faculty Mentoring Days)
Feb. 27	Textbook: Module 3: Women as Subjects of the Media (Chapters 7-8) Chapter 7: "Victims: The Missing White Woman Syndrome"
March 3	Chapter 7 continued/ Exam 1 due by midnight
March 5	no class

March 10	Chapter 8: "What Did She Wear? Women in Politics"
March 12	Chapter 8 continued
March 16-20	Spring Break – no class
March 24	Chapter 8 continued Due by midnight:
	- Response Paper 3 (Module 3)
	- Textbook questions (Chapters 7-8)
March 26	Textbook: Module 4: Women as Media Professionals (Chapters 9-10) Chapter 9: "Pioneers in Journalism" & Chapter 10: "Contemporary Journalists"
March 31	Chapter 9 continued
April 2	Chapter 9 continued Due by midnight:
	Research Paper (graduate students)
April 7	Chapter 10 continued
April 9	Chapter 10 continued
April 14	Chapter 10 continued Due by midnight:
	- Response Paper 4 (Module 4)
	- Textbook questions (Chapters 9-10)
	Exam 2 (Modules 3 & 4: Chapters 7-10) opens in D2L; due by midnight April 21
April 16	work on Research Project
April 21	work on Research Project/ Exam 2 due by midnight
April 23	work on Research Project
April 28	Presentations
April 30	Presentations Research Project due
May 5	Final Exam period: 1-2:50 pm Tuesday - Presentations