

103

Proposal #  
(Academic Affairs use only)

AY20-416 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	Recommended Number	Course Title (maximum of 30 characters) *Remember when abbreviating names, this is how they will appear on student's transcripts.
<b>MCOM</b>	<b>5523</b>	<b>Global Communication</b>

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](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.)

**Global Communication examines communications practices around the globe through the application of communication theory, media research, and other pedagogies. The course utilizes case studies, discussions, and projects to understand the political and cultural context of media. The class emphasizes how conventional and social media sources impact society through various platforms.**

### Mass Communication

Department submitting the proposal

**Mark Zimmerman**

**[mzimmerman@uco.edu](mailto:mzimmerman@uco.edu)**

**5174**

Person to contact with questions

email address

Ext. number

Approved by:

*Mary Carver*

9/10/20

Department Chairperson

Date

**Rozilyn Miller**

Digitally signed by Rozilyn Miller  
Date: 2020.09.11 09:32:36 -05'00'

College Curriculum Committee Chair

Date

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

**Dean Catherine Webster**

Digitally signed by Dean Catherine Webster  
Date: 2020.09.14 15:18:44 -05'00'

College Dean

Date

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

Academic Affairs Curriculum or Graduate Council Date

Office of Academic Affairs

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 AACCC 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 * |                | _____                               |
| 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 | <input checked="" type="checkbox"/> |
| 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>.)

**As a result of this course, students will be able to:**

1. Identify and define the four major media structures.
  2. Define and categorize a country's media structure based on their media practice, political structure, and social influences.
  3. Analyze the cultural and political influences that impact media structure and communication practices.
  4. Examine the media communication methods used and their impact by applying communication theory.
  5. Utilize APA-style writing and research methods in a research paper.
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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.)

**NONE**

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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**

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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: Aug 2-19, significant holdings in Communication are available in the Library database.**

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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.)

**NONE**

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20. Names of current faculty qualified to teach this course.  
**Dr. David Nelson, Dr. Mary Carver, Dr. Sam Lawrence, Dr. Chad Perry, Dr. Christy Vincent, Dr. Jill Lambeth, Dr. Sherry Johnson, and Dr. Desiree Hill**

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21. Additional faculty (adjunct or full-time) required and specific competencies required to teach this course:  
**NONE**

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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 course will be in the department elective rotation and taught with its undergraduate counterpart. The elective option will be offered in place of another elective option in the fall semester, so no additional costs will be incurred.**

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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**

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

Semester	2021_22	2022_23
Fall	5	5
Spring		
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.)  
**The course is part of a larger submission for a new M.A. program in Strategic Communications and supportive to the overall new program's learning objectives and goals. It has an undergraduate counterpart that will allow additional students to easily enroll.**

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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.

<b>Discipline Knowledge</b>	<u>  X  </u>
<b>Leadership</b>	<u>  X  </u>
<b>Research, Scholarly and Creative Activities</b>	<u>  X  </u>
Service Learning and Civic Engagement	<u>      </u>
<b>Global and Cultural Competencies</b>	<u>  X  </u>

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**

<b>Course Level Characteristics</b>	<b>Please describe how this course meets this requirement.</b>
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.	<b>The course will use research papers, discussion, group presentations, projects, and case studies to engage and enhance the student's analytical and language skills.</b>
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.	<b>Students will have earned a Bachelor's degree prior to this course.</b>
3. These courses should be more than a mere extension of undergraduate courses. Rather, they should be qualitatively different. At a minimum: 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.	<b>At the completion of this course, the student will be able to define and explain the communication theories and practices at work in the four major media structures and be able to categorize and explain the different types of communication practices and their impact on their relevant audiences.</b>

**Department of Mass Communication  
College of Liberal Arts  
University of Central Oklahoma  
Syllabus**

**Course Information:**

GLOBAL COMMUNICATION MCOM 5523

**Instructor Contact Information:**

Dr. David Nelson

Professor of Mass Communication

Office: CB 139

Office Phone: 405-974-2584

Office Hours: TBD

Department Number: 405-974-5303

Department Fax: 405-974-5125

[dnelson7@uco.edu](mailto:dnelson7@uco.edu), and through D2L. Please allow 24-48 hour response to e-mails on D2L.

**COURSE DESCRIPTION**

Global Communication examines communications practices around the globe through the application of communication theory, media research, and other pedagogies. The course utilizes case studies, discussions, and projects to understand the political and cultural context of media. The class emphasizes how conventional and social media sources impact society through various platforms.

**COURSE INTRODUCTION**

Through the understanding of communication theory and the knowledge of communication research one can better understand how individuals, groups, government, and media use communication to persuade, advocate or motivate the masses. This class is designed to develop an understanding of the media structures and press theories related to global communication and methods and practices used over multiple platforms, both conventional and non-conventional.

**TEXTBOOK AND RESOURCES**

Global Communication: Theories, Stakeholders, & Trends (4th Edition) **Author:** Thomas

L. McPhail, **ISBN-13:** 978-1118622025

**TEACHING METHODS AND EVALUATION**

The majority of classes will be of a lecture format, video presentations, group discussion and short weekly written papers, which will be uploaded to class folders or D2L. A midterm and final exam will also be administered. Another portion of your grade will entail a short group presentation relating to an assigned media theory. Each group presentation requires (1) group paper and should accompany the presentation and be uploaded to the ASSIGNMENT box in D2L prior to presentation.

All assigned presentations and work will be graded with a rubric with written feedback and be available in D2L's GRADE section.

The instructor holds the right to modify a grade after a grade has been recorded, if evidence is discovered that violates the instructions or policy pertaining to the assignment.

The mid-term and final exam will be of an essay format in which the student will also receive written feedback.

**Also, your grade is based on your quality of work, not on the quantity or “how hard you worked.”**

## **LEARNING OBJECTIVES**

As a result of this course, students should be able to:

1. Identify and define the four major media structures.
2. Define and categorize a country's media structure based on their media practice, political structure, and social influences.
3. Analyze the cultural and political influences that impact media structure and communication practices.
4. Examine the media communication methods used and their impact by applying communication theory.
5. Utilize APA style writing and research methods in a research paper.

## **ASSESSMENT TOOLS**

Student progress or mastery of the aforementioned intended outcomes will be assessed using the following instruments: written papers, case studies, individual and group presentations and the research papers that accompany each presentation. A rubric and written feedback will be used as an assessment tool.

The student improvement and understanding of discussed theories will be evaluated through an exam that will integrate all the theories and applications discussed in the peer presentations conducted towards the end of the semester.

## **STANDARDS OF ACHIEVEMENT**

All student work will be held against the following **Academic Criteria**:

- Accuracy of Information
- Organization and Preparation of class presentations
- Thoroughness of written papers and presentations
- Depth of critical thinking and observation
- Satisfaction of defined requirements
- Basic writing skills
- Fidelity of work (no plagiarism, cheating, etc.)
- Evidence of creative or innovative thinking

### **Grade composition:**

- (4) Theory Application assigned written papers x 25 points = 100 points
- (1) FINAL GROUP Presentation and collective paper = 200 points
- (4) Case study reviews and discussions x 25 = 100 points
- Test # 1= 100 points

Mid-Term Exam = 100 points

Total possible points – 600 points

### **Grading Scale and Academic Profiles:**

**A-610-549 (100-90%), B- 548-488 (89-80%), C- 487-427 (79-70%), D- 426-366 (69-60%), 365- Below (59%-Below)**

Students will be given a numerical grade corresponding to the following objective grading scale. **Note: The total number of points in the course is subject to change. The final grade will be determined on the total number of points assigned at the end of the semester.**

**TESTS:** Each exam will be in an essay format and conducted on-line in a classroom. A 24-hour valid reason must be provided in order to make up an exam. This must be completed and communicated by the student. If instructor is not contacted by then the score will be recorded as a zero. If granted a make-up exam (not papers or presentations), a reduction of a full letter grade will occur on exam.

### **Excuses will not be tolerated:**

Excuses such as: computer and other technical problems, lost book, boyfriend/girlfriend problems, roommate problems, job responsibilities, and a sick car will not be accepted in replace for not turning in your weekly paper assignments on time in D2L. **Only CLA (College of Liberal Arts) “excused absences” will be accepted as a reason to be missed---and these are to be documented. See more below:**

### **Following are circumstances that will be excused:**

a. Travel considered part of the instructional program of the university and requiring absence from class (e.g. field trips, research presentations, etc.); b. invited participation in activities directly and officially sponsored by and in the interest of the university (e.g. athletic teams, debate teams, dance company, etc.); c. jury duty; d. military obligation; e. serious illness or injury; and f. death or serious illness in immediate family. Faculty members may require appropriate documentation to verify absences. Students are responsible for work missed due to absences. It is the student's responsibility to initiate a request to make up class work or examinations missed.

### **ATTENDANCE POLICY**

Class discussion creates awareness and a better understanding of the theories so that each student may benefit by becoming more knowledgeable. To do that one must attend class. Penalties will be assessed for absenteeism.

**3-4 absences (as defined above)- A reduction of 50 points from total.**

**5-6 absences- 120-point reduction from total**

**7-8 absences- FAILING GRADE**

### **ADDITIONAL CLASS AND ACADEMIC REQUIREMENTS**

Please have all mobile phones turned off (or on silence) prior to entering the classroom. Mobile phones will not be tolerated in the class. Laptops may be used for class purposes, not for entertainment during class.

All in-class assignments are required to be completed during the class period and all on-line assignments are required to be completed by the “close date.”



If you fail to appear in class that day, the assignment **CANNOT** be made up. This includes, but will not be limited to, potential quizzes, video reviews, and other class projects. When you miss class, all notes and class information must be obtained from a classmate.

WIKIPEDIA will **not** be accepted as an academic article, period.

**CLASS CONDUCT:** You're asked to be respectful of your peers and the academic process in this class. I would ask that you refrain from carrying on side conversations, eating, or doing crossword puzzles. You're also asked to make sure your cell phones are turned off during class and that you do not engage in text messaging your friends.

**NOTE: YOU MAY NOT LEAVE THE ROOM DURING TEST TIME. ONLY ONCE YOU FINISH THE EXAM MAY YOU LEAVE.**

### **EXAMINATION EQUIPMENT:**

Students are not permitted to use or access the following items during an examination:

- Dictionaries
- Laptops/Computers
- Class notes, books

### **EXTRA-CREDIT AND LATE WORK**

There is none.

Deadlines are a must in today's professional world; therefore, no work will be accepted after its due date. One way to manage your time is to set daily or weekly goals of chunks of time to work on various tasks; you recall that the adage says, "You eat an elephant one bite at a time." Extra-credit work will not be provided to one student, but to all, if instructor sees a need. Often, extra-credit comes in the fashion of providing extra points to exams to help curve final results.

**The professor reserves the right to amend the syllabus at any time. The contents of this syllabus are subject to revision 24 hours a day, seven days a week through the entire semester. Students are put on notice as the contents of this syllabus during the course of the semester via class lecture and D2L course message center. You're responsible to inquire of any changes of you fail to attend class or read your D2L notifications.**

### **COURSE CALENDAR**

#### **Week 1**

**Topic:** Mass Media Research timeline and Gatekeeping, Magic Bullet. **Readings:** Chaps 1,2, **Assignment:** Class Introductions

#### **Week 2**

**Topic:** Agenda Setting theory and Two-Step Flow  
**Readings:** Chaps 12, 13  
**Assignment:** Read Case Study #1 and write a review.

#### **Week 3**

**Topic:** Agenda Setting continued, Uses and Gratifications, **Readings:** Chaps 3,4  
**Due:** Case Study Review #1

**Week 4**

**Topic:** Authoritative Press Theory. **Readings:** Chap 4 Continued  
**Assignment:** Case Study #2 Review Video: Russia and China media

**Week 5**

**Topic: Social Expectations Theory, Readings: Chapter 5**  
**Assignment:** Prepare for exam 1. **Friday, TEST #1**  
**Due:** Case Study #2 review

**Week 6**

**Topic:** Diffusion of Innovation Theory in Western Cultures  
**Readings:** Chap 6  
**Assignment:** Case Study Review #3

**Week 7**

**Topic:** Western Concept Press Theory **Readings:** Chap 7  
**Assignment:** Theory Application Paper #4 **Due:** Case Study Review #3  
**Video:** Agenda-Setting in Western culture.

**Week 8**

**Topic: Readings:** Chap 7 Continued  
**Assignment:** Case Study and review #4

**Week 9**

**Topic:** Community-Building Press theory, African Media  
**Friday: MID-TERM-TEST**

**Week 10**

**Topic:** James Bryce Study and Public Opinion and Walter Lippmann and Unintended Distortion **Readings:** Chap 8, **Due:** Case Study #4 review. **Assignment:** Theory Paper #1

**Week 11**

**Topic:** Mass Society, Sociology and Mass Media  
**Readings:** Chap 9., **Assignment:** Paper #2, **Due:** Paper #1

**Week 12**

**Topic:** Information Utility Theory and Communism Press theory  
**Readings:** Chap 10, **Assignment:** Paper# 3  
**Group Presentation#1: TBD**  
**Thursday, Due:** Paper #2

**Week 13**

**Topic: Tuesday Group Presentation#2: TBD-**  
**Assignment:** Theory Paper #4, **Due: Paper #3**

## Week 14

Topic: Readings: Group Presentation # 3-TBD, Tuesday  
Group Presentation #4: TBD-Thursday, Due: Paper #4

## Week 15

Topic: Readings: Group Presentation # 5-TBD, Tuesday  
Group Presentation #6: TBD-Thursday

## FINALS

ALL groups final research papers must be submitted to D2L assignments folder.

### GROUP PRESENTATION and PAPER INFO

A final presentation and paper will be required to complete this course. The presentation will require the group to select one of the following country's media structure and present a 15-20 minute presentation. (See below) The final paper must be submitted for finals week. All instructions are available in the D2L course page.

#### Research Paper:

A paper is to follow the presentation. The paper should be between 10-15 pages long excluding the cover page and bibliography. It should be in APA style and cover the same areas as the group presentation. Upload to D2L and see deadline dates in D2L.

#### Choices:

England

Spain

Russia

China

Hong Kong

Mexico

India

Poland

North Korea

South Africa

Iran

Germany

#### Some areas to help you get started:

Press Theory they fall under and why.

Show map and point out location and region its located.

Governing bodies? What and who is responsible for the licensing of media.

Types of Media present.

Methods of obtaining a media outlet. Show map and point out location and its regions economic and social situation.

What type of government is currently in place?

What influence do they have over the media development? Provide examples.

Methods of gathering financial support, organizations they may receive their funding from and community related funding.

Media use to further agenda: Provide examples.

Media Press: What is the press' powers and role in the group's area of operation?