

Course Material Submission Form

OAN Match Definition Form

Today's Date: 2/22/2008

Use this table to specify institutional data	
College/University:	Miami University
Name and title of individual submitting on behalf of the college/university	
Name:	Carol Jones
Title:	Assistant Registrar
Address:	301 S Campus Ave Rm 110
Email:	Jonescm3@muohio.edu
Phone:	513.529.8707
Fax:	513.529.8755

Indicate the reason for this submission:

New Course Match

Course Renumbering Only (do not use for calendar changes)

Revised Materials - Faculty review panel requested clarification

Revised Materials - Institution submitting additional information

Revised Materials - Course content revised by institution, including situations of both content and credit hour change

Revised Materials - Other

Describe specific revisions being made for "Revised Materials" submissions:

Addressing feedback: Revised syllabus for COM143 match to OCM006
OBOR NOTES: Missing outcomes 1,3,5,7. Have 3/7; need 5/7 for approval.

Institutional Notes to Faculty Panel (the institution is encouraged to add any additional clarifications for this submission):

Table 1 – Use this table to describe the course match for which materials are being submitted for the first time or revised.

Proposed effective year and term of match (Final effective date will depend on actual approval of match by faculty panel. Effective Year and Term is the first term in which students taking the course will receive matching credit.)

Semester institutions complete this row:

2000 Academic Year Summer Autumn Spring

Quarter institutions complete this row:

2000 Academic Year Summer Autumn Winter Spring

Ohio Articulation Number (OAN)

(Use a separate form for each OAN.):

OCM006

Number of courses in the match:

1
(up to 10)

Current status of match:

First time submission

Approved Submitted Disapproved
 Error Resubmitted Pending
 Error with enrollment Not submitted

Course or Courses being matched to or currently matched to the OAN listed above.

(Course Numbers must be exactly what will appear on a student's transcript.):

Course Number

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Table 2 - Use this table to submit course materials for the first time or to revise previously submitted course materials. You must submit each course in a separate form, repeating the match definition information in Table 1 above for each form submitted.

Course Number. (Course Numbers must be exactly what will appear on a student's transcript.):		COM 143	Course Title:		Introduction to Mass Communication
Hours (be sure that the hours for this course matches the hours in the OAN.) 3					
<input checked="" type="checkbox"/> Semester Hours			<input type="checkbox"/> Quarter Hours		
Total Credit Hours	3	Lecture Hours	3	Laboratory Hours (if applicable)	3
Course Placement in Major:			<input type="checkbox"/> Major Requirement <input type="checkbox"/> Major Elective <input type="checkbox"/> Major Not Offered <input type="checkbox"/> Other		
Pre-Requisite Course work (if applicable) (Be sure this is consistent with the OAN definition): See catalog/course description					
Catalog/Course Description: MPF, MPT 143 Introduction to Mass Communication (3) Introduction to major mass communication theories as a context to examining some major issues surrounding mass media in American society. IIC. CAS-C. (Mass communication)					
Texts/Outside Readings/Ancillary Materials (Be sure that the text meets performance expectations): Title: Media & Culture: An Introduction to Mass Communication Author: R. Campbell, C. Martin, B. Fabos Publish Date: 6th Ed. Publisher: Bedford/St. Martin's Other texts:					
Course Objectives and/or Plan of Work: (Provide a clear indication of how the course objectives align with the matched OAN's learning outcomes. This will facilitate the faculty panel course review process.) Course Goals <ul style="list-style-type: none"> • To examine the historical processes which have shaped the development of mass media, media technologies, and media regulation • To provide analytic tools needed to interrogate the organization, politics, ethics and economics of mass media practices, industries, and audiences • To become more critical media consumers, more conscious media producers, and more engaged media-age citizens • To understand the relationship between contemporary media and the political economy of globalization • To explore relevant constitutional issues regarding media regulation. 					

Description of Assessment and/or Evaluation of Student Learning (The assessment plan needs to be appropriate for the expected rigor of the course) :

Grading Policies and Expectations

Assignments:

- Exam #1.....25%
- Exam #2.....25%
- Exam #3.....25%
- 4 Projects.....25%

Master Syllabi and Working Syllabi (if both are used):

Com 143—Introduction to Mass Communication—Fall 2007

Professor: Ron Becker
Murdock

Graduate Assistants: Max Goins & Rachel

Office: 151 Williams Hall

Office: 145 Williams Hall

Phone: 529.3540

Phone: 529.3522

Email: becerrp@muohio.edu

Emails: goinsmh@muohio.edu;

murdocrc@muohio.edu

Office Hours: T & R 12:45-1:45

Office Hours: Max: M: 2:00-3:00; F: 10:00-11:00

& gladly by appt.

Rachel: T: 2:00-3:00; W: 1:00-2:00

Required Text: R. Campbell, C. Martin, B. Fabos. Media & Culture: An Introduction to Mass Communication, 6th ed. Update., Bedford/St. Martin's.

Course Goals

- To examine the historical processes which have shaped the development of mass media, media technologies, and media regulation
- To provide analytic tools needed to interrogate the organization, politics, ethics and economics of mass media practices, industries, and audiences
- To become more critical media consumers, more conscious media producers, and more engaged media-age citizens
- To understand the relationship between contemporary media and the political economy of globalization
- To explore relevant constitutional issues regarding media regulation.

Miami Plan

This is a Miami Plan foundation course and serves as the initial class in the "Contexts of Mass Media" thematic sequence. Many of the material introduced here are explored in greater depth and from different perspectives in Com 215 (History of Electronic Media) and Com 354 (Media & Society). As part of "The Miami Plan," this course is designed with the four principles of the university's liberal education curriculum in mind:

Thinking Critically: Given how inundated our lives are with media, we often feel as though we are already experts. Critically engaging with these media from new perspectives and with new analytical tools, however, will help you develop your critical imagination and reasoning.

Understanding Contexts: Better understanding the history, practices, and processes of our

media systems will help us better grasp key forces that shape the cultural and political contexts in which we live. Conversely, we will also examine how our media systems have been shaped by specific political and cultural contexts.

Engaging with Other Learners: Although this is a large lecture class, you will have an opportunity to learn by listening to other people—sometimes your classmates, frequently media scholars, and hopefully, people outside the classroom.

Reflecting and Acting: In both class and through your assignments you will continually be asked to apply course material to your daily experiences with media. Through this process, you should become a more critical media consumer, producer, and citizen.

Grading Policies and Expectations

Assignments:

Exam #1.....25%

Exam #2.....25%

Exam #3.....25%

4 Projects.....25%

Com 143—Introduction to Mass Communication—Fall 2007

Weekly Schedule

Week 1	Lecture	Reading	Assignments
Tuesday	8/21 Introduction Communication and Culture		
Thursday	8/23 Media & Culture The Critique of Mass Culture	Ch. 1	
Week 2	Lecture	Reading	Assignments
Tuesday	8/28 Media & Culture Hierarchies of Taste		
Thursday	8/30 Studying the Media Theoretical Approaches to Mass Media	Ch. 15	
Week 3	Lecture	Reading	Assignments
Tuesday	9/4 Media Convergence/Internet The Birth of a New Medium	Ch. 2	Project #1 Due
Thursday	9/6 Recoding/Popular Music The Politics of Appropriation	Ch. 3	
Week 4	Lecture	Reading	Assignments

Tuesday	9/11 Radio The Roots of the Radio Industry	Ch. 4		
Thursday	9/13 Radio II The Roots of Radio Regulation	Ch. 4		
Week 5	Lecture		Reading	Assignments
Tuesday	9/18 Exam #1			
Thursday	9/20 Television The Pre-Network Era	Ch. 5		
Week 6	Lecture		Reading	Assignments
Tuesday	9/25 Television II The Economics of Network Domination			
Thursday	9/27 Television III Post-Network TV and the Global Marketplace			
Week 7	Lecture		Reading	Assignments
Tuesday	10/2 Cable I Niche-marketing and the Rise of Cable	Ch. 6		
Thursday	10/4 Cable II Contemporary Trends in Cable			
Week 8	Lecture		Reading	Assignments
Tuesday	10/9 Movies I The Origins of Film Style	Ch. 7		
Thursday	10/11 Screening			Project # 2 Due
Week 9	Lecture		Reading	Assignments
Tuesday	10/16 Movies II Oligopoly and the Studio System			
Thursday	10/18 Movies III Contemporary Trends in the Global Industry			
Week 10	Lecture		Reading	Assignments

Tuesday	10/23 Newspapers Journalism and Democracy	Ch. 8		
Thursday	10/25 Culture of News What's the Matter with the News?	Ch. 14		
Week 11	Lecture		Reading	Assignments
Tuesday	10/30 Media Bias Professional Norms and Objectivity			
Thursday	11/1 Exam #2			
Week 12	Lecture		Reading	Assignments
Tuesday	11/6 Magazines Social Identity and Lifestyle Magazines	Ch. 9		
Thursday	11/8 Books The Oldest Medium Alive	Ch. 10		
Week 13	Lecture		Reading	Assignments
Tuesday	11/13 Advertising The Semiotics of Advertising	Ch. 11		
Thursday	11/15 Advertising	CH. 11		
Week 14	Lecture		Reading	Assignments
Tuesday #3 Due	11/20 Public Relations Ethics, Democracy and Public Relations	Ch. 12		Project
Thursday	11/22 Thanksgiving Break			
Week 15	Lecture		Reading	Assignments
Tuesday	11/27 Media Economics The Consequences of Media Conglomeration	Ch. 13		
Thursday	11/29 Global Media Economics The Global and Local	Ch. 13		
Week 16	Lecture		Reading	Assignments

Tuesday	12/4 Regulation The Media, The Constitution, and Free Culture	Ch. 16
Thursday	12/6 Conclusions Finding YOUR Way in a Media Age	Project #4 Due
Finals Week		
Tuesday	12/11 Final Exam, 12:30 pm	Room: TBA
Additional Documentation:		

OBR Use

Approved-Effective Date	
Pending (i.e. Additional Information Requested)	
Disapproved	
Today's Date	