

CALIFORNIA STATE UNIVERSITY, EAST BAY

Designation Code: 2008-09 CAPR 27

Date Submitted: May 15, 2009

TO: The Academic Senate

FROM: Committee on Academic Planning & Review (CAPR)

SUBJECT: Request for Approval of the Option in Media Production

PURPOSE: For Action by the Academic Senate

ACTION
REQUESTED: Approval of the Option in Media Production, in the BA Communication;
effective Fall 2010

At the May 7, 2009 meeting, CAPR approved the request for approval of the Option in Media Production as part of its curriculum re-design.

CALIFORNIA STATE UNIVERSITY, EAST BAY

First Quarter/Year of Offering Quarter: FALL Year: 2010 Date Submitted to APGS: 4/15/09 Catalog: 2010
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**REQUEST FOR APPROVAL OF OPTION IN
MEDIA PRODUCTION
B.A. COMMUNICATION**

- 1. Department: Communication**
- Full and exact **title** of the Option, along with the degree and major program under which the option will be offered: **Media Production, B.A. Communication**
- Full and exact **title** of the Minor:
- Options or Minors already existing** under the major program for which the new aggregate of courses is proposed.
The 9 existing options under the degree are being discontinued. Proposals are concurrently being submitted for two new options: 1) Media Production and 2) Professional, Public and Organizational Communication.
- Purpose** of the proposed aggregate of courses:
This option prepares students to be effective and ethical producers of messages in the field of communication and to be successful in graduate school. They will be ready to create, write, shoot, design, edit, and produce media using all the available platforms for a variety of purposes and venues e.g. magazines, feature stories, editorials, advertising and public relations campaigns, documentary, and news.
- List of all **requirements** including the **courses**, by catalog prefix number, title, and units of credit, as well as **total units** to be required under the proposed **option** or **minor**.

Media Production (44 units):

COMM 2200 Introduction to Journalistic Writing (4)

COMM 3000 History and Criticism of Communication (4) (if not used to satisfy a Required Core Course), **OR** COMM 4150 Media and Government (4)

COMM 3010 Intermediate News Writing and Editing (4)

COMM 3100 Introduction to Professional Video Production (4)

COMM 4006 Intermediate Video Production (4)

COMM 4890 Senior Project: Media Production (4)

Workshop Lab (Practicum): Select four courses (8 units) from the following:

COMM 3220 Media Workshop: Print (2)

COMM 3221 Media Workshop: Magazine and Feature Writing (2)

COMM 3222 Media Workshop: Editorial and Opinion Writing (2)

COMM 3223 Media Workshop: Advertising and Public Relations (2)

COMM 3232 Media Workshop: Video (2)

Electives (12 units) – courses may be taken within or outside the COMM department.

Approval of advisor is required.

7. For a new option, list of all **requirements** including **courses**, by catalog prefix, number, title, and units of credit, as well as **total units** to be required **for the major** in which the proposed option is to be included.

Prerequisites (8 units):

COMM 1000 Public Speaking (4) (Note: Meets GE Oral Communication requirement)
COMM 1004 Interpersonal Communication (4)

Required core courses (52 units):

COMM 2201 Argumentation and Debate (4)
COMM 2300 21st Century Communication (4)
COMM 2320 Communication Writing and Design (4)

COMM 3000 History and Criticism of Communication (4) (if not used to satisfy a requirement in the Professional, Public and Organizational Communication or Media Production Options), **OR**
COMM 3003 Philosophy and Theory of Communication (if not used to satisfy a requirement in the Professional, Public and Organizational Communication Option) (4)

COMM 3107 Introduction to Organizational Communication (4)
COMM 3002 Communication, Media and Culture (4)
COMM 3004 Quantitative Communication Research Methods (4)
COMM 3005 Qualitative Communication Research Methods (4)
COMM 3510 Small Group Communication (4)
COMM 3530 Interviewing Principles and Practices (4)

COMM 4300 Intercultural & International Communication (4), **OR**
COMM 4500 Gender Identity and Representation in Media (4)

COMM 4205 Ethics and Law in Communication (4)
COMM 4510 Public Relations Theory and Practice (4)

8. List of **new courses** that were developed and existing **courses** that needed **modification** as a result of this new Option or Minor, if any, submitted along with this proposal:

COMM 2200 Introduction to Journalistic Writing (4), Modification / Description, Prerequisites
COMM 3000 History of Mass Communication (4), Modification / Title, Description
COMM 3010 News Reporting and Writing (4), Modification / Title, Description, Prerequisite
COMM 3100 Television Production/Direction (4), Modification, / Title, Description
COMM 3220 Media Workshop: Print (2), Modification / Description, Prerequisites, Repeatability
COMM 3221 Media Workshop: Magazine and Feature Writing (2), New
COMM 3222 Media Workshop: Editorial and Opinion Writing (2), New
COMM 3223 Media Workshop: Advertising and Public Relations (2), New
COMM 3232 Media Workshop: TV (2), Modification / Title, Description, Prerequisite, Repeatability
COMM 4006 Intermediate Video Production (4), New
COMM 4150 Media and Government (4), Modification / Title, Description
COMM 4890 Senior Project: Media Production (4), New

9. **RESOURCE IMPLICATIONS** of the proposed new Option or Minor, if any: None

10. **CONSULTATION** with other affected departments and program committee:

a) The following **department(s)** has (have) been consulted and raise **no objections**:
All Department Chairs in the Colleges of CLASS, CBE, and CSCI were consulted and there were no objections.

b) The following **department(s)** has (have) been consulted and **raise concerns**:

Department:

Concern:

11. Certification of **DEPARTMENT APPROVAL** by the chair and faculty.

Chair: Dr. Gale Young

Date: 4/10/09

12. Certification of **COLLEGE APPROVAL** by the dean and college curriculum committee.

Dean/Associate Dean: Dean Diedre Badejo

Date: 4/21/09