

Course Material Submission Form OAN Match Definition Form

Today's Date: July 23, 2007

Use this table to specify institutional data	
College/University:	Wright State University
Name and title of individual submitting on behalf of the college/university	
Name:	Joe Law
Title:	Assistant VP for Articulation & Transfer
Address:	3640 Colonel Glenn Highway, Dayton OH 45435-0001
Email:	joe.law@wright.edu
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Indicate the reason for this submission:

New Course Match
 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:
 The revised syllabus more accurately reflects what is taught in the course.

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:
 20 Academic Year Summer Autumn Spring

Quarter institutions complete this row:
 2006-07 Academic Year Summer Autumn Winter Spring

Ohio Articulation	OCM006
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Number (OAN) (Use a separate form for each OAN.):	
Number of courses in the match:	1 (up to 10)
Current status of match:	<input type="checkbox"/> First time submission
	<input type="checkbox"/> Approved <input checked="" type="checkbox"/> Submitted <input type="checkbox"/> Disapproved <input type="checkbox"/> Error <input type="checkbox"/> Resubmitted <input type="checkbox"/> Pending <input type="checkbox"/> Error with enrollment <input type="checkbox"/> 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. COM 152
	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 152	Course Title:	Mass Communication
Hours (be sure that the hours for this course matches the hours in the OAN.)			
<input type="checkbox"/> Semester Hours		<input checked="" type="checkbox"/> Quarter Hours	
Total Credit Hours	2	Lecture Hours	20
		Laboratory Hours (if applicable)	10
Course Placement in Major:		<input checked="" type="checkbox"/> Major Requirement <input type="checkbox"/> Major Elective <input type="checkbox"/> Other	
Pre-Requisite Course work (if applicable) (Be sure this is consistent with the OAN definition):			
Catalog/Course Description: COM !52 Mass Communication Study of mass media functions, industries, and effects to help students become more critical mass media consumers and contributors.			
Texts/Outside Readings/Ancillary Materials (Be sure that the text meets performance expectations): Jean Folkerts and Steven Lacy. <i>The Media in Your Life: An Introduction to Mass Communication</i> . Boston: Allyn and Bacon. 2004.			
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.)

This course is designed to provide an introduction to mass media functions, industries, and trends. In particular, we will discuss how mass media forces guide our choices—for example, those things that influence what we read, watch, listen to, and buy, as well as whom we elect as our leaders. Throughout this course, we will focus on the history, development, and social impact of journalism, advertising, and public relations. We will examine how the media impact on our society as well as the global role media play today in influencing culture and politics worldwide.

In addition, this course will give you an introduction to the business of mass media, from its historical roots through its impact on modern American society. We'll closely examine the role of the First Amendment and Constitutional principles in the development of mass media, and discuss the reasons for and impact of governmental regulation.

An important objective of this course is to help you to become a savvy and critical consumer of mass media—that is, that you become media literate. We'll do this by identifying the tools and techniques media industries use to reach different audiences.

Upon completion of this course, the student shall be able to:

- Describe the history, key terms, basic concepts & theories, research methods, industrial and institutional processes, management principles and career paths of mass media.
- Describe the powers of media, their pervasiveness in our society and the individual's own powers over media.
- Discuss the media's functions as sources of information, entertainment, persuasion, and binding influence.
- Provide a critical perspective of the way in which mass communication is consumed by individuals and society.
- Identify emerging trends in mass communication, technologies, and audiences.
- Describe how mass media involves and impacts other forms of communication.

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

Students will develop an understanding of our mass communication system through lectures, class discussion, in-class activities, and assigned readings. The following weights will be assigned: Exam #1(30%), Exam #2 (40%), Quizzes (25%), Homework & Participation (5%).

Master Syllabi and Working Syllabi (if both are used):
COM 152
Introduction to Mass Communication

Instructor: Ann Biswas
Office: 427 Millett Hall, Phone: 775-3804
E-mail: Please email me through our class's WebCT e-mail system

Office Hours: 8:00-8:30 a.m. & 9:45-10:15 a.m. Monday - Thursday

I. Course Information

Course Title: Introduction to Mass Communication
Course Number: Communication 152

II. Course Materials (required)

Jean Folkerts and Steven Lacy. *The Media in Your Life: An Introduction to Mass Communication*. Boston: Allyn and Bacon. 2004.

III. Course Objectives

This course is designed to provide an introduction to mass media functions, industries, and trends. In particular, we will discuss how mass media forces guide our choices—for example, those things that influence what we read, watch, listen to, and buy, as well as whom we elect as our leaders. Throughout this course, we will focus on the history, development, and social impact of journalism, advertising, and public relations. We will examine how the media impact on our society as well as the global role media play today in influencing culture and politics worldwide.

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- Discuss the media's functions as sources of information, entertainment, persuasion, and binding influence.
- Provide a critical perspective of the way in which mass communication is consumed by individuals and society.
- Identify emerging trends in mass communication, technologies, and audiences.
- Describe how mass media involves and impacts other forms of communication.

IV. Course Prerequisites

None

V. Method of Instruction

Students will develop an understanding of our mass communication system through lectures, class discussion, in-class activities, and assigned readings.

VI. Evaluation and Policy

The following weights will be assigned.

	Weight Percentage
Exam #1	30
Exam #2	40
Quizzes	25
Homework & Participation	5
Total	100

VII. Grading Policy

- A = 90 or above
- B = 80 or above
- C = 70 or above
- D = 60 or above
- F = 59 or below

VIII. Assignments and Course Outline

The Course Schedule

The following schedule may be revised to meet class needs.

Week	Subject	Assignment Due
1	Introduction to the course Media Literacy & Media Functions	Chap. 1
2	Journalism: Information and Society Convergence Quiz 1	Chap. 2
3	Public Relations: Information and Persuasion The Cultural Impact of PR Quiz 2	Chap. 3
4	Advertising: Impact on American Life Critical Consumption of Advertising: Quiz 3	Chap. 4
5	Newspapers: Impact on American Life Newspaper Content Exam 1	Chap. 6
6	Magazines : Cultural Impact Target Audiences Quiz 4	Chap. 7
7	Radio: Structure and Impact Chain Ownership versus Local Control Quiz 5	Chap. 9
8	Television: Supply & Demand	Chap. 10

	Cultural Impact Quiz 6	
9	Other Media The Internet Quiz 7	Chap. 5,8,11 Chap. 12
10	Media Ethics Media Regulation Media Research	Chap. 13 Chap. 14 Chap. 15
11	Exam 2	

IX. Other Information

Communication Standards: All written assignments and essay answers must comply with the Department of Communication writing standards: *"Because the Department of Communication is committed to excellence in all aspects of human communication, all assignments -- both written and oral-- must meet the standards of meaningful content, clear organization, accurate spelling and acceptable grammar."*

Academic Integrity

The instructor will have a zero tolerance policy for students who violate Wright State University's policy on misconduct. That policy is outlined in the Code of Student Conduct in the Wright State University Student Handbook.

Additional Documentation:

THE FOLLOWING COURSES TRANSFER TO WRIGHT STATE UNIVERSITY AS COM 152:

BLUFFTON UNIVERSITY

COM 240 - Media & Culture

CLARK STATE COMMUNITY COLLEGE

COM 131 - Intro to Mass Communication

COLUMBUS STATE COMMUNITY COLLEGE - FROM SPRING 1993

COMM 220 - Intro to Mass Communications

MIAMI UNIVERSITY

COM 143 - Intro to Mass Communication

OHIO STATE UNIVERSITY

COMM 240 - Intro Communc Tech

J COM 240 - Living in the Info Age

OWENS COMMUNITY COLLEGE – ALL CAMPUSES

SPE 110 - Intro to Mass Media

SINCLAIR COMMUNITY COLLEGE

COM 201 - Intro to Mass Communication

SOUTHERN STATE COMMUNITY COLLEGE

ENGL 206 - Introduction to Journalism

UNIVERSITY OF AKRON

7600 102 - Survey of Mass Communication

UNIVERSITY OF DAYTON

CMM 201 - Foun-Mass Communcatn

URBANA UNIVERSITY

COM 202 - Intro to Mass Communications

WILBERFORCE UNIVERSITY

COM 180 - Intro Mass Media

OBR Use

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

Course Material Submission Form

Instructions and notes

1. Submit completed forms to atpanels@regents.state.oh.us.
2. Use this form to define course matches and to submit new or revised course materials for faculty panel review. Please do not submit a form for multiple OANs or Courses.
3. For course renumbering and credit hour revision, remember to withdraw the old match.
4. For course renumbering and credit hour revision, you may want to include information about how the new numbers relate to the old in the Institutional Notes to the Faculty Panel.
5. Click check boxes to check the item. Text fields will expand as you enter information. Press tab to move forward through form. Press Shift-tab to move backward. Note that these tables are implemented as MS Word tables. Keep that in mind as you are copying and pasting between your syllabi and this form. It is possible to paste tables as nested tables. Use the Edit Menu "Paste as Nested Tables" selection.
6. Once you are done entering your information, save the data file. Under the File menu, choose "Save as" and then enter the name (no spaces!) of the file using the following naming conventions:
 - a. For course material submissions: **Institution-OAN-Course Number-Sequence-Version. Institution** is the 4 character HEI institution designation. **OAN** is the Ohio Articulation Number whose match is being defined or revised. **Course Number** is the **transcript** course number. **Sequence** is an indication of which course of a multi-course match is addressed in this form. The sequence is of the form (n of m) for an m-course match. For example, 1 of 1 for a single course match or 1 of 2 and 2 of 2 for a 2 course match. **Version** is a number indicating the revision number of this submission. Start with "Ver1" for the first time submission and include the "Ver".

Example:

If you are submitting course materials for Rhodes Community College MATH110 for OMT005 the name of the file would be LMTC-OMT005-MATH110-(1 of 1)-Ver1.

If you are submitting course materials for Rhodes Community College MATH111 and MATH112 for OMT006 the name of the files would be LMTC-OMT006-MATH111-(1 of 2)-Ver1 and LMTC-OMT006-MATH112-(2 of 2)-Ver1.

7. Course materials must be submitted according to timelines below:

Considering the submissions of **new** courses for TAG matches, our goal is to work toward a timeline as follows:

Submit Course Material:	Start of Term 1
Faculty Panels Review Submitted Courses:	During Term 1
Approved course is effective:	Start of Term 2
Approved course is matched for transcript processing:	Term 3

A new match will have to be approved according to the timeframes below:

Course Approval Sample Timelines

Quarter Institutions

	Summer	Autumn	Winter	Spring
Course Material Submitted for Review	By 6/1	By 8/15	By 1/1	By 3/1
Faculty Panel Reviews Completed	By 8/1	By 12/31	By 2/28	By 5/31

Semester Institutions

	Summer	Autumn	Spring
Course Material Submitted for Review	By 6/1	By 8/15	By 1/1
Faculty Panel Reviews Completed	By 8/1	By 12/31	By 5/31

- If you want to submit supplementary supporting documentation, you may do that. Simply send the file along with this form and name the supplementary file **Institution-OAN-Course Number-Supplement. Institution, OAN, and Course Number** are as described in Number 6 above. Include the word **"Supplement"**. Just be sure to reference the supplement from the appropriate spot in this document.
- Remember that all institutions are required to have at least one course match for each OAN in all TAGs for which they have corresponding programs.
- This form should be used for all submissions or resubmissions starting immediately.
- If you encounter problems or have questions, please contact any of the individuals listed below:

Jim Ginzer (614) 752-9486 jginzer@regents.state.oh.us
 Sam Stoddard (614) 752-9532 sstoddard@regents.state.oh.us
 Brett Berliner (614) 466-2004 bberliner@regents.state.oh.us