

## **CURRICULAR PROPOSAL: 2011-2012**

### **DEPARTMENT OF COMMUNICATION AND THEATRE**

**PROPOSAL I:** Modify the lower-division requirements for MOCM majors to include *ECO101* or *ECO 102*.

**PROPOSAL II:** Add six (6) courses to the list of upper-division MOCM options.

**PROPOSAL III:** Add clarifying language to the upper-division options for MOCM majors.

**PROPOSAL IV:** Create a new course in the MOCM major, *COM 265 Introduction to Empirical Research in Communication* (3 units).

**PROPOSAL V:** Remove *MTH 203* as a lower division requirement in the MOCM major.

**PROPOSAL VI:** Add *TRE 350 Musical Theatre* to the list of upper-division electives for the Theatre Minor.

**PROPOSAL VII:** Add two (2) practicum units to the Theatre Minor.

**PROPOSAL VIII:** Change both *COM 422 Field Production* (2) and *COM 443 Studio Production* (2) to three (3) unit courses.

**PROPOSAL IX:** Remove *WRI 312 Television News Writing* (3) as an elective in the UPPER-DIVISION ELECTIVES and WRITING ELECTIVES for all Media majors.

**PROPOSAL X:** Designate *WRI 312 Television News Writing (3)* as a co-requisite for *COM 313 Television News Production (3)* in the production and performance concentrations for Media majors.

**PROPOSAL XI:** A joint proposal from the Departments of Communication and Theatre, Literature, Journalism and Modern Languages (LJML) to create an interdisciplinary minor in cinema studies.

**PROPOSAL I:** Modify the lower-division requirements for MOCM majors to include ECO101 or ECO 102.

**Rationale:** In an effort to maintain intended flexibility, we will accept either macro or micro economics as an introduction to basic economic principles depending on the student's preferences. Many students enter the MOCM major having already taken one or the other at a community college or as part of a previous major. This change will officially codify what has been a long-term practice in permitting curricular exceptions.

**Catalog Copy:**

**LOWER-DIVISION CORE REQUIREMENTS**

<b>COURSE</b>	<b>TITLE</b>	<b>UNITS</b>
COM 190	Interpersonal Communication	3
COM 220	Small Group Communication	3
COM265	Introduction to Empirical Research in Communication	3
ACC 201	Principles of Accounting I	4
ECO 101	Principles of Economics I	
<b><u>or</u></b>		
ECO 102	Principles of Economics II	3
<b>Lower-division units: (16 units excluding 3 counted toward general education).</b>		<b>13</b>

**Recorded Department/School Vote:** 7-0

**Library Impact:** None

**Technological Impact:** None

**Proposal II:** Add the following six (6) courses to the list of upper-division MOCM options:

- BUS 382 Entrepreneurship(2)
- BUS 390 Business Finance(4)

BUS 411	Investments(4)
BUS 475	Sustainability in Action(4)
BUS 480	International Business(4)
BUS 486	Small Business Institute(2)

**Rationale:** This change is proposed for a number of reasons: (1) Including these additional courses codifies what has long been practiced and permitted through the curricular exception process. (2) In addition, including a wider range of courses recognizes the importance and interest among MOCM majors in these diverse aspects of organizational life. (3) This modification increases desired flexibility for students and reflects our intent to allow students with diverse interests select business courses congruent with their vocational goals and needs. (4) Pragmatically, this change will facilitate the registration process for students. Business faculty will no longer have to respond to each individual request, as well as mitigating the workload of the Dean of Administration who will no longer need to process individual curricular exceptions. The FSB supports this proposed change.

**Recorded Department/School Vote:** 7-0

**Library Impact:** None

**Technological Impact:** None

**Proposal III:** Add clarifying language to the upper-division options list to read –  
*Selections must include at least two different courses AND at least 6 units total.*

**Catalog Copy:**

*Take two (2) courses from the following sixteen options (Selections must include at least two different courses AND at least 6 units total).*

BUS 332 Principles of Marketing (4) (JR or SR only)

BUS 334 Professional Selling and Sales Management (4)

BUS 336 Advertising & Promotion Management (4)

BUS 340 Real Estate Principles & Practices (4)

BUS 374 Human Resources(4)

BUS 382 Entrepreneurship(2)

BUS 390 Business Finance(4)  
BUS 411 Investments(4)  
BUS 470 Not-For-Profit Organization Management (4)  
BUS 475 Sustainability in Action(4)  
BUS 480 International Business(4)  
BUS 486 Small Business Institute(2)  
COM 365 Intercultural Communication (3)  
COM 490 Special Topics in Communication (3)  
COM 492 Special Studies in Communication (1-3)  
HON 498/499 Honors Project I & II (Counts as one course)(3).

**Recorded Department/School Vote:** 7-0

**Library Impact:** None

**Technological Impact:** None

**Proposal IV:** Create a new course – COM 265 Introduction to Empirical Research in Communication (3 units).

**Rationale:** Student research in the Department of Communication & Theatre entails projects involving qualitative interviewing, content analysis, and quantitative statistical methods in applied contexts. MOCM, MEDIA, and general COMMUNICATION majors follow very different sequences of courses for their respective majors, but all take our upper-division research and theory course, COM 465. Department faculty agree that a research class, early in their plan of study introducing concepts and procedures students will be required to use in multiple communication courses, would be helpful. At present students enrolled in COM 465 come into the class with extremely divergent exposure and preparation for conducting original research. Currently, MOCM majors are required to take MTH 203 Introduction to Statistics. However, MTH 203 addresses only one of the three topics students in our majors will confront in upper-division course assignments. In addition, even students who have completed MTH 203, may or may not have been exposed to the SPSS statistical software package required in

COM 465. As a result, we propose replacing MTH 203 with COM 265 for MOCM majors. This course would provide consistency across the department, prepare students in each major for upper-division class projects which reflect the expectations of their particular discipline, reinforce research and data analysis PLO's articulated for each program, and enhance student competency in meeting the demands of COM 465.

**Catalog Copy:**

**COM265 Introduction to Empirical Research in Communication**

This course is a survey of qualitative, statistical, and content analytic methods in communication research. The class includes an introduction to IRB protocols and forms, a review of APA style requirements, as well as the use of statistical software in data analysis.

## **Point Loma Nazarene University**

### **Department of Communication & Theatre**

# **COM 265 – Introduction to Empirical Research in Communication**

**Required Texts:**

**Course Description:** This course is a survey of qualitative and quantitative research methods in communication. This class includes an introduction to IRB protocols and forms, a review of APA style requirements, and the use of statistical software in data analysis.

**Student Learning Outcomes:** After taking this course students will have the ability to:

1. Understand the different methods for conducting empirical research.
2. Formulate good research questions and design appropriate research.
3. Construct both qualitative and quantitative research design models used within the social sciences.
4. Analyze both qualitative and quantitative data from periodical literature.
5. Submitt research through IRB and understand the value of empirical research and the

ethical issues involved in social science research.

**Assignments:**

1. Research Reports: In order to practice the skill of critically reading research articles, you will be asked to read and answer questions about five research articles.
2. SPSS Reports: A data set will be provided for you in SPSS and you will run specified statistical procedures and turn in a 1-2 page report of your findings.
3. Content Analysis Report: A transcript will be provided in which you will perform basic content analysis and report your findings in a 1-2 page paper.
3. Exams: There will be two exams over the material presented.

**Recorded Department/School Vote:** 7-0

**Units Added/Dropped:** 3/3 (COM190 (3) will be offered once a year to offset the addition of COM 265 (3))

**Staffing Impact:** None

**Library Impact:** None

**Technological Impact:** None

**PROPOSAL V:** Remove MTH 203 as a lower division requirement in the MOCM major.

**Rationale:** COM 265 will provide more specific and needed content for the MOCM majors.

**Catalog Copy:** See Catalog Copy after Proposal I.

**Recorded Department/School Vote:** 7-0

**Library Impact:** None

**Technological Impact:** None

**PROPOSAL VI:** Add TRE 350 Musical Theatre to the list of upper-division electives for the

Theatre Minor.

**Rationale:** Adding this course to the electives will add more flexibility to the minor.

**Recorded Department/School Vote:** 7-0

**Library Impact:** None

**Technological Impact:** None

**PROPOSAL VII:** Add two (2) practicum units to the Theatre Minor.

**Rationale:** Currently no practicum units are required for the minor. This minimal requirement will encourage further involvement in the theatre program and add critical practical knowledge to the minor.

**Catalog Copy:**

**CORE REQUIREMENTS**

<b>COURSE TITLE</b>	<b>UNITS</b>
TRE 204      Orientation to Theatre	3
TRE 270      Acting I	3
<b>LOWER-DIVISION TOTAL</b>	<b>6</b>

Choose 12 units from the following courses:

TRE 304      Theatre History	3
TRE 350      Musical Theatre	3
TRE 354      Movement I	3
TRE 370      Acting II	3
TRE 436      Stagecraft Techniques	2
TRE 437      Lighting and Makeup Techniques	2
TRE 451      Movement II	3
<b>UPPER-DIVISION TOTAL</b>	<b>12</b>

Choose 2 units from the following:

TRE 210 Theatre Practicum (1-2)

and/or

TRE 420 Theatre Practicum (1-2) 2

**MINOR TOTAL 20**

**Recorded Department/School Vote:** 7-0

**Library Impact:** None

**Technological Impact:** None

**PROPOSAL VIII:** Change both COM 442 Field Production (2) and COM 443 Studio Production (2) to three (3) unit courses. One (1) of these two courses is taught every spring semester, and they are rotated from spring to spring.

**Rationale:** These two courses are capstone-like courses in our media communication major. They are the courses in which students create their best work for submission to film and TV festivals and competitions. The fruit of these two courses has been 22 student television and film projects in 24 student and professional festivals—with 18 festival awards (since 2005). However, there are two (2) primary reasons why we need to add an additional hour to these two courses:

1. We have installed a new high definition television (HDTV) system this past summer. This new HD system includes many changes that affect a variety of technical and aesthetic production tasks. We have a marked increase in additional time needed for instruction in field and studio cameras, production design and lighting, make up, and other areas; and
2. We have also seen a dip in the number of student projects submitted to festivals—which is an indication of some increased lack of confidence in the aesthetic and technical quality of their projects. The present two (2) unit model is inadequate to cover and maintain the tradition of excellence that has been achieved in the past in these courses. This change will provide the much-needed time for an increased number of labs, screenings and discussion, and project planning for each course.

**Units Added/Dropped:** +1/year

**Staffing Impact:** None

**PROPOSAL IX:** Remove WRI 312 Television News Writing as an Upper-Division elective in the UPPER-DIVISION ELECTIVES and WRITING ELECTIVES for all Media majors.

**Rationale:** The writing elective is limited to one (1) course which is three (3) credits. The present catalog shows that this course has a prerequisite of another course (WRI 250) that is also included as a writing elective. Therefore, WRI 312 needs to be eliminated as an option.

**Catalog Copy:**

**UPPER-DIVISION ELECTIVES**

*Choose nine (9) units from:*

COM 300	Narrative and Documentary Film	3
COM 340	Organizational Communication	3
COM 350	Electronic Media in Communication	3
COM 390	Introduction to Public Relations	3
COM 490	Special Topics in Communication	3
WRI 340	Media Ethics and Law*	3

*Students with a Film Studies concentration may also select the following two courses:*

COM 442	Field Production	3
COM 443	Studio Production	3

**TOTAL** **9**

**WRITING ELECTIVES**

*Choose one(1) course from:*

WRI 220	Creative Writing: Mixed Genre	3
WRI 250	Introduction to Journalism	3
WRI 322	Creative Writing: Fiction	3
WRI 323	Creative Writing: Non-Fiction	3

**TOTAL** **3**

**Units Added/Dropped:** 0

**Staffing Impact:** None

**PROPOSAL X:** List WRI 312 Television News Writing (3) as a co-requisite for COM 313 Television News Production (3) in the production and performance concentrations for media majors.

**Rationale:** COM 313 Television News Production is presently offered as an elective in the performance and production concentrations of the media communication major. However, it has a co-requisite course: WRI 312 Television News Writing. Catalog copy will now show this.

**Units added/dropped:** 0

**Staffing impact:** none

**Catalog Copy:**

**Performance**

<b>COURSE</b>	<b>TITLE</b>	<b>UNITS</b>
<i>Take a total of 8 units from:</i>		
COM 231	Argumentation and Debate	3
COM 260	Advanced public and Professional Speaking	3
COM 313	Television News Production	3*
COM 420	Communication Practicum	1
COM 425	Advanced TV Workshop	1
COM 435	Advanced Audio Production	1
TRE 250	Voice and Diction	2
TRE 270	Acting I	3
WRI 312	Television News Writing	3*
<i>(COM 313 AND WRI 312 ARE CO-REQUISITES)</i>		
<b>TOTAL</b>		<b>8</b>

**Production**

<b>COURSE</b>	<b>TITLE</b>	<b>UNITS</b>
COM 313	Television News Production	3 *
COM 420	Communication Practicum	1
COM 425	Advanced TV Workshop	1
COM 435	Advanced Audio Production	1
COM 442	Field Production	3
COM 443	Studio Production	3
TRE 436	Stagecraft Techniques	2
TRE 437	Lighting and Makeup Techniques	2
WRI 312	Television News Writing	3*
	<i>(COM 313 AND WRI 312 ARE CO-REQUISITES)</i>	
	<b>TOTAL</b>	<b>8</b>

**PROPOSAL XI:** Creation of a new minor entitled Cinema Studies.

A joint proposal from the Departments of Communication and Theatre and Literature, Journalism, and Modern Languages

**ACTION ITEMS/SUBSTANTIVE CHANGES:**

**Proposal XI: To add an interdisciplinary Minor in Cinema Studies**

**Rationale:**

**1. How has assessment data informed the proposed change and how recently has your department or school completed a program review? For example, have alumni, outside reviewers, etc., suggested improvements?**

Our students at Point Loma Nazarene University are increasingly surrounded and influenced by visual media throughout their daily lives, so it is incumbent upon our departments, if not our university, to address their need to become visually literate critical viewers. The primary goal of a minor in Cinema Studies would be to strengthen students' skills in film literacy and critical

thinking. Creating this minor as interdisciplinary enables students to integrate multiple perspectives and skill sets, from scriptwriting and production to theory and criticism, and situates their development of critical visual literacy within the richness of a liberal arts education. The courses unified within this Minor in Cinema Studies require the sophisticated use of film theory and terminology, analysis of film images and narratives, an ability to understand the inherent relationship between films and the historical moments from which they emerge, the creation of film art, and the evaluation of films, by using higher and lower order thinking and writing skills. Each and every one of these skills may also be examined in the light of a faith-based perspective as a part of a Christian liberal arts education.

Over the past eight years, since students in the Communication and Theatre department have been making films on a regular basis, students across campus have had an intense interest in learning more about film and filmmaking. There has especially been an increasing groundswell of interest from students in communication and theatre, religion, philosophy, art, psychology, business, and LJML. In LJML two new courses were added last year LIT 209: Great Works: Film and LIT 371: World Cinema to specifically address students' growing interest in and need for critical visually literacy.

So while this proposal is not driven by a large body of quantitative assessment data, it is driven by anecdotal assessment data and the popularity of the new and existing courses in film studies. This semester, Dr. James Wicks had approximately 40 students over the 48 students already registered for LIT 209, who were interested in taking this Great Works: Film course to fulfill their GE requirements. It is responding to an increasing awareness in higher education of the need for students to develop critical visual literacy, and it is motivated to provide students with the opportunity to gain a broader and deeper interdisciplinary understanding of how the motion picture industry, which continues to produce a powerful effect on culture and society, creates films which convey meaning in significant and influential ways.

## **2. What are comparable universities and colleges doing?**

This proposal is based on a model provided by USC's Minor in Cinema-Television which contains two required courses, then a selection of courses students can choose from in the following categories: Critical Studies, Production, Writing, and The Film-Television Industry. See: <http://www.usc.edu/dept/publications/cat2004/schools/cinema/minors.html>.

Given our university size and values, comparisons with Pepperdine University and Azusa Pacific University are most appropriate for our context. Pepperdine's Humanities and Teacher Education program contains an interdisciplinary Film Studies Minor which also requires two courses, "Introduction to Film Studies, and "A Social Science Perspective on Film" and then allows students to choose three additional courses from a list of ten courses offered by eight (8) different departments. See: <http://seaver.pepperdine.edu/humanities/academics/filmstudies/filmstudiesminor.htm>

APU's Department of Theater, Film, and Television also offers a Critical Studies Minor, which includes five required courses, including titles such as "Christianity and the Creative Process," "History of Broadcasting and Electronic Media," and "Media Criticism and Theory," and then

allows students to choose three courses among five options. This minor is not interdisciplinary. See: <http://www.apu.edu/clas/theaterfilmtv/minors/#criticalstudiesminor>.

**3. Is the change related to stipulations imposed by outside accrediting agencies (addressing standards, etc.)?**

The proposal is not related to stipulations imposed by outside accrediting agencies.

**4. How does the proposed change relate to the mission of the university?**

As stated in our university's core values, "A willingness to hear and learn from many diverse voices is foundational to a Christian liberal arts education." The Minor in Cinema Studies will enhance and expand the university's mission of hearing and learning from these diverse voices, as they are conveyed through film, by providing students with entry-level knowledge and skills for participating in independent filmmaking, film criticism, or teaching in an age where visual literacy is essential to the interpretation of cultural texts. This program will also add breadth and depth to students' knowledge and understanding of cinema as a medium of expression and shaper of cultural values and society. The courses listed below are presented with the intention of evaluating films in light of our relationship and responsibility to Christ and those in our community.

**5. How does the change accommodate the department or school's learning outcomes for the major, minor, concentration, etc.? For instance, does the change help balance out the curriculum, or does it fill in a missing gap that would help strengthen the program? Does it add breadth or depth, etc.?**

The change is in line with PLNU's first institutional learning outcome "Members of the PLNU community will display openness to new knowledge and perspectives, think critically, analytically, and creatively, and communicate effectively." As the Program Learning Outcomes (see Section III, below) demonstrate, the Minor in Cinema Studies will make deliberate the university's teaching of film and critical film viewing. Such a program, housed within both the Departments of Communication and Theatre and Literature, Journalism and Modern Languages, in which communication and analysis of cultural texts are central to our academic pursuits, will enable students to examine, consider, and comprehend the ways in which story and ideology are presented in the cultural texts of film across the curriculum.

The Cinema Studies Minor is also well positioned to welcome the addition and inclusion of film courses across the university which promote diversity and visual literacy.

**6. What impact will it have on the size of the major, minor, etc.?**

The proposed change would create a new minor based on existing courses presently offered at PLNU. It should not have any substantial negative impact on respective major concentrations or minors.

**7. Will the change(s) be sustainable with human and financial resources?**

The changes will be sustainable with current human and financial resources because the proposal does not require staffing changes within respective participating departments, nor does the proposal require course deletions or unit additions for students within respective majors.

**8. State other rationale that you deem appropriate.**

A Cinema Studies Minor will add to the breadth of our student's liberal arts education by combining production and technical filmmaking skills with a cultural studies based approach of the analysis of texts, along with film art and film theory. PLNU students would be able to demonstrate their accomplishments in visual literacy in their liberal arts education and in their future careers as well.

All \_\_\_490 courses and new course proposals for the Minor in Cinema Studies undergo the following process in order to be included in the minor: 1) course proposal including syllabus, assigned texts, and rationale 2) joint review by Theatre and Communications and LJML Departments, 3) inform Records of approval or rejection of inclusion in the Minor in Cinema Studies.

**Tentative Syllabus/Course Learning Outcomes:**

**Program Description: Minor in Cinema Studies**

This is an interdisciplinary minor in cinema which draws from historical, religious, philosophical, theoretical, and aesthetic perspectives. Students are encouraged to select courses which are based on students' intellectual and professional interests. Students interested in film criticism and/or writing and teaching may take electives in film theory and criticism, while students interested in scriptwriting and production may take courses in those areas. The minor is structured as interdisciplinary in its electives so that students will truly be studying in the liberal arts tradition. All students must take the required courses, and then must select from the elective courses to complete the minor.

**Outcomes: Program Learning Outcomes**

Students who complete the cinema studies minor will be able to:

1. Identify and articulate the relationships among film styles, genres, and techniques.  
(LIT 209, LIT 371, & COM 300, SPA 380)

2. Demonstrate knowledge of the relationship between films and the historical moments from which they emerge. (COM 300, HIS 368, SPA 380)
3. Analyze and interpret the film images and narratives using film theory and terminology. (LIT 209, LIT 371, COM 300)
4. Evaluate films, including from a faith based perspective, by using higher and lower order thinking and writing skills. (COM 300, and COM/LIT courses)
5. Construct film scripts and create films by using film production techniques. (COM 243, COM 175, COM 420, COM 442, COM 443)

**Catalog Copy:** Note the academic minor consists of already-existing courses.

**Catalog Copy (New)**

**REQUIRED & INSTRUCTORS: 8 units**

LIT 209 Great Works in Literature: Film (2) James Wicks; no prerequisite

COM 243 Intro to TV and Film Production (3) Alan Hueth; no prerequisite

COM 300 Narrative and Documentary Film (3) Alan Hueth; no prerequisite

**ELECTIVE COURSES: 9 Elective Units Taken from Three (3) Separate Disciplines**

LIT 371 World Cinema (3)Wicks offered every other year)

HIS 368 Modern China Through Film (4) Kim

SPA 380 Genre/Period Study in Hispanic Literature and Film (3) McConnell

\_\_\_\_490 Approved Special Studies Course in Film

COM 175 Scriptwriting for Television and Film (3) Hueth

\*COM 442 Field Production (3)Hueth (pre-req: COM 243)

\*COM 443 Studio Production (3)Hueth (pre-req: COM 243)

COM 420 Communication Practicum (indie screenwriting or film production project) (1-2)

Hueth (pre-req: COM 175 for screenwriting, and COM 243 for production project)

**Total units required: 17-20**

Minimum number of upper division units: 12 units

Minimum number of units completed in residency: 9 units

Note that 9 units must be distinct and not counted in the major

**\*COM 442 and 443 are presently two (2) unit courses. However, the Dept. of Communication and Theatre are submitting an APC proposal that is requesting that these two courses be raised to three (3) units. This has been approved by their dean. Whether the increases are approved or rejected by APC, these courses will**

continue in the mix of electives for the Cinema Studies Minor.

**Recorded Department/School Vote:**

Communication & Theatre faculty: 7-0  
Literature, Journalism, and Modern Languages faculty: 14-0

**Library Impact:**

Minimal. The purchase of film theory texts and respective films will be minimal as we already have in our holdings numerous films and relevant texts.

**Technological Impact:**

None. The course will require instruction in a classroom with an overhead projector, screen, and sound system, such as those already so equipped, including such classrooms as Starkey 100, and BAC 102, 103, and 104 in the Bond Academic Center.

**Final Summary:**

**Total course additions: 1**

**Total course deletions: 0**

**Total unit additions: 1/YR**

**Total unit deletions: 0**

**Rotation of courses or deletion of sections to accommodate additions: 0**

**Staffing impact/increase or decrease: 0**

## NON ACTION OR PROCEDURAL CHANGES

**PROPOSAL I:** Update catalog copy to reflect changes in Los Angeles Film Studies Center (LAFSC) for Media Communication—Film Studies concentration.

- A. Change course title Motion Picture Production course *to* Narrative Storytelling.
- B. Change course title Theology in Hollywood *to* Faith and Artistic Development in Film.
- C. Add elective Professional Acting for the Camera (3 credits)

**Rationale:** LAFSC program provides the elective credits for out film studies concentration, and these changes are required due to the LAFSC's 2011-12 catalog changes.