

# COURSE CHANGE FORM

Complete 1a – 1f & 2a – 2c. Fill out the remainder of the form as applicable for items being changed.

**1. General Information.**

a. Submitted by the College of: Agriculture Today's Date: 09/17/2010

b. Department/Division: Community & Leadership Development

c. Is there a change in "ownership" of the course? YES  NO

If YES, what college/department will offer the course instead? \_\_\_\_\_

d. What type of change is being proposed?  Major  Minor<sup>1</sup> (place cursor here for minor change definition)

e. Contact Person Name: Dr. Randy Weckman Email: rweckman@uky.edu Phone: 73937

f. Requested Effective Date:  Semester Following Approval OR  Specific Term<sup>2</sup>: \_\_\_\_\_

**2. Designation and Description of Proposed Course.**

a. Current Prefix and Number: CLD 320 Proposed Prefix & Number: CLD 225

b. Full Title: Survey of Agricultural and Consumer Media Proposed Title: Community and Communication: Exploring Their Intersections

c. Current Transcript Title (if full title is more than 40 characters): \_\_\_\_\_

d. Proposed Transcript Title (if full title is more than 40 characters): Community & Communication

e. Current Cross-listing:  N/A OR Currently<sup>3</sup> Cross-listed with (Prefix & Number): \_\_\_\_\_

Proposed –  ADD<sup>3</sup> Cross-listing (Prefix & Number): \_\_\_\_\_

Proposed –  REMOVE<sup>3,4</sup> Cross-listing (Prefix & Number): \_\_\_\_\_

e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours<sup>5</sup> for each meeting pattern type.

Current:	<u>3</u> Lecture	<u>   </u> Laboratory <sup>5</sup>	<u>   </u> Recitation	<u>   </u> Discussion	<u>   </u> Indep. Study
	<u>   </u> Clinical	<u>   </u> Colloquium	<u>   </u> Practicum	<u>   </u> Research	<u>   </u> Residency
	<u>   </u> Seminar	<u>   </u> Studio	<u>   </u> Other – Please explain: _____		
Proposed:	<u>3</u> Lecture	<u>   </u> Laboratory	<u>   </u> Recitation	<u>   </u> Discussion	<u>   </u> Indep. Study
	<u>   </u> Clinical	<u>   </u> Colloquium	<u>   </u> Practicum	<u>   </u> Research	<u>   </u> Residency
	<u>   </u> Seminar	<u>   </u> Studio	<u>   </u> Other – Please explain: _____		

f. Current Grading System:  Letter (A, B, C, etc.)  Pass/Fail

Proposed Grading System:  Letter (A, B, C, etc.)  Pass/Fail

g. Current number of credit hours: 3 Proposed number of credit hours: 3

<sup>1</sup> See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "not minor," the form will be sent to appropriate academic Council for normal processing and contact person is informed.

<sup>2</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

<sup>3</sup> Signature of the chair of the cross-listing department is required on the Signature Routing Log.

<sup>4</sup> Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

<sup>5</sup> Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

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**h. Currently, is this course repeatable for additional credit?** YES  NO

*Proposed to be repeatable for additional credit?* YES  NO

If YES: Maximum number of credit hours: \_\_\_\_\_

If YES: Will this course allow multiple registrations during the same semester? YES  NO

**i. Current Course Description for Bulletin:** An exploration of the social, political, and economic factors that influence how agricultural producers and consumers receive information through the media. In addition, the course will analyze how the general mass media cover agricultural and consumer topics. Prereq: Community Communications and Leadership Development majors or consent of instructor.

*Proposed Course Description for Bulletin:* This course will explore the inextricable link between community and communication by examining the social structure of communities and the media residing within them. Particular emphasis will be placed on the availability of information to citizens and in turn how this information environment facilitates/thwarts social interaction.

**j. Current Prerequisites, if any:** N/A

*Proposed Prerequisites, if any:* N/A

**k. Current Distance Learning(DL) Status:**  N/A  Already approved for DL\*  Please Add<sup>6</sup>  Please Drop

\*If already approved for DL, the Distance Learning Form must also be submitted unless the department affirms (by checking this box ) that the proposed changes do not affect DL delivery.

**l. Current Supplementary Teaching Component, if any:**  Community-Based Experience  Service Learning  Both

*Proposed Supplementary Teaching Component:*  Community-Based Experience  Service Learning  Both

**3. Currently, is this course taught off campus?** YES  NO

*Proposed to be taught off campus?* YES  NO

**4. Are significant changes in content/teaching objectives of the course being proposed?** YES  NO

If YES, explain and offer brief rationale:

CLD 225 is a modification of CLD 320. In our proposed curriculum revision, the course has been moved from a major requirement to a pre-major requirement, and thus the number has shifted down from a 300-level course to a 200-level course. In addition, the "agricultural communications" option from the current program is being dissolved, and in the revised program the students will take classes with more of a "community communications" orientation; thus the title change and re-direction of this course.

**5. Course Relationship to Program(s).**

**a. Are there other depts and/or pgms that could be affected by the proposed change?** YES  NO

If YES, identify the depts. and/or pgms: \_\_\_\_\_

**b. Will modifying this course result in a new requirement<sup>7</sup> for ANY program?** YES  NO

If YES<sup>7</sup>, list the program(s) here: CLD

**6. Information to be Placed on Syllabus.**

<sup>6</sup> You must also submit the Distance Learning Form in order for the course to be considered for DL delivery.

<sup>7</sup> In order to change a program, a program change form must also be submitted.

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a.	<input type="checkbox"/> Check box if <u>changed to</u> 400G or 500.	If <u>changed to</u> 400G- or 500-level course you must send in a syllabus and <i>you must include the differentiation</i> between undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grading criteria in the course for graduate students. (See <i>SR 3.1.4.</i> )
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# COURSE CHANGE FORM

## Signature Routing Log

**General Information:**

Course Prefix and Number: CLD 225

Proposal Contact Person Name: Dr. Rick Maurer Phone: 77582 Email: richard.maurer@uky.edu

**INSTRUCTIONS:**

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

**Internal College Approvals and Course Cross-listing Approvals:**

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
<i>Dept. Faculty</i>	<i>8/20/10</i>	<i>Perry Hansen 7-2586 p.hansen@uky.edu</i>	<i>[Signature]</i>
<i>UCC-CO#</i>	<i>10/29/10</i>	<i>Larry Grobou 7-1885 larry.grobou@uky.edu</i>	<i>[Signature]</i> <i>11/27/10</i>
		/ /	
		/ /	
		/ /	

**External-to-College Approvals:**

Council	Date Approved	Signature	Approval of Revision <sup>8</sup>
Undergraduate Council	2/23/2011		
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

<sup>8</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

## CLD 225

### Community & Communication: Exploring Their Intersections

Dr. Randy Weckman  
503 Garrigus Building  
257-3937  
rweckman@uky.edu

Office Hours: 12-2 on Wednesday, or other times with prior scheduling

**Course: Description:** This three-hour course will explore the inextricable link between community and communication. (Note that community and communication both share a common root.) This linkage will be examined by exploring the social structure of communities and the media residing within them. Particular emphasis will be placed on the availability of information to citizens and in turn how this information environment facilitates/thwarts social interaction.

**Student Learning Outcomes:** Students will learn:

- \* to appreciate the interplay between community structure and the information environment provided by the resident mass media.
- \* to understand the philosophical, economic and political forces and realities that compel and constrain media performance and the information environment they provide to citizens.
- \* to examine media environments within and across communities and their differential impacts on citizen's abilities to participate in community affairs.
- \* to ingrain the habit of informing themselves about their community.

**Course goals/objectives:** The goal of this course is to provide a sense to what the role of mass media is in society, how social forces compel and constrain its performance and to expand the students' understanding of media performance in a democratic, pluralistic society.

**General Information:** Cheating: Don't do it. Instances of cheating will be dealt with consistent with the University guidelines pertaining to cheating. Plagiarism also will be dealt with consistent with University guidelines. Information about plagiarism can be found on the UK Ombud's website: [www.uky.edu/Ombud](http://www.uky.edu/Ombud).

While class attendance is not required, students will find it difficult, if not impossible, to attain a reasonably good grade without a high level of attendance. Also, see below about grading. Papers should be completed on time; some leeway will be given by the instructor based on individual circumstances.

Civility will be expected of all students in this class. Because we will be discussing news during the first part of each class— and given that news is often of a touchy nature— students will be expected to be respectful, but not necessarily complacent, regarding others' viewpoints that may differ from their own.

Students will be allowed to miss three of the weekly quizzes without penalty. In other words, the three low weekly quiz grades will not be used in computation of the final average for quiz grades.

In addition, it is expected that students will have completed the readings (from a packet of readings given out on the first class period) by the time they will be discussed in class. For some of the readings, you may want to read them twice to be prepared for in-class discussions.

**Grading:** Grading will be determined by the average of weekly quizzes (over what's in the news), a paper analyzing a community's information environment, a midterm examination and a second examination. Each of these events will be worth 25 percent of the final grade.

The grading scale will be 90-100-A; 80-89-B; 70 to 79-C; 60-69-D; less than 60-E. While grading will not be directly influenced by class attendance, excessive absences will indirectly affect grades because cues will be given throughout the semester concerning what questions may appear on examinations. In addition, weekly quizzes will not be specified by a particular class period each week. Thus, a quiz could appear on either a Tuesday or Thursday. Quizzes will cover the previous day's news, as taken from the *Lexington Herald Leader*.

### **Tentative Course Schedule:**

Week One: Introductions, explanation of course and instructor expectations.

Week Two: The role of information in an increasingly large and pluralistic society, with emphasis upon the changing nature of community.

Reading: Wirth, Urbanism as a Way of Life, *The American Journal of Sociology*, Vol. 44, No. 1 (1938) pp 1-24.

Week Three: The functions of media in society

Reading: Harold Lasswell (1948) The Structure and Function of Communication in Society, in Lyman Bryson (ed.) *The Communication of Ideas*, Harper and Row.

Weeks Four, Five, Six: Dewey-Lippmann Debates. The agenda setting function of the mass media. Framing. Ideological hegemony.

Reading:

Whipple, M.A. The Dewey-Lippmann Debate Today: Negotiating the Divide Between Participatory and Elitist Models of Democracy. Paper presented at the annual meeting of the American Sociological Association, Hilton San Francisco & Renaissance Parc 55 Hotel, San Francisco, CA, Online <.PDF>. 2009-05-26 from [http://www.allacademic.com/meta/p108740\\_index.html](http://www.allacademic.com/meta/p108740_index.html)

Maxwell E. McCombs and Donald L. Shaw. *The Agenda-setting function of mass media*, Public Opinion Quarterly, Vol 36, (summer) 176-187. (1972)

Gitlin, Todd. Prime Time Ideology: The Hegemonic Process in Television Entertainment, *Social Problems*, Vol, 26, No. 3 (Feb. 1979) University of California Press on behalf of the Society for the Student of Social Problems.

Week Seven: Preparation for Midterm (Tuesday), Midterm (Thursday)

Week Eight: Review of Midterm, Discussion of Paper Assignment

Week Nine: Paper due. Discussion of the spiral of silence.

Reading: Elisabeth Noelle-Neumann (1991) The theory of public opinion – The concept of the Spiral of Silence in J.A. Anderson, *Communication Yearbook* 14, pp. 256-287. CA: Sage Press.

Weeks 10-11-12: Robert McChesney and Benjamin Compaine: Two lenses– two conclusions. In class viewing of

Rich Media, Poor Democracy, featuring Robert McChesney and Mark Crispin Miller, 2004.

Reading:

Compaine, Benjamin. The Media Monopoly Myth How New Competition Is Expanding Our Sources of Information and Entertainment. Washington, DC: New Millennium Research Council, 2005. Pages 1-15.

Weeks 13-14 Knowledge Gap and its implications for citizen participation. Prepare for second exam.

Tichenor, P.J., Donohue, G.A. and Olien, C.N. (1970). *Mass Media Flow and Differential Growth in Knowledge*, *Public Opinion Quarterly* 34: Columbia University Press.

Week 15: Exam Review

Week 16: Final Exam