

COM - 553 - Communication and Persuasion in Popular Culture

Major Course Change Form

Course Change

Turn on help text

To ensure that your course change proposal is launched correctly, please follow the steps below. Course change proposals that are not launched properly will be returned to the originator who will be asked to resubmit the proposal following the steps below.

[CLICK HERE FOR COMPLETE INSTRUCTIONS ON CREATING A COURSE CHANGE PROPOSAL.](#)

Turn on help text.

Click the import icon to import data from SAP. **THIS IS REQUIRED FOR ALL COURSE CHANGE PROPOSALS. DO NOT** change data that was imported from SAP.

Make sure all required fields have been completed. These fields are denoted with an (*). **DO NOT** change data that was imported from SAP.

Launch the proposal by clicking the launch icon.

The proposal will return to the originators inbox under the 'My Tasks' tab.

At this time, you may make the proposed changes to the course change proposal.

Once you have made all of the changes click the launch button. *Please note, once you click the launch button on this step the proposal will move onto the next approval step in the workflow..*

* denotes required fields

Current Prefix:*

COM

Current Number:* 553

Proposed Prefix

Proposed Number

Check if same as current Same as current

Is this course clinical? Also select "Yes" if the course is not clinical but you wish for the course to be reviewed by the HCCC*
 Yes
 No

1. General Information

a. Submitted by the College of: * College of Communication and Information (8M000)

b. Department/ Division: * Communication (8M200)

c. Is there a change in "ownership" of the course? *
 Yes No

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

e. Contact Person Name: * Dr. Kelly McAninch

Email: * kelly.mcaninch@uky.edu

Phone: * 8593234334

f. Requested Effective Date: Semester Following Approval Specific Term

If specific term:

Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

What is the rationale for this proposal?* We propose changing the title of COM 553 from "Communication and Persuasion in Popular Culture" to a subtitled course "Media Theory and Criticism: [enter subtitle]." The course description will stay the same: "This course focuses on what and how popular culture entertainment media functions to communicate and persuade. Forms to be examined may include films/movies, television programs, music, cartoons, and/or comics. Ultimately, students will be equipped with tools to make educated decisions as critical consumers of the messages conveyed in popular culture entertainment media."

As you can see from the course description, this course has been taught from a variety of perspectives (some faculty teach it as a film course, some faculty have taught it as a multi-media course, and other instructors have focused on what and how popular culture entertainment media functions to communicate and persuade. Forms to be examined may include films/movies, television programs, music, cartoons, and/or comics. Ultimately, students will be equipped with tools to make educated decisions as critical consumers of the messages conveyed in popular culture entertainment media.) and we want to keep that flexibility for faculty to focus on whatever medium or angle they would prefer (within the bounds of the course description). However, as it is currently written, the title of the course doesn't give students much guidance on what they will be studying and some students have reported being unaware of the exact nature of the course as they registered for it. Therefore, our rationale for this change is to make the focus of the course more transparent. For instance, when our faculty focusing on film teach the course, it would be titled "Media Theory and Criticism: Film."

Moreover, in keeping consistent with our other subtitled courses (like COM 525), we would like to make COM 553 repeatable under different subtitles for up to 6 credits. This means students could take the course twice under different subtitles (once for COM major credit, once for general elective credit). Keeping COM 553 consistent with other subtitled courses like COM 525 helps our students and advisers keep all of our rules organized more clearly.

2. Designation and Description of Proposed Course.

a. Distance Learning(DL) Status: N/A
 Already approved for DL*
 Please Add
 Please Drop

Already approved for DL *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.

The FULL title of the course needs to be written out in the first box and IF the title is more than 40 characters, THEN, the title needs to be shortened for the insertion on the transcript. The full title of the course is what is put in the bulletin and the second is what is inserted on the transcript.

b. Current Title: Communication and Persuasion in Popular Culture

Proposed Title: Media Theory and Criticism: [SR]

c. Transcript Title (if full title is more than 40 characters): Media Theory and Criticism: [SR]

d. Current Cross-listing: N/A Currently Cross-listed

Currently Cross-listed with (Prefix & Number):

ADD Cross-listing (Prefix & Number):

REMOVE Cross-listing (Prefix & Number):

Using the Files tab in the Proposal Toolbox, attach a letter of support from the chair of the cross-listing department.

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

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.)

For courses with variable credit, please use the following format (no spaces): #-##

Lecture: 3

Laboratory:

Clinical:

Colloquium:

Seminar:

Studio:

Recitation:

Residency:

Discussion:

Indep. Study:

Practicum:

Research:

Other:

- f. Grading System:* Letter (A, B, C, etc.)
 Pass/Fail
 Medicine Numeric Grade
 Graduate Level Grade Scale

Please Explain:

g. Number of credit hours:* 3

h. Is this course repeatable for additional credit? * Yes No

If YES, Maximum number of credit hours: 6

If YES, Will this course allow multiple registrations during the same semester? Yes No

i. Course Description for Bulletin:* This course focuses on what and how popular culture entertainment media functions to communicate and persuade. Forms to be examined may include films/movies, television programs, music, cartoons, and/or comics. Ultimately, students will be equipped with tools to make educated decisions as critical consumers of the messages conveyed in popular culture entertainment media.

j. Prerequisites, if any: COM 326 or COM 351

3. Is this course taught off campus?

a.* Yes No

If YES, enter the off campus address:

4. Are significant changes in content/ student learning outcomes of the course being proposed?

a.* Yes No

If YES, explain and offer brief rationale:

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 for ANY program?*

Yes No

If YES, list the program(s) here:

In order to change a program, a program change form must also be submitted.

6. Information to be Placed on Syllabus.

a. Check box if changed to 400G or 500.

If changed to 400G- or 500-level course you must send in a syllabus and you must include the differentiation 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 SR 3.1.4.)

Distance Learning Form

This form must accompany every submission of a new/change course form that requests a change in delivery mode. All fields are required!

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as a formal educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technologies.

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the requirements below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Instructor Name:

Instructor Email:

Check the method below that best reflects how the majority of the course content will be delivered.

Internet/Web-based
 Interactive Video
 Hybrid

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for DL student is comparable to that of a classroom-based student's experience?
Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Are you adding distance learning delivery to this course as part of an effort to offer a complete degree program 100% online? Yes No

If yes, which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

Student Services

8. How are students informed of procedures for resolving technical complaint? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Canvas Support Hotline/Chat or ITS Service Desk?

Canvas Support Hotline/Chat (<https://uk.instructure.com/>; Click Help Button for 24/7 service)

Information Technology Services (ITS) Service Desk (<http://www.uky.edu/UKIT/Help/>)

9. Will the course be delivered via services available through UK Online? Yes No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components, below? Yes

Instructor's **virtual** office hours, if any.
Technological requirements for the course.
Procedure for resolving technical complaints.
Preferred methods for reaching instructor, e.g. email, phone, or text message.
Maximum timeframe for responding to student communications.
Contact information for Information Technology Customer Service Center:

Web: <http://www.uky.edu/UKIT/>
Phone: 859-218-HELP

Web Address for Distance Learning services: <http://www.uky.edu/ukonline/>
Language pertaining academic accommodations (below):

"If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. Please initiate the accommodation process by submitting an online Intake Form (found at <http://www.uky.edu/DisabilityResourceCenter/content/apply-services>) or by contacting the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. DRC staff will discuss possible accommodations with you and provide you with a Letter of Accommodation. Once you receive your Letter of Accommodation, please set up an appointment to see me or stop by during scheduled office hours to discuss how your accommodation will be addressed. The DRC is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

Information on Distance Learning Library services

Carla Cantagallo, DL librarian
Phone: (859) 218-1240
Email: carla@uky.edu
Web: <http://libraries.uky.edu/DLLS>
DL Interlibrary Loan Service: <http://libraries.uky.edu/dlls>

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name Alan DeSantis

Administration Use Only

OBJID