

WINONA STATE UNIVERSITY
NEW AND REVISED COURSE AND PROGRAM APPROVAL FORM

Routing form for new and revised courses and programs.

Course or Program MCOM 221

Department Recommendation

Ron Elemba
Department Chair

2-19-14
Date

relemba@winona.edu
e-mail address

Dean's Recommendation

☒ Yes

☐ No*

[Signature]
Dean of College

2-19-14
Date

*The Dean shall forward their recommendation to the chair of the department, the chair of A2C2, and the Vice President for Academic Affairs.

A2C2 Recommendation ☐ Approved ☐ Disapproved

Chair of A2C2

Date

Graduate Council Recommendation
(if applicable)

☐ Approved

☐ Disapproved

Chair of Graduate Council

Date

Director of Graduate Studies

Date

Faculty Senate Recommendation ☐ Approved ☐ Disapproved

President of Faculty Senate

Date

Academic Vice President Recommendation ☐ Approved ☐ Disapproved

Academic Vice President

Date

Decision of President ☐ Approved ☐ Disapproved

President

Date

Please forward to Registrar.

Registrar

Date entered

Please notify department chair via e-mail that curricular change has been recorded.

5/22/14

WINONA STATE UNIVERSITY

PROPOSAL FOR A REVISED COURSE

This form is to be used to submit proposed revisions to an existing undergraduate or graduate course which can not be changed with the Notification Form. Every item on this form must be completed prior to submission to A2C2. The department proposing this revision must include a **Financial and Staffing Data Sheet** and the **New and Revised Course and Program Approval Form** with department chairperson's and Dean's signatures. Refer to Regulation 3-4, **Policy for Changing the Curriculum**, for complete information on submitting proposals for curricular changes.

Department **Mass Communication**

Date **01/09/2014**

Please provide all of the current information for this course:

221 Course No.	Electronic Media and the Web Course Title	3 Credits
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This proposal is for a(n): ☒ Undergraduate Course _____ Graduate Course

Is this course for USP? Yes** ☒ No _____ Is this course for GEP? _____ Yes** ☒ No _____

List all Major Codes to which this proposal applies as a required course: **MCEM**

List all Major Codes to which this proposal applies as an elective course:

List all Minor Codes to which this proposal applies as a required course:

List all Minor Codes to which this proposal applies as an elective course: **MCOM**

Prerequisites **None**

Grading Method ☒ Grade only _____ P/NC only _____ Grade and P/NC Option

Frequency of offering **Every semester**

Please indicate any proposed changes in this course information

221 Course No.	Principles of Transmedia Story Telling Course Title	Credits* 3
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This proposal is for a(n): ☒ Undergraduate Course _____ Graduate Course

Is this course for USP? Yes** ☒ No _____ Is this course for GEP? _____ Yes** ☒ No _____

List all Major Codes to which this proposal applies as a required course: **MCTM (new code, part of program revision)**

List all Major Codes to which this proposal applies as an elective course:

List all Minor Codes to which this proposal applies as a required course:

List all Minor Codes to which this proposal applies as an elective course: **MCOM**

Prerequisites **None**

Grading Method ☒ Grade only _____ P/NC only _____ Grade and P/NC Option

Frequency of offering **Every semester**

* If this course will change the number of credits for any major or minor, the form **Proposal for a Revised Program** must also be submitted and approved according to the instructions on that form.

For General Education Program (GEP) or University Studies (USP) course approval, the form **Proposal for General Education Courses or **Proposal for University Studies Courses** must also be completed and submitted according to the instructions on that form.

Please provide all of the following information:

(Note: a syllabus or other documentation may not substitute for this)

A. **Changes in the Course Description.** This information will be submitted to MnSCU by the WSU Registrar's office.

1. Provide both the current and the revised catalog descriptions of this course, including credit hours, prerequisites, and grading method. Please place these in two columns, side-by-side, for easy comparison.

221 Electronic Media and the Web (3 S.H.) Characteristics, philosophy and impact of radio, television, web and the developing electronic mass media. This course will provide students with an extensive introduction to the forms, function and purpose of electronic media. Prerequisites: MCOM 100.	221 Principles of Transmedia Storytelling (3 S.H.) Digital technologies are a key element to understand the actual panorama of the Mass Media. Software and hardware developments brought new models of communication where the fragmentation of the message and the coordination between different media are keys to success. <i>Principles of Transmedia Story Telling</i> provides a working knowledge, in terms of theory and practice, of the main elements of this kind of narrative. The course will have a special emphasis on the impact of digital technologies in the storytelling arena. Students will be able to identify, analyze, implement or improve any Transmedia narrative from a conceptual and a strategic point of view.
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2. Provide both the current and the revised course outline of the major topics and subtopics to be covered in the course. These outlines should be, at a minimum, two-level outlines of topics and subtopics. Place these in two columns, side-by-side, for easy comparison.

MCOM 221 (old course) 1. Internet and New Media a. How does broadcasting fit into new media b. Social media c. Blogs, Twitter, Wikis and Flickr d. Job Opportunities 2. Commercial Radio/TV a. Competition in today's business b. Consolidation of stations c. Job opportunities 3. Public/Non-Commercial Radio/TV a. Network television b. Satellite radio c. Job opportunities 4. Media Convergence 5. Regulations a. TV, Radio, Web (Podcasting) b. Strengths and weakness, issues and concerns c. Audience perception and effects 6. History Radio, TV and Web 7. Programming a. News and information b. Sports c. Reality d. Music e. Documentaries 8. Overview of Structure of a Radio and TV Stations a. Structure of a station b. Organization chart (i.e. General Manager, News Director, Photographer, ect.) c. Sales, Promotions and underwriters (economy and how it fits into a station's sales and promotions.) d. Traffic e. Programming	MCOM 221 (Revised Course) 1 Definition of Transmedia Transmedia vs crossmedia. Transmedia in the past. Analog vs Digital. 2 Basic concepts of Digital Culture. Interactivity Agency Participation 3 The qualities of Transmedia Spreadability vs Drillability Continuity vs Multiplicity Subjectivity Immersion vs Extration World building Performance Seriability 4 Elements of a Transmedia narrative Negative capability Migration clues Hermeneutic codes 5 Narrative systems of Transmedia Supportive Competitive Omnivorous 6 The affinitive spaces Moving experiences Choice excitement Expanded environments 7 Consumption models Economic profit and piracy 8 The canon problem
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f. News & Sports 9. Business Practices a. Media convergence (radio, TV & Web) b. Programming, sales, marketing and management c. Promotions and public relations d. Issues for the future	Agency vs Control. The digital paradox 9 The fandom phenomenon and the prosumers. 10 Transmedia in PR Specifics and case studies 11 Transmedia in Advertising Specifics and case studies 12 Transmedia in Journalism. Specifics and case studies
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3.a Instructional delivery methods utilized: (Please check all that apply).

Auditorium/Classroom: Lecture X	ITV	Online	Web Enhanced	Web Supplemented
Laboratory	Service Learning	Travel Study	Internship/Practicum	
Other: (Please indicate)				

3.b. MnSCU Course media codes: (Please check all that apply).

None: XXX	3. Internet	6. Independent Study	9. Web Enhanced
1. Satellite	4. ITV Sending	7. Taped	10. Web Supplemented
2. CD Rom	5. Broadcast TV	8. ITV Receiving	

4. Describe both the current and the revised course requirements (papers, lab work, projects, etc.) and means of evaluation.
Place these in two columns, side-by-side, for easy comparison.

Old Course 4 tests 2 major exams Final exam 2 reports on KQAL (radio) experiences	Revised Course Students will have to fulfill weekly assignments about the topics covered during the lectures. Those assignments will consist on papers and projects. The grading system will be a rubric created specifically for each assignment. The two main assignments will be a midterm paper on a major digital culture topic and a final assignment based on the adaptation to a Transmedia project of a literary or audiovisual piece.
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5. Describe both the current and the revised course materials (textbook(s), articles, etc.) to be used in this course.
Place these in two columns, side-by-side, for easy comparison.

Old Course Electronic Media: an Introduction (11E) by Gross	The main materials will be a selection of articles and books to cover the wide spectrum of topics of the course. Some of these materials are: Roos, Cecilia. <i>Producing Transmedia Stories - A Study of Producers, Interactivity and Prosumption</i> . Malmo University, 2012 Long, Geoffrey A. <i>Transmedia storytelling : business, aesthetics and production at the Jim Henson Company</i> . Massachusetts Institute of Technology, 2007 Giovagnoli, Max. <i>Transmedia Storytelling: Imagery, Shapes and Techniques</i> . Etc Press 2011. Moloney, Kevin T. <i>Porting Transmedia Storytelling to Journalism</i> . University of Denver, 2011 Edwards, Leigh H. <i>Transmedia Storytelling, Corporate Synergy, and Audience Expression</i> . Global Media Journal, 2012.
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	<p>Scolari, Carlos Alberto. <i>Transmedia Storytelling: Implicit Consumers, Narrative Worlds, and Branding in Contemporary Media Production</i>. International Journal of Communication, 2009.</p> <p>Veglis, Andrea. <i>From Cross Media to Transmedia Reporting in Newspaper Article</i>. Springer Science+Business Media New York 2012.</p> <p>Rose, Frank. <i>The art of immersion: how the digital generation is remaking Hollywood, Madison Avenue, and the way we tell stories</i>. W.W. Norton & Co, 2012.</p> <p>Eckel, Julia. Leiendoecker, Bernd. Olek, Daniela. Piepiorka, Christine (Dis)Orienting Media and Narrative Mazes. Cultural and Media Studies, 2012</p> <p>Jenkins, Henry <i>Spreadable Media</i>. New York University Press. 2013</p>
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6. List both the current and the revised student learning outcomes for this course and how each outcome will be assessed.
Place these in two columns, side-by-side, for easy comparison

<p>Old Course NA from current instructor</p>	<p>Revised Learning Outcomes</p> <ol style="list-style-type: none"> 1. Student will be able to define and apply the basic terminology of Transmedia. 2. Student will have a deep understanding of the main characteristics of various media vehicles 3. Student will adopt a multi-channel approach to the mass communication process 4. Student will be able to identify and define the basic approaches to the development of Transmedia Communication
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B. Rationale

Provide a rationale for each of the changes proposed.

The revision of this course reflects the merging of Electronic Media (formerly Broadcasting) and Photo and Digital Imaging (formerly Photo Journalism) outlined in the Program Revision proposal into the Transmedia option. As the introductory course, it moves the curriculum clearly in the direction of the “new media.”

C. Impact of These Changes on Other Departments, Programs, Majors, and Minors

1. Clearly state the impact of this revision on courses taught in other departments. Does this course duplicate the content of any other course? Is there an effect on prerequisites for this or any other courses?

NONE

2. Would approval of this course revision change the total number of credits required by any major or minor of any department? If so, explain the effects which this course revision would have.

NO

3. If this revision has an impact on the major or minor of any other department or program, it is the responsibility of the department submitting the proposal to send written notification to the department(s) or program(s) affected. State clearly which other programs are affected by this proposal and whether the other departments have been notified and/or consulted. Attach letter(s) of understanding from impacted department(s).

We do not believe that this impacts any other department offering.

D. Attach to This Proposal a Completed

1. *Financial and Staffing Data Sheet*
2. *New and Revised Course and Program Approval Form*

E. Department Contact Person for this Proposal:


Ron Elcombe
Name (please print)

X5238
Phone

relcombe@winona.edu
e-mail address

F. Review by Department A2C2 Representative

I have reviewed this proposal and certify that it is complete


Signature of A2C2 representative

Definitions for codes in 3a and 3b:

01-Satellite:

02- CD Rom:

03- Internet: Predominately = where all, or nearly all, course activity occurs in an online environment. One to two activities may occur face-to-face in a classroom, with the maximum being two activities.

04 – ITV Sending: a course in which students are in the classroom with the instructor, other students join via interactive television technology from other geographically separate locations

05 – Broadcast TV:

06 – Independent Study: a course in which the teacher develops specialized curriculum for the student(s) based on department guidelines in the University course catalog

07 – Taped: a course in which the teacher records the lessons for playback at a later date

08 – ITV Receiving: a course in which students are not in the classroom with the teacher, other students join via interactive television technology from other geographically separate locations

09 – Web Enhanced- Limited Seat Time: For a course in which students are geographically separate from the teacher and other students for a majority of required activities. However, some on-site attendance is required. The course includes synchronous and/or asynchronous instruction.

10 – Web Supplemented- No Reduced Seat Time: For a course utilizing the web for instructional activities. Use of this code may assist your college/university in tracking courses for “smart classrooms” and/or facility usage.

WINONA STATE UNIVERSITY

FINANCIAL AND STAFFING DATA SHEET

Course or Program__MCOM 221 Principles of Transmedia Story Telling_____

Include a Financial and Staffing Data Sheet with any proposal for a new course, new program, or revised program.

Please answer the following questions completely. Provide supporting data.

1. Would this course or program be taught with existing staff or with new or additional staff? If this course would be taught by adjunct faculty, include a rationale.

This is a revision of MCOM 221 Electronic Media. It will be taught with existing probationary faculty and with the same frequency as in the past.

2. What impact would approval of this course/program have on current course offerings? Please discuss number of sections of current offerings, dropping of courses, etc.

There is no impact on current course offerings. It is a revision of an existing course

3. What effect would approval of this course/program have on the department supplies? Include data to support expenditures for staffing, equipment, supplies, instructional resources, etc.

There will be little impact on department supplies, equipment or staffing. This is a revision of an existing course; taught in the same manner as the earlier version of the course.