

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: _____ Date: _____

Title Of Course/Degree/Concentration/Certificate: _____

Change(s) Initiated: (Please check)

- | | |
|---|---|
| <input type="checkbox"/> Closing of Degree | <input type="checkbox"/> Change in Degree or Certificate |
| <input type="checkbox"/> Closing of Certificate | <input type="checkbox"/> Change in Degree: Adding Concentration |
| <input type="checkbox"/> New Certificate Proposal | <input type="checkbox"/> Change in Degree: Deleting Concentration |
| <input type="checkbox"/> New Degree Proposal | <input type="checkbox"/> Change in Prerequisite, Corequisite, and/or Pre/Co-requisite |
| <input type="checkbox"/> New Course | <input type="checkbox"/> Change in Course Designation |
| <input type="checkbox"/> New 82 Course (Pilot Course) | <input type="checkbox"/> Change in Course Description |
| <input type="checkbox"/> Deletion of Course(s) | <input type="checkbox"/> Change in Course Title, Number, Credits and/or Hours |
| | <input type="checkbox"/> Change in Academic Policy |
| | <input type="checkbox"/> Pathways Submission: |
| | <input type="checkbox"/> Life and Physical Science |
| | <input type="checkbox"/> Math and Quantitative Reasoning |
| | <input type="checkbox"/> A. World Cultures and Global Issues |
| | <input type="checkbox"/> B. U.S. Experience in its Diversity |
| | <input type="checkbox"/> C. Creative Expression |
| | <input type="checkbox"/> D. Individual and Society |
| | <input type="checkbox"/> E. Scientific World |
- Change in Program Learning Outcomes
- Other (please describe): _____

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: 3/16/23 Signature, Committee Chairperson: _____ 

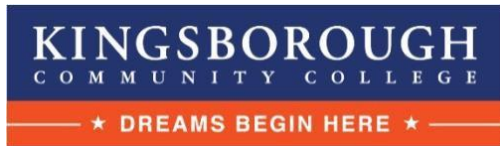
If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

I have reviewed the attached material/proposal

Signature, Department Chairperson: _____ 



TO: Spring 2023 Curriculum Committee

FROM: Prof. Scott Cally, Chair, Department of Communications and Performing Arts

DATE: March 17, 2023

RE: Change in Course Description for MCM 3000 – Mass Media

The Department of Communications and Performing Arts is proposing a change in Course Description for MCM 3000 – Mass Media

Change in Course Description:

FROM:

Analysis of mass media to discover the way information is perceived and influences behavior. Extensive use is made of films, tapes, recordings and video tapes to examine the message systems employed by individuals, groups, institutions and politics. Focus is on radio, television, newspapers, magazines, film and advertising.

TO:

Analysis of mass media to discover the way information is perceived and influences behavior. Extensive use is made of **film and video resources** to examine the message systems employed by individuals, groups, institutions, and politics. Focus is on **books, news**, radio, film, television, advertising, **and social media**.

Rationale for Change:

After reviewing course equivalencies in Transfer Explorer, we observed that course descriptions between our sister colleges in the City University vary, not only from Kingsborough to a receiving 4-year college, but from 4-year college to 4-year college.

Our goal is to streamline and update the course description by removing out of date technology references as course resources, such as with audio cassette “tapes” and “VHS tapes”, and by replacing “newspapers” with “news”, as it encompasses traditional and new, and include social media as so much news is received through these platforms. We are assured that the change in course description will not negatively impact the course’s existing equivalencies (please see below).

Brooklyn College

TREM. 1165

Survey of the history, industry practices, and controversies involved in the media of mass communication. Mainstream mass media of books, newspapers, magazines, film, radio, recordings, television, and the Internet. Analysis of news, entertainment, advertising, and public strategies, as well as media impact, legal issues, and ethics.

Baruch

COM 360

This course critically examines the mass media and their role in society through a variety of case studies, including the representation of gender in advertising, theories of the media audience and media effects, journalistic values and the agenda-setting function of the press, nonfiction film making as a persuasive form, and the future of the mass media in the context of technological change. In addition to addressing specific topics in some detail, the course also provides an overview of media institutions and history in an international context.

City College

MCA 10100

This survey course will introduce students to technological, historical, economic and social perspectives on the communications field. Particular emphasis will be placed on research, critical analysis, effective writing and dynamic presentation skills essential for success in the highly competitive communication industries. Open to all students in good academic standing.