

Minutes from Curriculum and Teaching Committee Meeting
Thursday, March 7, 2024, at 10:00 am
Via Zoom

Those present: James Babanikos (chair), Won-Ki Moon, Myiah Hutchens, Angela Bradbery, Roxane Coche, Ted Spiker, Harrison Hove, Kasey Windels, Tim Sorel

Announcements

- **UF Online updates (from last week's meeting with the new UFO director Rhiannon Pollard and Associate Deans)**
 - o Classes don't have to be 30 students or less.
 - o We're now #2, because of this one metric – that too many of our UF online classes only have a Bachelor's degree. That will need to change!!!
 - o This also has to do with SACSCOC accreditation.
 - o COIP can accommodate faculty who want to revamp their UF Online class(es).

- **Senior Learning Assessment updates.**
 - o The chairs as well as Harrison have been added as teachers. Chairs were invited to make any changes they wanted to their 15 department-specific questions, as long as they let the Associate Dean know what those changes are.
 - o The dates for the students to complete the assessment are Monday, March 25 – Monday, April 8. The Associate Dean will send emails out (after Spring Break) to graduating seniors to let them know that the Senior Learning Assessment is coming up, as well as to professors so they can encourage students to do the assessment.

- **UFO students in in-residence courses.** Please tell your faculty not to allow UFO students to sit in an on-campus class. There's no way to know that in a large lecture class, but it's pretty evident in smaller classes. I know that the faculty is trying to be nice and accommodating to the students, but UFO students pay 75% of what on-campus students pay for a class.

- **Clarification on 'public speaking' becoming part of Gen Eds.** The course itself (SPC2608) will not become a part of GenEd, but the public speaking as a skillset will be incorporated into gen ed courses. For example, faculty in the Writing Program are already working on modifications in ENC1101, ENC1102, ENC3254, etc.

- **Topics for upcoming ACUA meeting.** Babanikos is co-hosting the ACUA meeting on April 2nd, and asked the chairs to email him any topics regarding undergraduate education that they want him to bring up in that meeting of Associate Deans.

Discussion Items

- **Permanent course number for the PR course Sports Branding.** This was approved last month by an email vote
- **A plethora of MPMT curriculum changes were discussed and approved.** They are:
 - Request for permanent course numbers:
 - RTV4930 Media User Experience.
 - RTV4930 Reality TV Media with the name "Reality and Influencer Media."
 - RTV4930 Producing and Directing Sports.
 - Request changing JOU3002 to RTV3002.
 - Remove all prerequisites to MMC1009.
 - Request to move RTV3405 Media & Society to a 2000-level course, and remove "junior standing or higher" pre-req.
 - Request to add VIC 3001 or RTV 2xxx (Concepts in Visual Storytelling—approved by CJC faculty in Jan. 2024) as Pre-req or Co-req to RTV3511.
 - Request to change course titles/names:
 - From RTV3320: Electronic Field Production to RTV3320: Single-Camera Production.
 - From RTV3945: Electronic Media Practicum to RTV3945: Media Immersion Experience.
 - From RTV4506: Media Research to RTV4506: Applied Media Research.
 - Current title: Media Research
 - Request to change catalog course descriptions for:
 - MMC 2740 Introduction to Media and Sports
 - Current description: Introduces sports professions relative to opportunities, responsibilities and current issues involving sports media professionals. Topics include distinctions among careers in sports media, including sports journalism and communications, values, ethics and issues related to race, gender and sexual orientation, and emerging media.
 - Proposed description: Introduces careers in sports media, including sports journalism and sports communications, sports social media, entrepreneurship in sports, and working for a sports team.
 - MMC 3630 Social Media and Society
 - Current description: Explores the structure and consequences of the growing presence of social media networks. Addresses such areas as

privacy, democracy, health care, commerce, entertainment, and journalism.

- Proposed description: Examines the impact of social media on public relations, advertising, journalism, privacy, entertainment, and politics. Discusses the positives of social media and how they can be used for the social good, while also recognizing their dangers.
- MMC 4302 World Communication Systems
 - Current description: Theoretical bases of world mass media systems, international channels of communications, analysis of press and broadcasting systems by regional and national categories.
 - Proposed description: Delves into the historical roots, technology, and trends shaping global communication systems. Equips students to analyze media tools and approaches worldwide.
- RTV 2100 Writing for Electronic Media
 - Current description: A preprofessional course designed to provide fundamental instruction and practice in writing for the electronic media.
 - Proposed description: Provides fundamental instruction and practice in media writing, and the impact of the media on society. The course focuses on persuasive writing and content creation for movies, television, audio stories, long-form online writing, and writing for online and social media. Additional emphasis examines the use of persuasive writing in branding and networking
- RTV 3001 Introduction to Media Industries and Professions
 - Current description: Introduces the cultural, social, legal, business, and career aspects of the electronic media.
 - Proposed description: Introduces the cultural, social, legal, business, and career aspects of the media industry
- RTV 3101 Fiction/Nonfiction Screenwriting
 - Current description: Study and practice of electronic media writing, including commercials, corporate communication, documentaries, drama, and adaptations.
 - Proposed description: Provides an overview of the principles of scriptwriting. Instructs students in how to apply these principles through practical application (such as documentary/docudrama and fiction, including feature films and television genres).
- RTV 3320 Electronic Field Production
 - Current description: Advanced electronic field production and editing theory and practice.
 - Proposed description: Instructs students in the use of digital audio and film production tools as well as the fundamentals of effective visual storytelling in documentary and narrative filmmaking.

- RTV3405 Media & Society
 - Current description: Examines the structure and effects of television in such areas as politics, gender, race, and violence, and discusses criteria for evaluating television content.
 - Proposed description: Explores the impact of the media on individuals, society, and culture. Challenges students to think critically about the media with an emphasis on developing media literacy skills.
- RTV 3432 Ethics and Problems in Media
 - Current description: Investigation and discussion of social problems, ethics, and responsibilities in telecommunication.
 - Proposed description: Investigation and discussion of social problems, ethics, and responsibilities in media.
- RTV 3511 Fundamentals of Production
 - Current description: Basic principles and operations of radio and television equipment for utilization in industry and commercial and educational radio television stations. Requires purchasing special computer equipment.
 - Proposed description: Introduces principles of video production and audio-visual communication in theory and practice. Topics include manual camera controls, visual storytelling through composition and editing, and other relevant production techniques.
- RTV 4420 New Media Systems
 - Current description: New electronic media systems of mass communication in cable television and satellite communication.
 - Proposed description: Review technological development, applications, and implications in media systems; explores relationship between media, technological development and other societal forces to learn to evaluate the future of media systems.
- RTV 4500 Content Acquisition, Distribution, and Strategy
 - Current description: Audience, economic, and placement considerations in scheduling programs for broadcast radio, television and cable television, and other electronic media of mass communication. Must be completed before enrolling in RTV 4800.
 - Proposed description: Audience and economic considerations related to media content acquisition, distribution, and strategy for traditional and digital platforms, including streaming/OTT. Must be completed before enrolling in RTV 4800.
- RTV 4506 Media Research
 - Current description: Techniques in telecommunication research. Strategies of analysis of audience attitudes and characteristics, and ascertainment of community needs. Emphasis on survey research, sampling techniques and interpretation of market and ratings data.

- Proposed description: Covers the fundamental concepts and essential skills necessary for conducting media research; emphasis on designing primary research, collecting digital data, analyzing trends, and communicating findings to clients and audiences.
 - RTV 4700 Media Law and Policy
 - Current description: Legal structure and regulation of telecommunications industries, First Amendment and regulatory constructs of broadcast, cable satellite, and the Internet, and defamation libel and copyright law.
 - Proposed description: Introduction to the laws and regulations affecting the past, present, and future of communication technology, emphasizing free expression, privacy, defamation and intellectual property
 - RTV 4800 Media Management and Strategy
 - Current description: Organization and administration of the local telecommunication outlet, including personnel supervision, financial control, regulatory requirements, and social responsibilities.
 - Proposed description: Concepts and applications in media management and relevant strategic practices, including marketing, business intelligence, finance, management/leadership, strategic planning, innovations, and decision-making in the context of media-related industries.
 - RTV 4905 Individual Projects in Media
 - Current description: Organization and administration of the local telecommunication outlet, including personnel supervision, financial control, regulatory requirements, and social responsibilities.
 - Proposed description: The student and the instructor choose an independent topic or project that will provide media experience.
 - RTV 4940 Media Internship
 - Current description: Student and instructor will select an appropriate work area related to the field of broadcasting for on-the-job training. Student will work a minimum of 100 hours on the job for every credit to be received. Progress reports and summary required.
 - Proposed description: Student and instructor will select an appropriate work area related to the media field for on-the-job training. Student will work a minimum of 55 hours on the job for every credit to be received. Progress reports and summary required.
- **Accepting ENC2305 in lieu of ENC1102.** A few weeks ago, Judy hunter and James Babanikos met with two directors of the University Writing Program, and they wanted us to consider accepting ENC2305 in lieu of ENC1102 in the departments' sequence of courses. PR already accepts ENC2305 instead of ENC1102. The other three departments agreed to do that as well.

The meeting ended at 10:40 am. Minutes submitted by James Babanikos.