

APC Proposal for a Variable Topic for the IDIV 420 Critical Connections Course

Department or Division: Department of Communication Studies

Variable Topic Title (Titles longer than 30 characters will be abbreviated):

Intercultural Communication and Mass Media

Faculty Name: **Kimberly M. Myers**

This course is expected to be offered: **January**

COURSE DESCRIPTION (This description must be clear and concise, suitable for publication in the catalog or another official course listing.):

This course focuses on mass mediated representations of sex, gender, identity and sexual orientation in U.S. film and television. Emphasis will be on exploring the impact of these representations on intercultural communication, perceptions of reality and contemporary political discourse. Emphasis will also be given to the debate between biological determinism and social construction as it is communicated in a mediated context.

Prerequisite(s): **COMM 110 or permission of the instructor.**

1. What is the rationale for adding this course to the curriculum? How will it benefit the academic program of the department and the College? (Be specific.)

This course is designed to be an in-depth critical media analysis course. Students will read primary critical media theory work and analyze contemporary media. The academic program of the department and the College will be enhanced through student awareness and investigation of contemporary issues and competing values within U.S. society. Students will gain a broader cultural perspective on issues of sex, gender, identity and sexuality, encouraging them to be more adept at recognizing the subjective nature of social-political norms and the ways in which these norms are reified through television programming and cinema.

2. What are the student learning objectives for this course?

- **Students will learn and apply definitions, vocabulary, and theory regarding media, sex, gender, identity and sexual orientation.**
- **Students will analyze the ways in which television programming, film and political rhetoric influence perceptions of non-heteronormativity and influence communication between diverse groups in U.S. culture.**
- **Students will critically reflect on mass media's implications for intercultural communication, using their own identities and experiences as a starting point.**

3. How will student learning be assessed or evaluated?

Student achievement of course objectives will be assessed through evaluation of written, in-class responses to course readings and discussion. Additionally, students' ability to critically analyze media texts and synthesize their observations with course concepts will be evaluated through essay examination and in-class participation in discussion.

4. How will faculty determine student grades? **standard grades**

Students will receive rubrics outlining grading criteria for written assignments and examinations.

5. Has the department (or division) fully considered each of the following issues?
- a. is a current faculty member professionally qualified to teach the course **yes**
 - b. how will the new preparation affect faculty workload **yes**
 - c. how will the new course affect enrollment in other department classes **yes**
 - d. are there adequate information resources for the course available now **yes**
 - e. how will the new course affect other academic programs **yes**
 - f. that the course may be offered only three times in the next five years. **yes**
6. If the department or division has any concerns in any of the areas mentioned above, what are they? How will the department address those concerns?

7. This course request has been discussed and approved by the department/division.

Signed _____ Date _____
Department/Division Chair

8. This course request has been reviewed by the director(s) of curriculum.

Signed _____ Date _____
Director(s) of Curriculum