

5-4-1987

Proposed Revision for an Interdisciplinary Major in Communication Concentration

The College at Brockport, College Senate

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Resolution #26

TO: President John E. Van de Wetering

FROM: The Faculty Senate Meeting on May 4, 1987
(Date)

RE: X I. Formal Resolution (Act of Determination)
 _____ II. Recommendation (Urging the fitness of)
 _____ III. Other (Notice, Request, Report, etc.)

SUBJECT: Proposed Revision for an Interdisciplinary Major in Communication
 Broadcasting Concentration



Signed [Signature] Date Sent 5/5/87
 (For the Senate)

TO: The Faculty Senate

FROM: President John E. Van de Wetering

RE: I. Decision and Action Taken on Formal Resolution
 a. Accepted. Effective Date [Signature]
 b. Deferred for discussion with the Faculty Senate on _____
 c. Unacceptable for the reasons contained in the attached explanation

II., III. a. Received and acknowledged
 b. Comment:

DISTRIBUTION: Vice Presidents: see attached list

Others: _____

Distribution Date: 5/11/87 Signed: [Signature]
 (President of the College)

Date Received by the Senate: _____

Proposed Revision
Interdisciplinary Major in Communication

BROADCASTING CONCENTRATION

The Concentration in Broadcasting prepares students for employment in television and radio stations; cable companies, independent production studios and corporate media centers.

In addition, students are required to complete a minor in one of eleven approved disciplines or a second major in any department of the college.

STUDENTS SHOULD APPLY FOR ADMISSION TO THE CONCENTRATION IN BROADCASTING NO LATER THAN THE FIRST SEMESTER OF THEIR JUNIOR YEAR. STUDENTS MUST HAVE COMPLETED, WITH A GRADE OF "C" OR BETTER THE FOLLOWING COURSES BEFORE ADMISSION TO THE CONCENTRATION:

CMC 242 Fundamentals of Radio/Television (formerly RTV 241)

AND

Another course in the Broadcasting Concentration

Transfer students may apply for admission if:

- they have taken at least two broadcasting classes at a previous college and
- they received a grade of "C" or better in both of them.

(acceptance of the transferred communication classes would be dependent upon department approval.)

I. LIBERAL ARTS CORE 12 hours required
(old course prefix and number in parentheses)

CMC 242	Fundamentals of Radio/Television (RTV 241)	A	3 cr.
CMC 243	Radio and TV Writing I (RTV 242)	A	3 cr.
CMC 467	Theories of Mass Communication (CMC 453)	A	3 cr.
CMC 496	Contemporary Broadcast Issues (RTV 457)	A	3 cr.

II. SPECIALIZATION SEQUENCE 12 hours required
(old course prefix and number in parentheses)

CMC 343	Broadcast Announcing (RTV 343)	B	3 cr.
CMC 346	Radio Production (RTV 346)	B	3 cr.
CMC 348	Television Production (RTV 348)	B	3 cr.
CMC 349	Broadcast Regulation and Mgmt. (RTV 349)	B	3 cr.

SPECIALIZATION ELECTIVE (Minimum of 9 hours required)
(old course prefix and number in parentheses)

CMC 244	Broadcast Performance	A	3 cr.
CMC 312	Argumentation & Debate	A	3 cr.
CMC 319	Propaganda & Persuasion	A	3 cr.
CMC 341	Technical Brdcst Operations (RTV 341)	B	3 cr.
CMC 345	Radio/Television Writing II (RTV 345)	A	3 cr.
CMC 353	Broadcast Sales & Marketing (RTV 353)	B	3 cr.
CMC 366	Broadcast Journalism (JRN 356)	B	3 cr.
CMC 446	Radio Drama and Documentary (RTV 446)	B	3 cr.
CMC 447	Advanced Television Prod. (RTV 448)	B	3 cr.
CMC 449	Programming and Audience Measurement	B	3 cr.
CMC 452	Cable TV and Developing Media (RTV 451)	A	3 cr.
CMC 456	Professional Broadcast Internship (RTV 455)	B	2-6 cr.
CMC 466	Advanced Brdcst Journalism (JRN 358)	B	3 cr.
CMC 468	Law of Mass Communication (CMC 458)	A	3 cr.
CMC 496	Senior Honors in TV/Radio Prod. (RTV 459)	B	3 cr.
ART 311	Video Production	B	3 cr.

III. ACADEMIC MINOR OR SECOND MAJOR

All students in Interdisciplinary Communications Major with a concentration in Broadcasting are required to complete a minor or a second major at this College in a discipline other than Communications.