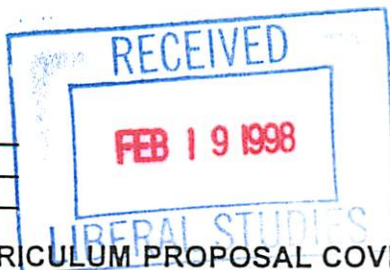


LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: _____
Submission Date: _____
Action-Date: _____

97-5299

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Mary Beth Leidman (MBLEID) Phone x5763
Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE Television Criticism
Suggested 20 character title

New Course* CM 345 Television Criticism
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: Major Minor Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

B. Anderson 12/15/97
Department Curriculum Committee

Kevin DeWitt 12/15/97
Department Chair

[Signature] 2/18/98
College Curriculum Committee

[Signature] 2/18/98
College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

180 168

SYLLABUS OF RECORD

I. CATALOG DESCRIPTION

CM 345 - TELEVISION CRITICISM

3 credits
3 lecture hours
0 lab hours
(3c-01-3sh)

Prerequisites: CM 150, Permission of Instructor

Course Description:

The medium of television offers a unique environment for development and delivery of information, entertainment and news. This course explores and analyzes television programming. It includes examination of genre ranging from situation comedy to drama to mini-series and made-for-TV movies.

II. COURSE OBJECTIVES:

Upon completion the student will be able to:

1. Define and contrast major theories of television criticism
2. List the characteristics of television as a medium
3. List and contrast characteristics of television genre
4. Identify current trends in television programming
5. Create written evaluations of specific programming
6. Contrast a variety of viewpoints drawn from the literature
7. Effectively work in teams in cooperative learning settings

III. COURSE OUTLINE:

Week #1 (3 class hours)

Course Introduction and Requirements

Introductory Cooperative Learning Activity

--Topic: The Communications Model

--Topic: What is Criticism? What isn't Criticism

Special Activity: Developing Personal Construct for Evaluating TV

Week #2 (1 1/2 class hours)

--Topic: The Context of Criticism: Television and Society

--Powers of Television

--Characteristics of the Medium of Television

Week #2 (1 1/2 class hours)

--Topic: The Context of Criticism (con't.)

--The Need for Critical Analysis of Television

Quiz #1: Communications Model, Characteristics of Criticism

Week #3 (1 1/2 class hours)

--Topic: Elements of Television Production

--Topic: How Production elements relate to Television content

Special Activity: Field Trip to a Television Station

- Week #3 (1 1/2 class hours)
--Topic: Genre, Characteristics of Television Programming
Special Activity: Examination of Current Trends on Television
Quiz #2: The Context of Criticism
- Week #4 (3 class hours)
-Topic: The Nature of Television Criticism
--Historical Overview
--Television and Mass Society
--Television and its relationship to other Cultural Forms
Special Activity: Choose Term Genre Report Area
- Week #5 (3 hours)
--Topic: Methodologies for Television Criticism
--Subject matter
--Pluralistic
--Individualistic
Quiz #3: The Nature of Television Criticism
- Week #6 (3 class hours)
--Topic: Writing Television Criticism
--Stage One: Thinking About Television
--Stage Two: Communicating Critical Insights
--Stage Three: Response and Feedback
Special Activity: Groups - Viewing a TV Program, Writing a Critique
Quiz #4: Methodologies for Television Criticism
- Week #7 (1 1/2 class hours)
--Topic: Situation Comedy
-- Characteristics and Typology
--Program Analysis
- Week #7 (1 1/2 hours)
Group Presentation: Critiquing Current Situation Comedies
Quiz #5: Writing Television Criticism
- Week #8 (1 1/2 class hours)
--Topic: Dramedy
-- Characteristics and Typology
--Program Analysis
- Week #8: (1 1/2 class hours)
Group Presentation: Critiquing Current Dramedy
Written In-Class Critique #1: Situation Comedy
- Week #9 (1 1/2 class hours)
--Topic: Drama: Episodic and Prime Time Serial
-- Characteristics and Typology
--Program Analysis
- Week #9 (1 1/2 class hours)
Group Presentation: Critiquing Current Prime Time Serial Dramas
Written In-Class Critique #2: Dramedy

- Week #10 (1 1/2 class hours)
--Topic: Mini-series & Made-for-TV-Movies
-- Characteristics and Typology
--Program Analysis
- Week #10 (1 1/2 class hours)
Group Presentation: Critiquing Current Mini-series, etc.
Written In-Class Critique #3: Serial Dramas
- Week #11 (1 1/2 class hours)
--Topic: Daytime Television: Soaps and Talk Shows
-- Characteristics and Typology
--Program Analysis
- Week #11 (1 1/2 class hours)
Group Presentation: Critiquing Current Soaps and Talk Shows
Written In-Class Critique #4: Mini-series and TV movies
- Week #12 (1 1/2 class hours)
--Topic: Children's Live Action Programs and Animated Programs
-- Characteristics and Typology
--Program Analysis
- Week #12 (1 1/12 class hours)
Group Presentation: Critiquing Current Trends in Children's Programs
Written In-Class Critique #5: Soap Operas and/or Talk Shows
- Week #13 (1 1/2 class hours)
--Topic: Sports Programming and Advertising
-- Characteristics and Typology
--Program Analysis
- Week #13 (1 1/12 class hours)
Group Presentation: Critiquing Current
Written In-Class Critique #6: Children's Programming
- Week #14 (1 1/2 class hours)
--Topic: News Shows
-- Characteristics and Typology
--Program Analysis
- Week #14 (1 1/12 class hours)
Group Presentation: Critiquing Current Broadcast News Shows and CNN
Written In-Class Critique #7: Sports Shows & Advertising

Final Exam as scheduled.

IV. Evaluation Methods

Quizzes and Assignments:

			<u>Points</u>	
Home:	10	X	10	= 100 (4% of total)
Quizzes:	5	X	100	= 500 (20% of total)
Written In-Class Critiques:	7	X	100	= 700 (28% of total)
Group Presentation: Genre Analysis				= 360 (14% of total)
Individual Genre Analysis Essay				= 360 (14% of total)
Final Exam				= 480 (19% of total)
Total Points Possible				= 2500

Grading Scale: Grades are calculated by totaling the points received on all assignments and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
Below 60%	=	F

V. Required Textbooks, supplemental books and readings

Vande Berg, L., Wenner, L., Gronbeck, B. (1998) Critical Approaches to Television. Longman Publishing, White Plains, New York.

TV Guide (current)

VI. Special resource requirements

Not applicable

VII. Bibliography

Berger, Arthur Asa. (1991) Media Analysis Techniques. Sage Publications, Newbury Park, California.

Berger, John, Blomberg, Sven, Fox, Chris, Dibb, Michael, Hollis, Richard. (1981) Ways of Seeing. Penguin Books, New York.

Newcomb, Horace. (1987) Television: The Critical View. Oxford University Press, New York, New York.

Snow, Robert P. (1983) Creating Media Culture. Sage Publications, Beverly Hills, California.

Vande Berg, Leah R. and Lawrence A. Wenner. (1991) Television Criticism: Approaches and Applications. Longman, White Plains, New York.

Guide, TV Guide Corporation. (Current Subscription).

COURSE ANALYSIS QUESTIONNAIRE

Section A: Details of the Course

- A1 This course will be an elective for students in the B.S. in Communications Media major.
- A2 This course does not require changes in the content of existing courses or requirements for other programs.
- A3 This course has not been offered at IUP before. It will have an enrollment of 35.
- A4 This course is not intended to be dual-level.
- A5 This course will not be offered for variable credit.
- A6 Similar courses are offered at other institutions
Television Criticism - Emerson College
Media Criticism - University of Maryland
- A7 The content of this course is not required by any accrediting agency, however media professionals clearly note the need for graduates to possess highly developed skills in the area of critical thinking and analysis. The results of a recent 5-year review by the Communications Media Department indicate a need for instruction in this area.

Section B: Interdisciplinary Implications

- B1 This course will be taught by one instructor, a member of the Communications Media Department.
- B2 Currently there are no courses offered by other departments at IUP which concentrate on Television Criticism. CM 345 is designed to be specific to the communications field and television program content analysis.
- B3 Seats for Continuing Education students will be available as needed.

Section C: Implementation

- C1 Faculty resources are adequate. This course will be offered once a year to replace other courses being deleted in the over all curriculum revision and is being accommodated in the faculty rotation plan.
- C2 Current resources are adequate to teach this course. No new resources are required.
- C3 No resources for this course are funded by a grant.
- C4 It is expected this course will be offered once a year. There are no seasonal restrictions on the offering of this course.
- C5 One section of this course will be offered during the semester.
- C6 Thirty-five students will be accommodated in each section. The enrollment is limited by the type of discussion/analysis oriented methodology being employed as well as by the time needed to schedule group presentations throughout the semester.
- C7 No professional society recommends enrollment limits on the course.

Section D: Miscellaneous Not applicable