

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
COURSE MODIFICATION PROPOSAL

DATE: 2/1/07

PROGRAM AREA **POLITICAL SCIENCE/COMMUNICATIONS**

1. Catalog Description of the Course. *[Follow accepted catalog format.]*
(If Cross-listed please submit a form for each prefix being modified)

OLD

Prefix **POLS/COMM** Course# 430 Title Political
Communication Units (3)
3 hours lecture per week
hours per week

☐ Prerequisites

☐ Corequisites

Description

POLS 430 POLITICAL COMMUNICATION.

An analysis of the relationship between mass media and political decision-making. Topics covered include: political communication theories and trends, the relationship between political institutions and the press in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

GenEd: Interdisciplinary

SAME AS COMM 430

COMM 430 POLITICAL COMMUNICATION

An analysis of the relationship between mass media and political decision-making. Topics covered include: political communication theories and trends, the relationship between political institutions and the press in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

GenEd: Interdisciplinary

SAME AS POLS 430

NEW

Prefix **POLS/COMM** Course# 430 Title Political
Communication Units (3)
3 hours lecture per week
hours per week

☐ Prerequisites

☐ Corequisites

Description

POLS 430 POLITICAL COMMUNICATION.

An analysis of the relationship between mass media and political decision-making. Topics covered include: political communication theories and trends, the relationship between political institutions and the press in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

COMM 430 POLITICAL COMMUNICATION

An analysis of the relationship between mass media and political decision-making. Topics covered include: political communication theories and trends, the relationship between political institutions and the press in the US and in other countries, elections, debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

☒ Gen Ed
Categories UDIGE
☐ Lab Fee Required
Hegis Code

Graded
☐ CR/NC
x A - F units
☐ Repeatable for up to units
☐ Multiple Enrollment in same semester
Optional (Student's choice)

☐ Mission Based Learning Objectives: ☐ Interdisciplinary ☐ International ☐ Multicultural ☐ Service Learning
☐ Title V Section 40404: ☐ Government ☐ US Constitution ☐ US History

☒ Gen Ed
Categories D, UDIGE
☐ Lab Fee Required

Graded
☐ CR/NC
x A - F units
☐ Repeatable for up to units
☐ Multiple Enrollment in same semester
Optional (Student's choice)

2. **Mode of instruction (Hours per Unit are set for you)**

<u>Existing</u>					<u>Proposed</u>				
	Units	Hour Per Unit	Benchmark Enrollment	CS# Units (filled out by Dean)		Units	Hour Per Unit	Benchmark Enrollment	CS# Units (filled out by Dean)
Lecture	<u>3</u>	<u>1</u>	<u>30</u>	<u> </u>	Lecture	<u>3</u>	<u>1</u>	<u>30</u>	<u> </u>
Seminar	<u> </u>	<u>1</u>	<u> </u>	<u> </u>	Seminar	<u> </u>	<u>1</u>	<u> </u>	<u> </u>
Laboratory	<u> </u>	<u>3</u>	<u> </u>	<u> </u>	Laboratory	<u> </u>	<u>3</u>	<u> </u>	<u> </u>
Activity	<u> </u>	<u>2</u>	<u> </u>	<u> </u>	Activity	<u> </u>	<u>2</u>	<u> </u>	<u> </u>

3. **Course Content in Outline Form if Being Changed.** *[Be as brief as possible, but use as much space as necessary]*

OLD

NEW

4. **Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

OLD

NEW

5. **References.** *[Provide 3-5 references on which this course is based and/or support it.]*

OLD

NEW

6. **Indicate Changes and Justification for Each.** *[Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]*

- ☐ Course title
- ☐ Prefix/suffix
- ☐ Course number
- ☐ Units
- ☐ Staffing formula and enrollment limits
- ☐ Prerequisites/corequisites
- ☐ Catalog description
- ☐ Course content
- ☐ References
- ☒ GE
- ☐ Other

Justification Course meets area D criteria.

7. **If this modification results in a GE-related change indicate GE category affected and Attach a GE Criteria Form:**

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication ☐
- A-2 English Writing ☐
- A-3 Critical Thinking ☐

B (Mathematics, Sciences & Technology)

- B-1 Physical Sciences ☐
- B-2 Life Sciences – Biology ☐
- B-3 Mathematics – Mathematics and Applications ☐
- B-4 Computers and Information Technology ☐

C (Fine Arts, Literature, Languages & Cultures)

- C-1 Art ☐
- C-2 Literature Courses ☐
- C-3a Language ☐
- C-3b Multicultural ☐

D (Social Perspectives)
E (Human Psychological and Physiological Perspectives)
UD Interdisciplinary

☒
☐
☒

8. New Resources Required. YES ☐ NO ☒

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the consultation sheet below.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment)
- b. Library needs
- c. Facility/space needs

9. Will this course modification alter any degree, credential, certificate, or minor in your program? YES ☐ NO ☒

If, YES attach a program modification form for all programs affected.

10. Effective Date (Semester and Year): Spring 2007

Proposer of Course Modification

Date

Request for GE Approval

Course

Course Title POLS 430 Political Communication

Units 3

Lab No

New Yes

Request

GE Category D Social Perspectives

Submitter Frisch, Scott

Submission Date 11/30/2006

Criteria Justifications

- Promote understanding of how the issues relevant to social, political, contemporary/historical, economic, educational or psychological realities interact with each other within the realm of human experience

.Politics is increasingly about communication of messages and images. Both electioneering and governing rely heavily on manipulation and framing of messages. To understand the contemporary political experience, students need to understand the role of communication.

- Focus on how a social science discipline conceives and studies human existence

.The subfield of political communication is growing rapidly, and there is a large literature that covers this field. Exposure to this material will allow students to better understand the political and governing behavior of individual actors in the national and international system.

- Address issues using the methods commonly employed by a social science discipline

.This course will use methods of political science suitable for the study of communicated messages such as content analysis and thick description and narrative interpretation. Political communication is an ideal course for students to apply qualitative research methods to important political questions.

Request for GE Approval

Course

Course Title POLS 430 Political Communication

Units 3

Lab No

New Yes

Request

GE Category UDIGE Upper Division Interdisciplinary GE

Submitter Frisch, Scott

Submission Date 11/30/2006

Status Approved

Criteria Justifications

- Emphasize interdisciplinarity by integrating content, ideas, and approaches from two or more disciplines

Political Communication is a rapidly developing interdisciplinary subfield of both political science and communication. Some universities, Sacramento State for example, have developed an entire academic major integrating the content of politics and communications. This course will allow students to gain the knowledge necessary to make informed decisions as consumers of news and also assists in the preparation of students seeking careers in journalism and public affairs.

- Include substantive written work consisting of in-class writing as well as outside class writing of revised prose. Examples of appropriate written work include: short papers, long papers, term papers, lab reports, documentation, disciplinary-based letters and memos, and essays.

This course will require a large amount of both in-class and outside class writing. All students completing the course will be required to produce a written persuasive media campaign based on a contemporary political candidate or ballot issue. In addition, short in class reaction papers and essay exams will be included in the course.

Approvals

Program/Course: POLS 340

Program Chair(s)

Date

General Education Chair(s)

Date

Curriculum Committee Chair(s)

Date

Dean of Faculty

Date