



NORTH CAROLINA COMMUNITY COLLEGE SYSTEM
H. Martin Lancaster, President

June 21, 2004

RESPONSE DEADLINE: July 23, 2004

MEMORANDUM

TO: Select Chief Academic Officers

FROM: Delores A. Parker, Vice President
Academic and Student Services

SUBJECT: Requested Revision in Common Course Library Course

The System Office has received a request to revise the following course contained in the Common Course Library:

ENG 121 Mass Communications

Attached is a form requesting your approval or disapproval of the proposed change. ***Please complete and return the form by Friday, July 23, 2004, to Jennifer Frazelle.*** Please fax your response to 919-807-7164. Once the responses have been received at the System Office, the request will be presented to the Curriculum Review Committee for action at their September meeting.

Thank you for your prompt attention to this matter. If you have questions, please contact Jennifer Frazelle at (919) 807-7120 or frazellej@ncccs.cc.nc.us.

DAP/jf

Attachment

c: Select Presidents
Darryl McGraw
Jennifer Frazelle

SO4-017
Email

**Common Course Library Revision Request
ENG 121 Mass Communications**

Current Course:

ENG 121	Mass Communications	3	0	3
Prerequisites:	ENG 111			
Corequisites:	ENG 112, ENG 113, or ENG 114			

This course introduces the history and cultural impact of print and electronic media. Emphasis is placed on various media, their development, functions, theoretical foundations, present uses, and effects. Upon completion, students should be able to identify logical fallacies, employ critical thinking skills, and respond rationally to media messages.

Proposed Prefix/Title: JOU 140 Intro. to Mass Comm.

Proposed Description: This course introduces print and electronic media and the new information technologies in terms of communication theory and as economic, political, and social institutions. Emphasis is on the nature, history, functions, and responsibilities of mass communication industries in a global environment and their role and impact in American society. Upon completion, students should have an awareness of the pervasive nature of the mass media and how the media operate in an advanced post-industrial society.

Rationale of College Requesting Revision: “The content is journalism, not English, necessitating an instructor in Journalism. The revision in content reflects a standard university level, introductory mass media core course introducing students to the discipline and communication theories.”

_____ We have reviewed the proposed revisions and **recommend** the adoption of these changes for ENG 121.

We have reviewed the proposed revisions and **do not recommend** the adoption of these changes for ENG 121 for the following reason(s):

College: _____

Signature of President: _____

Date: _____

Please return this form by **July 23, 2004** to:

Jennifer Frazelle, Program Coordinator
NC Community College System
5016 Mail Service Center
Raleigh, NC 27699-5016
Fax Number: (919) 807-7120