

UNIVERSITY OF BALTIMORE

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

| |
|--|
| SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX Contact Name: JON SHORR Phone: X6059 |
| DEPARTMENT / DIVISION: English & Communications Design |
| SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): NEW COURSE: WRIT 211/Popular Writing (FSP) |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall XX Spring <input type="checkbox"/> Year: 2007 |

| |
|--|
| Box 1: TYPE OF ACTION ADD(NEW) XX DEACTIVATE <input type="checkbox"/> MODIFY <input type="checkbox"/> OTHER <input type="checkbox"/> |
| Box 2: LEVEL OF ACTION Non-Credit <input type="checkbox"/> Undergraduate XX Graduate <input type="checkbox"/> OTHER <input type="checkbox"/> |

| Box 3: ACTION ITEM (check appropriate boxes) | DOCUMENTS REQUIRED (see box 4 below) | IMPACT REVIEWS (see box 5 on back) | APPROVAL SEQUENCE (see box 6 on back) |
|--|---|---------------------------------------|--|
| 1. Experimental Course ¹ | NOP | a, c, e | AC |
| 2. Course Title | NO | | ABCD |
| 3. Course Credits | NO | | ABCD |
| 4. Course Number | NO | | ABCD |
| 5. Course Level | NO | | ABCD |
| 6. Pre & Co-Requisite | NO | | ABCD |
| 7. Course Description | NOP | | ABCD |
| X 8. New Course | NOP | | ABCDEF |
| 9. Deactivate a Course | NO | | ABCDEF |
| 10. Program Requirements | NO | b, c, d, e | ABCDEF |
| 11a. UG Specialization (24 credits or less) | NO | a, b, c, d, e | ABCDEF |
| 11b. Masters Specialization (12 credits or less) | NO | a, b, c, d, e | ABCDEF |
| 11c. Doctoral Specialization (18 credits or less) | NO | a, b, e | ABCDEF |
| 12. Closed Site Program | NOT | e | ABCDHIK |
| 13. Program Suspension ⁹ | NO,5 | a, e | ABCDEGIK |
| 14a. Certificate Program (ug/g) exclusively within existing degree program | NO | a, c, e | ABCDEFHIK |
| 14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits) | NOQR, 6 | a, c, e | ABCDEFHJL |
| 15. Off-Campus Delivery of Existing Program | NO, 4 | a, b, c, e | ABCDHIL |
| 16a. UG Concentration (exceeds 24 credit hours) | NO, 5 | a, c, d, e | ABCDEFHJL |
| 16b. Masters Concentration (exceeds 12 credit hours) | NO, 5 | a, c, d, e | ABCDEFHJL |
| 16c. Doctoral Concentration (exceeds 18 credit hours) | NO, 5 | a, c, d, e | ABCDEFHJL |
| 17. Program Title Change | NO, 5 | a, c, d, e | ABCDEFHJL |
| 18. Program Termination | NO, 10 | d, e | ABCDEFHIK |
| 19. New Degree Program | NOQR, 3,8 | a, c, d, e | ABCDEFHJL |
| 20. Other | Varies | Varies | Varies |

| Box 4: DOCUMENTATION (check boxes of documents included) | | | |
|---|-------------------------------|------------------------------|----------|
| X | N. This Cover Sheet | Q. Full 5-page MHEC Proposal | T. Other |
| X | O. Summary Proposal | R. Financial Tables (MHEC) | |
| X | P. Course Definition Document | S. Contract | |

1. Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
2. Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
3. Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
4. One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
5. One-page letter with description and rationale (MHEC requirement)
6. One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
7. Learning objectives, assessment strategies; fit with UB strategic plan
8. Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
9. Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

| |
|--|
| SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX |
| SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected): |
| NEW COURSE: WRIT 211/Popular Writing (FSP) |

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

| Box 5: IMPACT REVIEW | SIGNATURES (see procedures for authorized signers) | DATE |
|--|---|-------------|
| a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | CIO or designee: | |
| c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Director or designee: | |
| e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached | Registrar or designee: | |

| Box 6: APPROVAL SEQUENCE | APPROVAL SIGNATURES | DATE |
|---|---|-------------|
| A. Department / Division | Chair: <i>Jonathan L. Sch...</i> | 11/20/06 |
| B. Final faculty review body within each School | Chair: <i>Margaret J. Pott...</i> | 12/18/06 |
| C. College Dean | Dean: <i>Jay W. Thur...</i> | 1/3/07 |
| D. Provost and Senior Vice President for Academic Affairs | Provost: <i>John M. Far...</i> | 1/18/07 |
| E. Curriculum Review Committee (UFS subcommittee) | Chair: <i>Mukulil Gill...</i> | 1/23/07 |
| F. University Faculty Senate (UFS option) | Chair: | |
| G. University Council (see # 11 above) | Chair: | |
| H. President | President: | |
| I. Board of Regents – notification only | | |
| J. Board of Regents – approval | | |
| K. MHEC – notification only | | |
| L. MHEC – approval | | |
| M. Middle States Association notification | Required only if the mission of the University is changed by the action | |

UNIVERSITY OF BALTIMORE

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

| | | |
|---|--------------------------------|---------------------|
| SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA XX | Contact Name: JON SHORR | Phone: X6059 |
| DEPARTMENT / DIVISION: English & Communications Design | | |
| SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected): | | |
| NEW COURSE: WRIT 211/Popular Writing (FSP) | | |
| PROPOSED SEMESTER OF IMPLEMENTATION: Fall XX Spring <input type="checkbox"/> Year: 2007 | | |

O-1: Briefly describe what is being requested:

We are proposing a new writing course, WRIT 211/*Popular Writing*, which may be used as a lower-level elective by freshmen and sophomores.

For new courses or changes in existing courses (needed by Registrar)

| | | |
|-----------------------------------|--|-------------------|
| OLD Title: | Course # / HEGIS Code: | Credits: |
| NEW Title: Popular Writing | Course # / HEGIS Code: WRIT 211 | Credits: 3 |

O-2: Set forth the rationale for the proposal:

As a four-year institution, we must offer lower-level courses in addition to those that fulfill state general education requirements. This course will do that by introducing students to various genres of commercial and professional writing: journalism, advertising, public relations, etc. It will also examine the media through which these messages are sent: print, broadcast, web sites, blogs, etc. By reading and writing in these genres, students will become more sophisticated consumers of information. Some might also become interested in taking more advanced writing and media analysis courses. This course, along with the proposed WRIT 215/Introduction to Creative Writing, offer a range of types of writing through which people express themselves.

Document P: Required Format for Course Definition Document

Issued by: Wim Wiewel, Provost and Senior Vice President for Academic Affairs
Effective Date: September 14, 2006
Reviewed by: University Faculty Senate

Include in your course definition items one through 15 using as much space as needed.

1. Date Prepared November 8, 2006
2. Prepared by Jon Shorr
3. Department English & Communications Design
4. Course Number(s), including HEGIS code(s) WRIT 211
5. Course Title Popular Writing
6. Credit Hours 3
7. Catalog Description (Paragraph should reflect general aims and nature of the course)

This course explores writing that entertains, informs, and persuades. It includes advertising, journalism, public relations, blogs, political messages, web content, and other mass media. The emphasis is on contemporary writing and writers. The course will consider the effects of visual as well as verbal aspects of communication. Students will complete several writing assignments in selected forms and styles covered in the course.
8. Prerequisites None
9. Faculty qualified to teach course Friskey, Magida, Shorr, Yarrison
10. Course Type / Component (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, seminar, supervision, thesis research, workshop)
Lecture
11. Suggested approximate class size 20

12. Content Outline

Week 1 Introduction and Overview

Weeks 2-5 Getting the Facts: Fundamentals of News Gathering and Writing

Week 2 Facts vs. Assumptions vs. Opinions

- Asst: Read, view, listen to, and analyze coverage in various media of the same news story.

Week 3 Interviewing

- Asst: Read/view/listen to professional interviews
- Asst: Infer from reading a news article how many people were interviewed for it and how their quotes, opinions, and observations were incorporated into it..

- Asst: Conduct an interview with on person, and write a news story based on it.

Week 4 Reporting events

- Asst: Read, view, listen to, and then discuss reports of various events.
- Asst: Attend a public meeting or event, and write a news story about it.

Week 5 Writing news releases

- Asst: Read, discuss, and evaluate several news releases.
- Asst: Write two news releases, one for an event and one for a personnel change.

Weeks 6-14 Spinning the Facts: Variations on Persuasion

Week 6 The Art of Persuasion

Weeks 7-8 Criticism

- Asst: Read, view, and or listen to several reviews (books, plays, movies, tv shows, etc.).
- Asst: Write a review of a book, film, play, TV show, cd, or musical performance.

Weeks 9-11 Advertising: Commercial and Political

- Asst: Analyze various advertisements
- Asst: Write a product, service, nonprofit, or political advertisement.

Weeks 12-14 Commentary and Opinion

- Asst: Read, view, listen to, and discuss commentaries, documentaries, and op-ed columns.
- Asst: Write an op-ed column or commentary.

Week 15 Information, Persuasion, and Propaganda: Similarities and Differences

13. Learning Goals

By the end of this course, students should be able to:

- List and describe the categories of popular writing.
- Determine the audience of a piece of writing.
- Discuss the characteristics that determine quality in popular writing.
- Discuss the characteristics that determine effectiveness in popular writing.
- Write competently in a variety of popular writing genres.

14. Assessment Strategies

Assessment strategies will include reading quizzes, short writing assignments, long (major) writing assignments, and participation

15. Suggested Text(s) and Materials (example: textbooks, equipment, software, etc.)

Although there are related and possible texts (e.g., *The Best American Magazine Writing 2006*, *Great Editorials: Masterpieces of Opinion Writing*, and countless anthologies of film and theater reviews), it probably makes more sense to create course packets or to refer students to specific pieces of writing available that semester in print, online, and broadcast publications.