LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

Hegis # 0601.00
Program Code 28180

1. **Type of Change:** Name of Major, B.A. Degree Requirements

2. **From:**

36-Credit Major in [Mass Communication], B.A.

[Mass Communication prepares professionals in the fields of radio and television production, professional writing, editing, proofreading, news retrieval and research, video editing, film production, script writing, voice and diction, and sound technology. Students are encouraged to participate in various internship programs with professional media, both in the U.S. and overseas.

The program has a solid tradition of preparing students for careers in the mass media and related communications industries. Mass Communication joined the Multilingual Journalism Program (MLJ) in July 2000. The MLJ-Mass Communication Program offers a professionally oriented curriculum that includes both conceptual courses and laboratory skills. Students gain critical thinking ability as well as technical expertise in gathering, writing, editing, processing, and disseminating information. Mass Communication Sequence.]

[The required courses and credits are distributed as follows:

Credits (36)

15  COM 214, *COM 215, COM 218, COM 226, MLJ 211
3   COM 212 or 213
3   COM 314, 315, or 316
3   COM 317 or 318
3   COM 417, 418, or 420
3   MLJ 370 or 470
6   Other COM or MLJ courses approved by advisor]

[Minor in Mass Communication
Credits (12)

3   COM 212 or 213
3   COM 214]
3. To:

36-Credit Major in Multimedia Studies, B.A.

CORE COURSES (12 credits)
All students are required to complete the following courses:

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>MMS 212</td>
<td>Introduction to Film and Television</td>
</tr>
<tr>
<td>3</td>
<td>MMS 213 or 219</td>
<td>History of Cinema, American Television</td>
</tr>
<tr>
<td>3</td>
<td>MMS 220</td>
<td>Introduction to Public Relations</td>
</tr>
<tr>
<td>3</td>
<td>MMS 307</td>
<td>Media Industries I</td>
</tr>
</tbody>
</table>

TRACK CURRICULUM (24 credits)
Each student is required to complete one of four separate tracks—Media Industries, Film Production, Television Production, or Oral Communication and Public Relations—as detailed below.

MEDIA INDUSTRIES TRACK
Required courses (15 credits)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>MMJ/MMS 211</td>
<td>Introduction to Multilingual Journalism</td>
</tr>
<tr>
<td>3</td>
<td>MMS 244</td>
<td>Communication in Society</td>
</tr>
<tr>
<td>3</td>
<td>MMS 300</td>
<td>Corporate Communication</td>
</tr>
<tr>
<td>3</td>
<td>MMS 305</td>
<td>Persuasion</td>
</tr>
<tr>
<td>3</td>
<td>MMS 308</td>
<td>Media Industries II</td>
</tr>
</tbody>
</table>

Electives (9 credits): Electives may be chosen from among all MMS courses.

FILM PRODUCTION TRACK
Required courses (12 credits)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>MMJ/MMS 215</td>
<td>Audiovisual Production</td>
</tr>
<tr>
<td>3</td>
<td>MMS 224</td>
<td>Fundamentals of Editing</td>
</tr>
<tr>
<td>3</td>
<td>MMS/THE/ENW 309</td>
<td>Screenwriting</td>
</tr>
<tr>
<td>3</td>
<td>MMS 316</td>
<td>Film Production</td>
</tr>
</tbody>
</table>

Electives (12 credits): Electives may be chosen from among all MMS courses.

TELEVISION PRODUCTION TRACK
Required courses (15 credits)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>MMJ/MMS 215</td>
<td>Audiovisual Production</td>
</tr>
<tr>
<td>3</td>
<td>MMJ/MMS 315</td>
<td>TV Studio Production</td>
</tr>
<tr>
<td>3</td>
<td>MMJ/MMS 357</td>
<td>Digital Editing</td>
</tr>
</tbody>
</table>
Electives (9 credits): Electives may be chosen from among all MMS courses.

ORAL COMMUNICATION AND PUBLIC RELATIONS TRACK

Required courses (15 credits)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>MMS 200</td>
<td>Oral Communication</td>
</tr>
<tr>
<td>3</td>
<td>MMS 223</td>
<td>Digital Marketing Strategies</td>
</tr>
<tr>
<td>3</td>
<td>MMS 300</td>
<td>Corporate Communication</td>
</tr>
<tr>
<td>3</td>
<td>ENW/MMS 333</td>
<td>Public Relations and Marketing</td>
</tr>
<tr>
<td>3</td>
<td>MMJ/MMS 370 or 470</td>
<td>Internship I or II</td>
</tr>
</tbody>
</table>

Electives (9 credits): Electives may be chosen from among all MMS courses.

MINOR

The minor in Multimedia Studies consists of 12 credits in MMS courses, with at least 6 credits at the 300- or 400-level. Please consult with an advisor to ensure that your 200-level courses provide you with the necessary prerequisites for the upper-level courses that you choose to take.

4. Rationale:

Many of the course offerings in the existing 36-credit major in Mass Communication were absorbed by the new major in Multimedia Journalism (approved in Spring 2010).

The remaining non-journalism courses in Communication (i.e., courses with the COM alpha code) are primarily in Oral Communication and Rhetoric and in Film Production. The revised major eliminates many of the first category of courses, most of which have not been taught in many years, and supplements the second category with courses on Television Production. The remaining Oral Communication courses have been supplemented by courses in Public Relations. Finally, a new track in Media Industries, focusing on the analysis of multimedia in culture and society, has been added. Alpha codes for all COM courses that are not being withdrawn have been changed to MMS to signify the new name of the major, which more accurately describes its content.

The structure of the revised major is modeled on the recently-revised Theatre and Multimedia Journalism majors in JCT, with a set of core classes and separate tracks for students interested in pursuing specific branches of multimedia studies.

The MMS core includes new or revised courses on film and television studies and new introductory courses on public relations and media industries. These courses will provide students with basic background that will be useful in any of the four tracks—Media Industries, Film Production, TV Production, Oral Communication and Public Relations—and will enable students to choose which track is best suited to their interests and goals. New courses such as MMS 335 “Media Relations” and MMS 366
“Technology and Communication” will be available and appropriate for students in all tracks to take as electives.

The core of the new **Media Industries** track combines existing COM courses (MMJ/MMS 211 “Introduction to Multilingual Journalism,” MMS 244 “Communication in Society,” and MMS 305 “Persuasion”) with an updated course (MMS300 "Corporate Communication," formerly COM 300 “Communication in Business and Industry”), and a new course MMS 308 “Media Industries II,” which will build on the foundational course, MMS 307 “Media Industries I.” This track’s core requirements render more coherent the assortment of courses on media analysis that has been offered in JCT to date; it also updates the content of these course-offerings to include a greater focus on 21st-century developments in media industries. This track also includes in its elective options a much wider array of film and television studies courses than has previously been available to JCT students by cross-listing with existing courses offered by the Departments of Languages and Literatures and African and African American Studies, and by the creation of the new elective, MMS 322 “Ethnic TV.” The Media Industries track will prepare students for graduate work in Communications programs; it will also provide students with the critical thinking skills they will need to succeed as media-industry practitioners.

The **Film Production** track refines what has long been a popular and successful specialization within the Mass Communication Major by adding MMS 224, a new introductory editing course, and by introducing a new elective, MSS 324 “Narrative Film.” This track provides students with the skills they need to produce a short film and should prepare them for postgraduate work in Film Production and/or Cinema Studies. It includes a larger proportion of elective courses to allow students to choose from the large number of film studies courses available in many departments at Lehman.

The **Television Production** track takes advantage of the excellent facilities for TV production provided by the new Multimedia Center by adding to existing departmental offerings in editing and audiovisual production a new course, MMS 360 “Writing for TV,” as well as a required internship in television production (MMJ/MMS 370 or 470). This track provides students with the skills and the experience necessary for success in a career in television production.

The **Oral Communication and Public Relations** track retains and updates some of the existing Oral Communication courses that have long been offered in JCT (and were offered in the Speech and Theatre program before JCT was established). It folds these Oral Communication courses into a more directed learning experience by combining them with courses in Public Relations. The new course MMS 223 “Digital Marketing Strategies,” and the recently-approved ENW/MMS 333 “Public Relations and Marketing” adds digital-era marketing savvy to the speaking skills that students achieve in more traditional oral communication courses. The combination will enable students to succeed in fields such as Public Relations, Media Relations, and Promotion.

In sum, the newly-revised Multimedia Studies program offers students a rich choice of interdisciplinary courses that gives them experience in and prepares them for the multifaceted world of mass media in the 21st century.
5. **Date of Departmental Approval**: September 12, 2011
CURRICULUM CHANGE

1. **Type of change**: New course

2. **Course Description**: MMJ (MMS) 217: Journalism in the Movies. 3 hours, 3 credits. Journalism as an industry, a business, and a career—through the movies. Historical and contemporary aspects of news media, as depicted in major films about the journalistic profession.

3. **Rationale**: A significant body of work exists in cinema dealing with journalism history and issues that affect journalists. Many of them are educational, inspiring, and motivational. Through these movies, students will be able to see how TV, radio, and newspaper newsrooms work, how reporters strive to get the facts and meet their deadlines. They will analyze the most important issues affecting journalists today—from accuracy to ethics. MMJ (MMS) 217 will serve as a gateway course that will motivate students to pursue journalism as a career.

4. **Learning Objectives**:
   - Discuss and write about the history of journalism in the U.S. and abroad.
   - Engage knowledgeably in discussions about ethics and laws affecting journalists.
   - Demonstrate an understanding of what makes news (i.e., show a sense of news judgment).
   - Outline reporting basics in oral and written work.
   - Demonstrate an historical and geographical awareness of the difficulties of foreign correspondence.
   - Participate knowledgeably in oral and written discussions of journalism as a business.

5. **Date of Departmental Approval**: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of change:** New course

2. **Course Description:** MMS 218: Animation and Anime Storytelling. 3 hours, 3 credits. Overview and examination of story construction and presentation in animation/anime films focusing on the theory and practice of storyboard creation.

3. **Rationale:** MMS 218 is being created to facilitate study in this crucial area. Previously, some of this content was covered in COM 212. Focused study in story construction was obscured—a critical flaw for students pursuing Film. MMS 218 fills this hole in our curriculum and the Film Production track.

4. **Learning Objectives:**
   - Interpret and critically evaluate animated films of various genres and forms from various countries and eras.
   - Demonstrate the ability to read and create storyboards.
   - Demonstrate an understanding of the artistic and technical theory of animation.

5. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of change:** New course

2. **Course Description:** MMS 219: American Television. 3 hours, 3 credits. The history, genres, formats, and organizational structure of television in North America. Areas of study include broadcast television, cable and subscription TV, and digital video production and delivery.

3. **Rationale:** Any understanding of modern media and programming requires a solid understanding of the foundations and history of television. Most forms and constructs in electronic mass media are based upon models created in the mid-20th century and are clear indicators of future developments.

4. **Learning Objectives:**
   - Demonstrate a clear understanding of the history and structures of American television and video programming.
   - Recognize the re-working of genres and models in new media productions.

5. **Date of Departmental Approval:** September 12, 2011
LEHM AN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

Type of change: Experimental course

Course Description: MMS 220: Introduction to Public Relations. 3 hours, 3 credits. History and processes of public relations practice in the U.S. and in later international media. Basic elements of public relations: communications with the media targeting significant populations; theories, strategies, and tools of communication and influence; and public relations in crisis situations.

3. Rationale: The role of the public relations specialist has increased in importance and prominence in all corners of corporate, non-profit and public sectors of American society. An understanding of the underlying theories of creating and modifying popular opinion towards brands, candidates, and virtually all consumable items and concepts rely upon shaping the opinions and responses of the public. Additionally, crisis public relations, reacting to unanticipated challenges to the corporate and non-profit worlds, have become increasingly important. This course will introduce students to the basic psychology, tools and mechanisms of public relations in the 21st century.

4. Learning Objectives:
   - Identify the situations where successful public relations can influence public opinion and how this is accomplished.
   - Understand the underlying psychological theories and constructs used in public relations efforts designed to influence opinion.
   - Have a basic awareness of the tools and the application of those tools in implementing a public relations effort.
   - Be able to create basic public relations campaigns for various situations.

5. Date of Departmental Approval: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of change:** New course

2. **Course Description:** MMS 223: Digital Marketing Strategies. 3 hours, 3 credits. Theoretical and strategic perspectives on how new media technologies have fundamentally transformed marketing. The shift from one-way to two-way communication, and the online techniques—viral campaigns, social media, search engine optimization, web analytics—used to manage consumer interactions.

3. **Rationale:** This course provides students the tools they need to be successful in the marketing field, one that is becoming increasingly dominated by digital technologies.

4. **Learning Objectives:**
   - Understand how digital marketing differs from that of print, television and radio.
   - Demonstrate knowledge of how to tailor digital marketing strategies to meet different objectives.
   - Understand the mechanics of social media, email, viral and search engine campaigns.
   - Demonstrate knowledge of the importance of analytical tools for tracking and understanding customer preferences and behavior.

5. **Date of Departmental Approval:** September 12, 2011
CURRICULUM CHANGE

1. **Type of change:** New course

2. **Course Description:** MMS 224: Fundamentals of Editing. 4 hours (2 lab; 2 lecture), 3 credits. Fundamental principles, practices, and theory of step-by-step editing, with a focus on story, narrative and documentary editing styles. PREREQ: MMS 212 or MMS 213.

3. **Rationale:** MMS 224 facilitates study in this crucial area. Previously, a substantial portion of this content was offered in COM 357. MMJ/MMS 357 “Digital Editing” is a content-specific advanced course. MMS 224 will cover the fundamentals and offer an introduction to this area, filling a hole in our MMS and Film Production curriculum.

4. **Learning Objectives:**
   - Demonstrate an understanding of the fundamental principle of editing.
   - Demonstrate an ability to edit narrative and documentary film.
   - Demonstrate a critical and theoretical understanding of the art of editing.

5. **Date of Departmental Approval:** September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of change**: New course

2. **Course Description**: MMS 250: Topics in Asian Cinema. 3 hours, 3 credits (maximum 6 credits). Narrative films from different Asian nations and cultures. Emphasis on traditional artistic influences, cinematic constructs of national identity, historical context, culture, genres, and its relationship with global cinema.

3. **Rationale**: Previously this content was briefly included in COM 213, obscuring serious study of Asian cinema—a critical flaw for students pursuing Film. MMS 250 fills this hole in our MMS and Film Production curriculum.

4. **Learning Objectives**:
   - Interpret and critically evaluate Asian film/texts of various genres and forms from different periods.
   - Utilize film-criticism terminology, critical methods, and various lenses of interpretation in written work.
   - Choose an appropriate critical approach through which to analyze a film/text.

5. **Date of Departmental Approval**: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** New course

2. **Course Description:** MMS 307: Media Industries I. 3 hours, 3 credits. Contemporary media industries, including print, broadcast, and new media. Particular attention to the economic and social conditions influencing industrial configurations and outputs, and vice versa.

3. **Rationale:** Mainstream media content today is often produced and distributed by corporate entities with disproportionate influence in the realms of culture and politics. This course is designed to present a broad overview of the industrial composition and functions of mass media in the U.S.

4. **Learning Objectives:**
   - Acquire terminology and an analytical toolkit to apply in further studies, both in the Department and in later professional practice
   - Identify who owns what media and in what directions capital flows in media industries.
   - Critically assess the differences between “corporate/mainstream media” and “entrepreneurial/independent media,” and understand the ways in which the two are related to one another.
   - Critically assess the influence various industrial forces exert on individual and professional ambitions and behaviors.

5. **Date of Departmental Approval:** September 12, 2011
CURRICULUM CHANGE

1. **Type of Change:** New course

2. **Course Description:** MMS 308: Media Industries II. 3 hours, 3 credits. Evolution of the media industry as practiced by media technologists, theorists, artists, authors, and programmers. Topics include interactivity, virtuality, censorship, net neutrality, and emerging publishing platforms. Prerequisite: MMS 307.

3. **Rationale:** This course provides students a theoretical grounding in new media by providing historical and conceptual contexts. It prepares students to think critically and analytically about the ever-changing digital world. For advanced students seeking an in-depth "new media" course in the Media Industries track

4. **Learning Objectives:**
   - Understand the pre-history of the internet and how current developments are part of a continuum.
   - Demonstrate knowledge of the social, cultural, and political implications of new communication technologies.
   - Demonstrate knowledge of the key elements of new media production, publishing, and distribution.
   - Understand the legal, ethical, and governance issues that arise with new media.

5. **Date of Departmental Approval:** September 12, 2011
CURRICULUM CHANGE

1. **Type of Change:** New course

2. **Course Description:** MMS 322: Ethnic TV. 3 hours, 3 credits. Various forms and genres of video production and ethnic programming either generated within the U.S or imported from other countries. Prerequisite: MMS 219.

3. **Rationale:** With the increasing diversification of the American population, the importance of media devoted to the various ethnic communities within the U.S. is growing in economic and cultural importance. This course is designed to present a general survey and introduction to the various sources, genres, and influences of ethnic television programming available in the U.S.

4. **Learning Objectives:**
   - Identify various video forms and genres unique to specific ethnic communities.
   - Create models of the various types of formats and genres present in various ethnic video programming.

5. **Date of Departmental Approval:** September 12, 2011
1. **Type of Change**: New course

2. **Course Description**: MMS 324: Narrative Film. 3 hours, 3 credits. Techniques, structures, practices, and theories in narrative filmmaking.

3. **Rationale**: Previously, this content was briefly addressed in various courses, obscuring serious study of narrative film—a critical flaw for students pursuing Film Studies. MMS 324 fills this hole in our MMS and Film Production curriculum.

4. **Learning Objectives**:
   - Interpret and critically evaluate narrative films from different periods, as well as critical texts on narrative structures and genres.
   - Utilize the terminology, critical methods, and various lenses of interpretation from film criticism and film theory in written work.
   - Choose an appropriate critical approach through which to analyze a given film/text.

5. **Date of Departmental Approval**: September 12, 2011
Type of change: New course

Course Description: MMS 335: Media Relations. 3 hours, 3 credits. Media relations as an industry, business, and career, focusing on how news is created and disseminated and on what role public relations plays in the American media. Creation of professional press releases and promotion of newsworthy stories across print, broadcast, and multimedia outlets.

3. Rationale: This course will provide a foundation for students to develop their news skills and judgment, to write informative and succinct press releases, and to promote news stories across the full spectrum of print, broadcast, and multimedia outlets. They will analyze how news is created and disseminated and come to understand what role public relations play in the American media.

4. Learning Objectives:
   - Discuss and write about the impact of media relations on the news.
   - Engage knowledgeably in discussions about ethics in media relations.
   - Demonstrate an understanding of what is news—by developing news judgment—and how to market something newsworthy to different media outlets.
   - Demonstrate writing, reporting and editing skills.
   - Participate knowledgeably in oral and written discussions on media relations.

5. Date of Departmental Approval: September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of change:** New course

2. **Course Description:** MMS 350: Topics in Film. 3 hours, 3 credits (maximum 6 credits). Themes and movements in film, including historical developments; groupings of films and directors; and genres, styles, or critical and theoretical issues.

3. **Rationale:** Previously, this content was included in various LEH 300 or 301 sections or not offered at Lehman. MMS 350 fills this hole in our MMS and Film Production curriculum.

4. **Learning Objectives:**
   - Interpret and critically evaluate films in various genres and forms from different periods, as well as to respond to critical texts about films.
   - Utilize the terminology, critical methods, and various lenses of interpretation from film criticism and theory in written work.
   - Choose an appropriate critical approach through which to analyze a given film/text.

5. **Date of Departmental Approval:** September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of change**: New course

2. **Course Description**: MMS 360: Writing for TV. 3 hours, 3 credits (maximum 6 credits). Selected topics on writing for various genres of TV, video, and new media, including children’s programming, soap operas, reality TV, the one-hour drama, variety programming, etc. Prerequisite: MMS/THE/ENW 309.

3. **Rationale**: Writing in various genres within video-based media requires an understanding of the forms and structures of each genre. For example, writing for children’s programming requires a completely different set of skills and knowledge compared to writing for the one-hour drama. This course will rotate between genres and will take advantage of the enormous pool of knowledge and experience represented by the current faculty at Lehman and the thousands of qualified professionals working in the field in New York City.

4. **Learning Objectives**:  
   - Demonstrate mastery of the forms and techniques specific to particular television genres.
   - Create scripts and related materials to produce programming within various TV genres.

5. **Date of Departmental Approval**: September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of change:** New course

2. **Course Description:** MMS 366: Technology and Communications. 3 hours, 3 credits. Influence and impact of advances in technology on interpersonal and mass communications. Historical development of language and writing from the printing press to the internet and beyond. Prerequisite: MMS 244.

3. **Rationale:** Mass communication and mass media are driven by technology. The invention of the printing press permitted the spread of literacy throughout the world. The invention of film created the first opportunities for middle and lower classes to experience distant places. The internet has created an unexpected revolution throughout Northern Africa and the Middle East. Understanding how technology influences and changes the way individuals and groups communicate is essential to understanding the process of mass communication.

4. **Learning Objectives:**
   - Trace specific chronologies of technological advances and the influences they have had upon society.
   - Analyze current and technological advances and their (anticipated) influences on the media, culture, and society.

5. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Alpha code, Number code, Title, Credits, Description

2. **From**: [COM 100: Fundamentals of Oral Communication. 3 hours, 2 credits. Study and practice of the basic principles of oral communication.]

3. **To**: MMS 200: Oral Communication. 3 hours, 3 credits. Principles of effective verbal and nonverbal communication as applied to personal and professional settings—whether in person or through the mass media of digital technologies.

4. **Rationale**: This course includes a wider and more diverse array of content than COM 100, as is reflected in the new description and the additional credit. The new content will provide students with necessary preparation for more advanced courses in the Oral Communication and Public Relations track of the Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
LEHMANY COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Cross-listing

2. **From:** MMJ 211: Introduction to Multilingual Media. 3 hours, 3 credits. Introduction to print and electronic multilingual media in the United States. Focus on the growth and diversity of ethnic media, the role they play in the lives of those who use them, and how they compare to mainstream media.

3. **To:** MMJ (MMS) 211: Introduction to Multilingual Media. 3 hours, 3 credits. Introduction to print and electronic multilingual media in the United States. Focus on the growth and diversity of ethnic media, the role they play in the lives of those who use them, and how they compare to mainstream media.

4. **Rationale:** The new alpha code reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of departmental approval:** September 12, 2011
1. **Type of Change:** Alpha code, Title, Description

2. **From:** [COM 212: History of Cinema I.] 4 hours, 3 credits. [Survey of the development and theory of motion picture art from its inception to 1940.]

3. **To:** MMS 212: Introduction to Film and Television. 4 hours, 3 credits. Narrative structures, genres, styles, technological practices, criticism, and theory in film and television.

4. **Rationale:** The new alpha code reflects the inclusion of this course in the restructured Multimedia Studies program and its Film Production Track. MMS 212 facilitates study in this crucial area. Previously, this content was covered briefly in COM 212 and COM 213, which obscured focused study of film—a critical flaw for students pursuing Film & TV studies. MMS 212 fills this hole in our Multimedia Studies and Film Production curriculum.

5. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Alpha code, Title, Description

2. **From**: [COM 213: History of Cinema II.]
   4 hours (2, lecture; 2 lab), 3 credits. [A continuation of COM 212 from 1940 to date. Note: Students planning to take both COM 212 and 213 are advised to take COM 212 first.]

   4 hours (2, lecture; 2 lab), 3 credits. Survey of the development and theory of motion picture art.

4. **Rationale**: The new alpha code reflects the inclusion of this course in the restructured Multimedia Studies program and its Film Production track. These changes do not affect the learning goals and objectives of the newly-restructured Multimedia Studies major. This course combines COM212 and COM213 to become part of the Multimedia Studies Core. (Note: selected material and content from COM212 and COM213 will be offered in MMS212.)

5. **Date of Departmental Approval**: September 12, 2011
1. **Type of Change**: Cross-listing, Description

2. **From**: MMJ 214: Foundations of Media. 3 hours, 3 credits. [History and evolution of technology, structure, and regulatory philosophies of broadcast journalism, newspaper journalism, programming and policies in radio, broadcast television, cable television and web-based digital content. The growth of news gathering organizations, network programming, media convergence and evolution of print media from the penny press to modern-day newspaper publishing, and online multimedia journalism.]

3. **To**: MMJ (MMS) 214: Foundations of Media. 3 hours, 3 credits. History and evolution of the technology, structure, and regulatory philosophies of broadcast and newspaper journalism. Programming and policies in radio, broadcast television, cable television, and web-based digital content.

4. **Rationale**: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
LEHM AN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Cross-listing

2. **From:** MMJ 215: Audiovisual Production. 4 hours (2 lecture; 2 lab), 3 credits. Fundamental tools and techniques of audio and video production. Basic principles, operations and techniques of audio and video production: camera operation, microphones, audio mixing and processing, studio operations, special effects, lighting, directing, on-camera procedures and basic audiovisual post production techniques.

3. **To:** MMJ (MMS) 215: Audiovisual Production. 4 hours (2 lecture; 2 lab), 3 credits. Fundamental tools and techniques of audio and video production. Basic principles, operations and techniques of audio and video production: camera operation, microphones, audio mixing and processing, studio operations, special effects, lighting, directing, on-camera procedures and basic audiovisual post production techniques.

4. **Rationale:** The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Cross-listing

2. **From:** [COM] (LAC) 216: **Latin-American Cinema.** 3 hours, 3 credits. An overview of film in Latin America from the silent period to the present.

3. **To:** MMS (LAC) 216: **Latin-American Cinema.** 3 hours, 3 credits. An overview of film in Latin America from the silent period to the present.

4. **Rationale:** The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011

**Date of Latin American and Puerto Rican Studies Department Approval:**

September 15, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Cross-listing, Description

2. **From**: MMJ 222: New Media. 3 hours, 3 credits. Evolution of new communication technologies: their integration into society by the media and their impact on our lives. Introduction to blogging, tweeting, Facebook, Skype and other social networking tools presently used by journalists to gather – and deliver – the news. Differences between professional news sites and amateur blogs, and challenges that the latter represent to the credibility of journalists.

3. **To**: MMJ (MMS) 222: New Media. 3 hours, 3 credits. Evolution of new communication technologies. Introduction to blogging and other social networking tools used by journalists.

4. **Rationale**: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-structured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Cross-listing, Course Description

2. **From:** ITA 230: *Italian Cinema.* 3 hours, 3 credits. A study of major Italian film makers: their themes, styles, and social significance, through the showing and discussion of selected, outstanding films (with English subtitles). Complementary readings of selected works of Italian literature (in English translation) that have significantly influenced the aesthetics and evolution of Italian films. [The course will be conducted entirely in English and assumes no previously learned material.]

3. **To:** ITA (MMS) 230: *Italian Cinema.* 3 hours, 3 credits. A study of major Italian film makers: their themes, styles, and social significance, through the showing and discussion of selected, outstanding films (with English subtitles). Complementary readings of selected works of Italian literature (in English translation) that have significantly influenced the aesthetics and evolution of Italian films.

4. **Rationale:** The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
   **Date of Languages and Literatures Department Approval:** September 19, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Cross-listing

2. **From**: FRE 234: *Introduction to French Cinema*. 3 hours, 3 credits. A study of major French film makers; their themes, styles, and aesthetic commitments through the showing and discussion of selected outstanding films (with English subtitles). Complementary reading of selected works of French literature (in English translation) that have significantly influenced the aesthetics and evolution of French films.

3. **To**: FRE (MMS) 234: *Introduction to French Cinema*. 3 hours, 3 credits. A study of major French film makers; their themes, styles, and aesthetic commitments through the showing and discussion of selected outstanding films (with English subtitles). Complementary reading of selected works of French literature (in English translation) that have significantly influenced the aesthetics and evolution of French films.

4. **Rationale**: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
   **Date of Languages and Literatures Department Approval**: September 19, 2011
1. **Type of Change:** Alpha code, Description

2. **From:** [COM] 240: Communication in Society. 3 hours, 3 credits. [Survey of the influence of communication on the individual and society. Examination of the nature, functions, and media of interpersonal, group, public, and mass communication.]

3. **To:** MMS 244: Communication in Society. 3 hours, 3 credits. Role of media in the formation of identity, political opinion, subjectivity (racial, gender and sexual), celebrity, and ethics. Distinctions between interpersonal and mediated communication.

4. **Rationale:** Backed by the sociological question of structure versus agency, extensive work has been done in media studies to understand the interplay between the individual’s autonomy and the media’s power of suggestion in society. This new description underscores the fact that new technologies are constantly reconfiguring this relationship by producing new forms of communication that push users further towards either structure or autonomy. A critical exploration of the different guises in which this relationship can be experienced is central to an understanding of the media’s role in society.

5. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Alpha code, Title, Description, Prerequisites

2. **From**: [COM 300: Communication in Business and Industry.] 3 hours, 3 credits. [Principles of oral communication with application in business, industrial, and professional settings. Consideration of topics such as business presentations, employee motivation, and interviewing. PREREQ: COM 100, 203, or 204.]

3. **To**: MMS 300: Corporate Communication. 3 hours, 3 credits. Elements of communication in the current corporate environment, including public, community, employee, and government relations. Prerequisite: MMS 220.

4. **Rationale**: During the latter half of the 20th century, multi-national corporations have learned the importance of both internal and external communication. Effective and timely communication with various audiences including employees, customers, trade and general media, communities, and regulators is imperative to the welfare of the corporation. The new description clarifies these learning goals for the course. The new prerequisite reflects the course’s current focus on public relations and its status as a requirement in the Oral Communication and Public Relations track of the MMS major.

5. **Date of Departmental Approval**: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Alpha code, Course number, Title, Description, Prerequisites

2. **From**: [COM] 301 (LNG [240]): [Language and Communication]. 3 hours, 3 credits. [The use of language, its influence on thought and behavior. PREREQ: COM 100, 203, or 204.]

3. **To**: MMS (LNG) 301: Perception, Language and Communication. 3 hours, 3 credits. Analysis of how the perception process and personal language meanings are informed by beliefs, emotions, attitudes and values. PREREQ: MMS 200 or LNG 160 (SPV 246).

4. **Rationale**: This new description brings the course more in line with the learning objectives of the Multimedia Studies Major and the Linguistics Program, in particular the emphasis on how attitudes, values, beliefs, and traditional categories limit and impact cognition, as well as the idea that learning to create new, mindful pathways expands how we think, learn, interpret and utilize language. The change in prerequisites reflects the withdrawal of COM 203 and 204, and the change of COM 100 to MMS 200. The cross-list with LNG is being removed at the request of the Linguistics steering committee pending a discussion of this proposal.

5. **Date of Departmental Approval**: September 12, 2011
   **Date of Linguistics Program Approval**: October 5, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Alpha code, Title, Prerequisites

2. **From**: [COM] 304: [Group Communication.] 3 hours, 3 credits. Principles and methods of oral communication in small group deliberation. Practice in participation and leadership in problem-solving groups. PREREQ: COM 100, 203, or 204

3. **To**: MMS 304: Interpersonal and Small Group Communication. 3 hours, 3 credits. Principles and methods of oral communication in small group deliberation. Practice in participation and leadership in problem-solving groups. PREREQ: MMS 200

4. **Rationale**: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major. The change in prerequisites reflects the withdrawal of COM 203 and 204, and the change of COM 100 to MMS 200. The new title more accurately describes the content of the course.

5. **Date of Departmental Approval**: September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Alpha code, Description, Prerequisites

2. **From:** [COM] 305: **Persuasion.** 3 hours, 3 credits. [Theory and practice of persuasion and persuasive techniques. PREREQ: COM 203 or instructor’s permission.]

3. **To:** MMS 305: **Persuasion.** 3 hours, 3 credits. The direct and indirect influence of mass media (advertising, television, the web, and social networks) on thoughts, attitudes, and behavior. Principles of persuasion such as attraction, authority, celebrity, social influence, and their uses and misuses in society.

4. **Rationale:** This new description brings the course more in line with the learning objectives of the Multimedia Studies, particularly in its new emphasis on language usage and mass media technology, and on the importance of clarity in language.

5. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Alpha code, Prerequisite

2. **From**: COM (THE) (ENW) 309: Screenwriting. 3 hours, 3 credits. A practical approach to screenwriting for theatre, film, and television, from conception to finished script of the screenplay.  [PREREQ: COM 218.]

3. **To**: MMS (THE) (ENW) 309: Screenwriting. 3 hours, 3 credits. A practical approach to screenwriting for theatre, film, and television, from conception to finished script of the screenplay.

4. **Rationale**: The change in alpha-code reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major. No prerequisite is necessary in the new Tracks structure.

5. **Date of Departmental Approval**: September 12, 2011
   **Date of English Department Approval**: September 9, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Alpha code

2. **From:** [COM] (POL) 311: Freedom of Speech. 3 hours, 3 credits. Survey of the foundations and contemporary applications of the right to communicate and limitations on that right. Pertinent works from Milton to Emerson, and First Amendment decisions of the Supreme Court are examined.

3. **To:** MMS (POL) 311: Freedom of Speech. 3 hours, 3 credits. Survey of the foundations and contemporary applications of the right to communicate and limitations on that right. Pertinent works from Milton to Emerson, and First Amendment decisions of the Supreme Court are examined.

4. **Rationale:** The change in alpha code reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
   - **Date of Political Science Department Approval:** May 4, 2011
CURRICULUM CHANGE

1. **Type of Change**: Cross-listing, Prerequisite

2. **From**: MMJ 315: TV Studio Production. 4 hours (2 lecture; 2 lab), 3 credits. Theory and practice of TV studio operations: camera techniques, graphics, switching, lighting, and integration of recorded video in live production situations, culminating in a series of studio projects. **PREREQ**: MMJ 215.

3. **To**: MMJ (MMS) 315: TV Studio Production. 4 hours (2 lecture; 2 lab), 3 credits. Theory and practice of TV studio operations: camera techniques, graphics, switching, lighting, and integration of recorded video in live production situations, culminating in a series of studio projects. **PREREQ**: MMJ (MMS) 215.

4. **Rationale**: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major. The new prerequisite reflects the new cross-listing of MMJ 215 with MMS.

5. **Date of Departmental Approval**: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Alpha code, Description, Prerequisites

2. **From:** [COM] 316: Film Production. 4 hours (2 lecture; 2 lab), 3 credits. [Theory and practice of cinematography and basic film editing. PREREQ: A grade of at least C- in COM 226 and either COM 212 or 213. promote news stories across the full spectrum of print, broadcast, and multimedia outlets]

3. **To:** MMS 316: Film Production. 4 hours (2 lecture; 2 lab), 3 credits. Theory and practice of filmmaking. Students create their own films. PREREQ: MMS 224 or MMJ/MMS 215 or MMJ/MMS 357.

4. **Rationale:** The new alpha code reflects the inclusion of this course in the restructured Multimedia Studies program and the Film track. These changes do not affect the learning goals and objectives of the newly-restructured Multimedia Studies major and the Film Production track. The new prerequisites reflect changes in the original prerequisites and the introduction of a new course, MMS 224, that specifically prepares students for film production.

5. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Alpha code

2. **From:** [COM] (LAC) (PRS) 319: Latinos in Film. 3 hours, 3 credits. Latino ethnicities in Hollywood films from the silent era to the present.

3. **To:** MMS (LAC) (PRS) 319: Latinos in Film. 3 hours, 3 credits. Latino ethnicities in Hollywood films from the silent era to the present.

4. **Rationale:** The change in alpha-code reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
   **Date of Latin American and Puerto Rican Studies Department Approval:** September 15, 2011
1. **Type of Change**: Cross-listing

2. **From**: AAS 321: African Americans in Cinema. 3 hours, 3 credits. Visual images of African Americans in films, shorts, cartoons, and documentaries.


4. **Rationale**: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
   **Date of African and African American Studies Department Approval**: September 7, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Cross-listing

2. **From**: AAS 326: Africa in Cinema. 3 hours, 3 credits. Study of images of Africa in cinema.

3. **To**: AAS (MMS) 326: Africa in Cinema. 3 hours, 3 credits. Study of images of Africa in cinema.

4. **Rationale**: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
   **Date of African and African American Studies Department Approval**: September 7, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. Type of Change: Cross-listing

2. From: MMJ (AAS) 332: African American Media. 3 hours, 3 credits. Analysis of the African American media's role in U.S. history and culture.

3. To: MMS (MMJ) (AAS) 332: The African American Media. 3 hours, 3 credits. Analysis of the African American media’s role in U.S. history and culture.

4. Rationale: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. Date of Departmental Approval: September 12, 2011
   Date of African and African American Studies Department Approval: September 7, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Cross-listing

2. **From:** ENW 333: Public Relations and Marketing. 3 hours, 3 credits. Mastering the appropriate formats needed to write the releases, reports, and advertising media generated by for- and non-profit organizations. PREREQ: Departmental permission.

3. **To:** ENW (MMS) 333: Public Relations and Marketing. 3 hours, 3 credits. Mastering the appropriate formats needed to write the releases, reports, and advertising media generated by for- and non-profit organizations. PREREQ: Departmental permission.

4. **Rationale:** The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
   **Date of English Departmental Approval:** September 9, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Cross-listing, Prerequisites

2. **From**: MMJ 334: The Documentary. 3 hours, 3 credits. History of documentary film and the various types of film within the genre, e.g., propaganda, autobiographical, direct cinema, and rockumentary. PREREQ: MMJ 215.

3. **To**: MMS (MMJ) 334: The Documentary. 3 hours, 3 credits. History of documentary film and the various types of film within the genre, e.g., propaganda, autobiographical, direct cinema, and rockumentary. PREREQ: MMJ (MMS) 215; either MMS 212 or MMS 213.

4. **Rationale**: The new alpha code reflects the inclusion of this course in the restructured Multimedia Studies program and the Film Production Track. The new prerequisites reflect the change in content of MMS 212 and 213, which will provide adequate preparation for this course. These changes do not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Alpha code, Prerequisites

2. **From:** [COM (MLJ)] 347: Advertising. 3 hours, 3 credits. Basic elements of advertising copywriting for various media formats. Introduction to advertising research, including the development of message structure and advertising strategies. **PREREQ:** [COM 218].

3. **To:** MMS 347: Advertising. 3 hours, 3 credits. Basic elements of advertising copywriting for various media formats. Introduction to advertising research, including the development of message structure and advertising strategies. **PREREQ:** MMS 220.

4. **Rationale:** The removal of the MLJ alpha code corrects a mistake. All other MLJ alpha codes were removed from departmental offerings in 2010. The change in prerequisites reflects the withdrawal of COM 218; MMS 220 will provide adequate preparation for this course.

5. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Alpha code

2. **From:** [COM] (ANT) 351: The Anthropology of Media. 3 hours, 3 credits. Anthropological approaches to media production and consumption. The uses of media in the construction of local, national, and transnational identities.

3. **To:** MMS (ANT) 351: The Anthropology of Media. 3 hours, 3 credits. Anthropological approaches to media production and consumption. The uses of media in the construction of local, national, and transnational identities.

4. **Rationale:** The change in alpha-code reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
   **Date of Anthropology Department Approval:** September 15, 2011
CURRICULUM CHANGE

1. **Type of change:** Alpha code, Number, Title, Description

2. **From:** [COM 350: Contemporary Topics in Persuasion. 3 hours, 3 credits. Study of selected topics in persuasion. PREREQ: Either COM 304 or 305 or permission from the Director.]

3. **To:** MMS 352: Topics in Multimedia Studies. 3 hours, 3 credits (maximum 6 credits).

4. **Rationale:** This course provides for Multimedia Studies what MMJ 350 provides for Multimedia Journalism—a Special Topics course whose focus can shift from one term to another, depending on the needs of particular Tracks as well as the availability of skilled professional instructors.

5. **Date of Departmental Approval:** September 12, 2011
1. **Type of Change**: Cross-listing, Prerequisites

2. **From**: MMJ 357: Digital Editing. 4 hours (2 lecture; 2 lab), 3 credits. Principles and practice of step-by-step functions of non-linear editing, including logging, capturing, and organizing audio-video media. PREREQ: MMJ 215. COREQ: MMJ 315 or MMJ 316.

3. **To**: MMJ (MMS) 357: Digital Editing. 4 hours (2 lecture; 2 lab), 3 credits. Principles and practice of step-by-step functions of non-linear editing, including logging, capturing, and organizing audio-video media. PREREQ: MMJ (MMS) 215. COREQ: MMJ (MMS) 315 or MMJ 316.

4. **Rationale**: The cross-listing reflects the inclusion of this course in the restructured Multimedia Studies program. This change does not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
CURRICULUM CHANGE

1. **Type of Change:** Alpha code, Title, Description, Prerequisites

2. **From:** [COM] 359: [Mass Media: ]The Thought Persuaders. 3 hours, 3 credits. [The impact of media on our perceptions, senses of reality, thought processes, and personal language meanings. PREREQ: COM 305 and/or permission of instructor or Department.]

3. **To:** MMS 359: The Thought Persuaders. 3 hours, 3 credits. The sensory and cognitive influence of popular culture, the entertainment industry, fashion, style, popular culture, graphics, and fads on media consumers.

4. **Rationale:** This new description brings the course more in line with the learning objectives of the Multimedia Studies program.

5. **Date of Departmental Approval:** September 12, 2011
CURRICULUM CHANGE

1. **Type of Change:** Cross-listing, Prerequisites

2. **From:** MMJ 370: Internship I. 9 hours (8 in the field; 1 weekly conference), 3 credits (maximum 6 credits). Individual field experience with various media, public relations, publishing, advertising, and marketing firms. The course will include a one-hour weekly meeting with the Program Director and other internship students. A final report is required.

3. **To:** MMJ (MMS) 370: Internship I. 9 hours (8 in the field; 1 weekly conference), 3 credits (maximum 6 credits). Individual field experience with various media, public relations, publishing, advertising, and marketing firms. The course will include a one-hour weekly meeting with the Program Director and other internship students. A final report is required. **PREREQ:** Departmental permission.

4. **Rationale:** The new alpha code and prerequisites reflect the inclusion of this course as an elective in the restructured Multimedia Studies program and as a requirement in the Television Production Track. These changes do not affect the learning goals and objectives of the newly-structured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Alpha code, Prerequisites

2. **From:** [COM] 404: Television Directing. 4 hours (2, lecture; 2, lab), 3 credits. Selecting, arranging, and unifying audio/video elements for live, scripted TV programs. [PREREQ: A grade of at least C- in COM 315 and] instructor's permission.

3. **To:** MMS 404: Television Directing. 4 hours (2, lecture; 2, lab), 3 credits. Selecting, arranging, and unifying audio/video elements for live, scripted TV programs. PREREQ: Instructor's permission.

4. **Rationale:** The new alpha code and prerequisites reflect the inclusion of this course as an elective in the restructured Multimedia Studies program and as a requirement in the Television Production Track. These changes do not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
LEHMANN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK  

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE  

CURRICULUM CHANGE  

1. **Type of Change**: Alpha code, Title, Prerequisites  

2. **From**: [COM] 420: Cinema [E]sthetics and Criticism. 3 hours, 3 credits. Study of the art of cinema through the viewing and analysis, both in and out of class, of the works of selected film artists. Supplementary readings in the works of film critics and theorists will be assigned. PREREQ: [COM 212 and 213]  

3. **To**: MMS 420: Cinema Aesthetics and Criticism. 3 hours, 3 credits. Study of the art of cinema through the viewing and analysis, both in and out of class, of the works of selected film artists. Supplementary readings in the works of film critics and theorists will be assigned. PREREQ: MMS 212 and 213.  

4. **Rationale**: The new alpha code and prerequisites reflect the inclusion of this course in the restructured Multimedia Studies program and the Film Production Track. These changes do not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.  

5. **Date of Departmental Approval**: September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Alpha code, Prerequisites

2. **From:** [COM] 421: Film Directing. 4 hours (2 lecture; 2, lab). Theory and practice of controlling and integrating elements of film production. Projects are produced during the semester. **PREREQ:** [A grade of at least C- in COM 316 and instructor’s permission].

3. **To:** MMS 421: Film Directing. 4 hours (2, lecture; 2, lab). Theory and practice of controlling and integrating elements of film production. Projects are produced during the semester. **PREREQ:** MMS 316 and instructor’s permission.

4. **Rationale:** The new alpha code and prerequisites reflect the inclusion of this course in the restructured Multimedia Studies program and the Film Production Track. These changes do not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval:** September 12, 2011
1. **Type of Change**: Cross-listing

2. **From**: MMJ 470: Internship II. 9 hours (8 in the field; 1 weekly conference), 3 credits (maximum 6 credits). Individual field experience with various media, coordinated by the Program Director. The course will include working 8 hours a week with a chosen media outlet, plus one-hour weekly seminar meetings with the Director and other internship students. A journal and a final research paper will be required. PREREQ: 18 credits from the major [program] and Departmental permission.

3. **To**: MMJ (MMS) 470: Internship II. 9 hours (8 in the field; 1 weekly conference), 3 credits (maximum 6 credits). Individual field experience with various media, coordinated by the Program Director. The course will include working 8 hours a week with a chosen media outlet, plus one-hour weekly seminar meetings with the Director and other internship students. A journal and a final research paper will be required. PREREQ: 18 credits in the major and Departmental permission.

4. **Rationale**: The new alpha code and prerequisites reflect the inclusion of this course in the restructured Multimedia Studies program and the Film Production Track. These changes do not affect the learning goals and objectives of the newly-restructured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
1. **Type of Change**: Alpha code, Title, Hours, Description, Prerequisites

2. **From**: [COM] 489: Research Project in [Communication Arts]. [One semester], 3 credits (maximum 6 credits). Individual research and reading under the direction of a faculty member of the Department. An honors essay or some suitable presentation in [communication arts] is required. PREREQ: Permission from the [Director].

3. **To**: MMS 489: Research Project in Multimedia Studies. 3 hours, 3 credits (maximum 6 credits). Individual research and reading under the direction of a faculty member of the Department. An honors essay or presentation in Multimedia Studies is required. PREREQ: Permission from the Chair.

4. **Rationale**: The new alpha code, title, description, and prerequisites reflect the inclusion of this course in the restructured Multimedia Studies program. These changes do not affect the learning goals and objectives of the newly-structured Multimedia Studies major.

5. **Date of Departmental Approval**: September 12, 2011
CURRICULUM CHANGE

1. **Type of Change**: Withdrawal of course

2. **Description**: COM 002: Spoken English as a Second Language. 3 hours, 0 credits. Study and practice of American English for native speakers of other languages

3. **Rationale**: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval**: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Withdrawal of course

2. **Description:** COM 101: Voice and Articulation. 2 hours, 2 credits. Correction of voice and articulation problems.

3. **Rationale:** This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval:** September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Withdrawal of course

2. **Description**: COM 102: Voice Production. 3 hours, 3 credits. Study of normal voice production and practice in developing voice and articulation. NOTE: No credit for COM 102 is given to majors in Speech Pathology and Audiology.

3. **Rationale**: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval**: September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Withdrawal of course

2. **Description**: COM 201: Debate Workshop. 2 hours, 1 credit (maximum 4 credits). PREREQ: COM 100.

3. **Rationale**: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval**: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Withdrawal of course

2. **Description**: COM 203: Public Speaking. 3 hours, 3 credits. Composition and delivery of speeches of information and persuasion.

3. **Rationale**: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval**: September 12, 2011
1. Type of Change: Withdrawal of course

2. Description: COM 204: Interpersonal and Small Group Communication. 3 hours, 3 credits. Theory and practice of human communication applied to interpersonal and small group processes. Special attention is paid to family communication, assertive communication, and therapeutic communication.

3. Rationale: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. Date of Departmental Approval: September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Withdrawal of course

2. **Description**: COM (THE) 232: Voice and Speech for the Actor. 3 hours, 3 credits. Vocal techniques for a performing career in professional theatre, radio, film, and television.

3. **Rationale**: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval**: September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Withdrawal of course

2. **Description**: COM 306: Argumentation and Advocacy. 3 hours, 3 credits. Logical aspects of argument in theory and practice. Discussion of advocacy and conflict resolution in everyday life and formal settings. Simulations and practice debates are used to facilitate learning.

3. **Rationale**: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval**: September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change**: Withdrawal of course

2. **Description**: COM 307: Great Speeches of Western Civilization. 3 hours, 3 credits. Selected political, courtroom, and literary speeches from antiquity to the mid-twentieth century. The speech as social force, historical document, and literature. PREREQ: COM 100, 203, or 204.

3. **Rationale**: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval**: September 12, 2011
CURRICULUM CHANGE

1. **Type of Change:** Withdrawal of course

2. **Description:** COM 308: Contemporary Speeches. 3 hours, 3 credits. Speeches from the mid-twentieth century to the present. Includes political, courtroom, and literary speeches. PREREQ: COM 100, 203, or 204.

3. **Rationale:** This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Withdrawal of course

2. **Description:** COM 310: Communication Theory. 3 hours, 3 credits. Study of the theories behind effective communication, with emphasis on information theory, systems theory, and cybernetics.

3. **Rationale:** This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Withdrawal of course

2. **Description:** COM 400: Decision Making in Oral Communication. 3 hours, 3 credits. Classical and contemporary theories of oral decision making. Practice in special forms, such as cross-examination, direct clash, parliamentary debate, and colloquy. PREREQ: COM 304, 305, or 306.

3. **Rationale:** This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval:** September 12, 2011
LEHMANN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. Type of Change: Withdrawal of course

2. Description: COM 405: Dynamics of Persuasion. 3 hours, 3 credits. A study of theories, techniques, and media of persuasion.

3. Rationale: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. Date of Departmental Approval: September 12, 2011
LEHM AN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK  

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Withdrawal of course

2. **Description:** COM 407: Rhetorical Theory and Criticism. 3 hours, 3 credits. Study of major rhetorical and critical theories. Analysis and evaluation of selected speeches. PREREQ: Either one course selected from COM 305, 306, 307, and 308 or instructor's permission.

3. **Rationale:** This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval:** September 12, 2011
1. **Type of Change**: Withdrawal of course

2. **Description**: COM 451: Special Studies in Communication Arts. 3 hours, 3 credits. Consideration of special topics in communication arts.

3. **Rationale**: This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval**: September 12, 2011
LEHMANN COLLEGE  
OF THE  
CITY UNIVERSITY OF NEW YORK  

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE  

CURRICULUM CHANGE  

1. **Type of Change:** Withdrawal of course  

2. **Description:** COM 485: Independent Study in Communication Arts. One semester, 3 credits (maximum 6 credits). Independent study of special problems and independent research in communication arts. PREREQ: Permission from the Director.  

3. **Rationale:** This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.  

4. **Date of Departmental Approval:** September 12, 2011
LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF JOURNALISM, COMMUNICATION, AND THEATRE

CURRICULUM CHANGE

1. **Type of Change:** Withdrawal of course

2. **Description:** COM 490: Research Project in Mass Communication. One semester, 3 credits (maximum 6 credits). Individual research and reading under the direction of a faculty member of the Department. An honors project in mass communication is required. PREREQ: Director's permission.

3. **Rationale:** This course has not been offered for over ten years and its content is not relevant to the learning goals of the Multimedia Studies major.

4. **Date of Departmental Approval:** September 12, 2011