

12-9-1971

UA35/2/1 Agenda & Meeting Minutes

WKU Academic Council

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AGENDA

Academic Council

Thursday, December 9, 1971
3:00 p.m., Regents Room

- I. Disposition of Minutes
- II. Old Business
 - A. College of Applied Arts and Health Curriculum Committee (2nd Reading Program in Health Care Administration) *Approved 22-9-72*
 - B. Honors Committee Report (2nd Reading) *2nd Motion approved - 12-9-72*
 - C. Graduate Council (Second Reading Ed.S. Guidelines) *Courses - Rejected - 22-9-72*
- III. New Business
 - A. Teacher Education Committee Report
 - B. General Education Guidelines Committee Report
 - C. Potter College Curriculum Committee Report
 - D. College of Applied Arts and Health Curriculum Committee Report
 - E. Recommendation from Associated Students
 - F. Arts and Science Curriculum Committee Report
- IV. Other Business

Alternates

Dr. Davis for Dr. Gray
Dr. C.P. Brown for Dr. Lloyd
Dr. Brenner for Dr. Page

Absent

Wm. Jenkins
Tate Page
Elmer Gray
~~Wm. Lloyd~~
Wm. Lloyd
~~Wm. Lloyd~~

Approved
1-27-72

ACADEMIC COUNCIL

Minutes of the Academic Council
December 9, 1971

Dr. Raymond L. Cravens, Chairman, called the Academic Council to order at 3:03 p.m. on Thursday, December 9; and Dr. Carl P. Chelf, Secretary, checked the attendance without calling the roll. Drs. Elmer Gray, William M. Jenkins, William G. Lloyd, and Tate C. Page were absent. The following alternates were in attendance: Dr. Kenneth W. Brenner for Dr. Tate C. Page; Dr. Carol P. Brown for Dr. William G. Lloyd; and Dr. Chester L. Davis for Dr. Elmer Gray.

The Chairman called the attention of the Council to the minutes of the previous meeting. Since there were no additions or corrections, the Chair announced that they were approved as distributed.

In the first item of old business, Dr. J. David Dunn introduced the program on Health Care Administration for second reading and offered a substitute motion to consider a revised program. The motion was seconded by Dr. W. Lynwood Montell. The Council gave unanimous consent to consider the revised proposal on second reading. The motion to approve the program passed.

Dr. Jim Wayne Miller introduced the report of the Honors Committee for second reading and submitted written proposed revisions in the original report. The Council gave unanimous consent to consider the revised report. It was requested by a member of the Council that the two courses considered in the report be acted upon separately from the remainder of the report. In consideration of the amended report, except the two courses, Dr. Ronald H. Nash moved that the Chairman of the Council appoint a committee consisting of members of the Council and the heads of any departments whose courses would be offered for the honors program to consider all such courses and report to the Council. The motion was ruled out of order by the Chairman of the Council.

Dr. Chester L. Davis moved to change the requirements for the honor summa cum laude to read, "two years of residence at Western and a grade point average for all work at Western, and overall, must be 3.8 or better." The motion was seconded by Mr. Reginald Glass. Dr. Lowell H. Harrison moved to amend the motion to change the residence requirement to three years. The motion to amend was seconded by Dr. H. E. Shadowen, and it carried. The motion as amended carried.

Dr. Chester L. Davis moved to amend the report to change the last sentence in Paragraph C to read, ". . . seniors must have completed at least two years of their work at Western." The motion was seconded

by Mr. Reginald Glass, and it carried.

The motion to consider the report, with the exception of the two courses, passed. In a consideration of the two courses proposed for the Honors Program, Dr. Ronald H. Nash moved to table the proposal. The motion to table was seconded by Mr. Ronald E. Kramer. The motion to table failed. On a call for the previous question, the motion to approve the courses failed.

The report from the Graduate Council on the Specialist Degree was introduced for second reading by Dr. J. T. Sandefur. Dr. Sandefur moved to ~~amend~~ ^{amend} the report by adding a statement concerning clear intent and goals by a specialist's candidate. He requested that this amendment be considered separately. The motion to amend was seconded by Dr. Rudolph Prins. The remainder of the report was approved.

Since the hour was getting late, Dr. William R. Hourigan moved to adjourn, and the motion was seconded by Dr. Willson E. Wood. The Council was adjourned ~~sine die~~ at 4:45 p. m.

Carl P. Chelf

Dr. Carl P. Chelf, Secretary

T. A. Logsdon

Mr. Curtis A. Logsdon, Recorder



WESTERN KENTUCKY UNIVERSITY

BOWLING GREEN, KENTUCKY 42101

December 1, 1971

*Approved
12-9-71*

Department of Health and Safety

MEMORANDUM

TO: Academic Council

FROM: J. David Dunn, Head
Department of Health and Safety

SUBJECT: Amendment to the Proposed Major in Health Care Administration

As a result of discussions in the Academic Council and consultation with other University faculty, certain changes in the proposed Health Care Administration major are deemed desirable. The following revisions are presented as an amendment to the original program for consideration by the Academic Council on December 9, 1971.

II. AREA OF CONCENTRATION

- A. Accounting
 - Delete Acct. 118A Principles of Accounting (Lab I) 1
 - Delete Acct. 119A Principles of Accounting (Lab II) 1

Total credits in this area changed from 8 to 6
- B. Business Administration
 - Delete B.A. 311 Personal Management 3

Total credits in this area changed from 9 to 6
- C. Health and Safety
 - Delete H&S 341 Elements of Drug Management 3
(Withdraw this course from consideration)
 - Delete H&S 483 Public Health Administration 3
- D. Home Economics & Family Living
 - Delete HEFL 452 Birth to Senescence: Developmental Aspects 3
(Withdraw this course from consideration)

Total credits in this area changed from 6 to 3

Memo - Academic Council
December 1, 1971
Page 2

- G. Agriculture ¹
Add Agri 491 Data Analysis and Interpretation 3 3
- H. Psychology
Add Psy. 199 Introduction to Developmental
Psychology 3 3

Attached to this memorandum is a copy of the total program with the recommended revisions.

vfb

Attachment

cc: Dean William Jenkins, Chairman,
Special Studies Curriculum Committee

Dean William R. Hourigan, Chairman
College of Applied Arts & Health Curriculum Committee

HEALTH CARE ADMINISTRATION
 BACHELOR OF SCIENCE
 (Amended)

I. GENERAL EDUCATION

Students following this curriculum must satisfy the general education requirements of the Special Studies Curriculum.

Specific requirements outside the area of concentration are as follows:

Economics 201	Economics. Principles of Economics	3
Economics 202	Economics. Principles of Economics	3
Biology 131	Anatomy & Physiology	4
, Biology 207	General Microbiology	4
General Education Requirements	TOTAL:	46-55

II. AREA OF CONCENTRATION

A. Accounting

Acct 118	Principles of Accounting I	3
Acct 119	Principles of Accounting II	3
		6

B. Business Administration

BA 301	Business Law I	3
BA 310	Organization and Management	3
		6

C. Health and Safety

H&S 171	Safety and First Aid	1
H&S 260	Foundations of Personal Health	3
H&S 340	Introduction to Medical Care Organization	3

	H&S 344	Health Systems Management	3
	H&S 361	Community Health	3
	H&S 442	Principles and Methods of Health Planning	3
	H&S 443	Health Problems of the Aged	3
	H&S 445	Internship	5
	H&S 446	Senior Seminar	3
	H&S 482	Principles of Epidemiology	3
			30
D.	<u>Home Economics and Family Living</u>		
	HEFL 167	Human Nutrition	3
			3
E.	<u>Nursing</u>		
	NRS 290	Medical Terminology	2
			2
F.	<u>Sociology</u>		
	Soc. 265	The Community	3
			3
G.	<u>Agriculture</u>		
	Agri 491	Data Analysis and Interpretation	3
			3
H.	<u>Psychology</u>		
	Psy. 199	Introduction to Developmental Psychology	3
			3
		TOTAL:	56
III.	FREE ELECTIVES		17-26
		TOTAL PROGRAM:	128

December 3, 1971

REPORT TO: ACADEMIC COUNCIL

FROM: College of Applied Arts and Health

The attached proposals from the College of Applied Arts and Health have been approved by the Department of Nursing and College of Applied Arts and Health Curriculum Committees and is forwarded for your consideration.

PROPOSAL FROM THE DEPARTMENT OF NURSING

Reactivation of Course:

Nursing 290 - Medical Terminology - 2 hours

Proposal For New Course:

Nursing 040 (Continuing Education) - Nursing
Leadership in Management of Patient Care - 1 hour

**Proposal For New Course
(Continuing Education)**

Department: Nursing

**Course Title: Nursing Leadership
in Management of Patient Care**

Course No: 040

Credit Hours: One

Earliest date to be offered: Spring 1972

Additional Staff: None

Pre-requisites: None

Frequency to be offered: On demand

Description of Course: Analysis of leadership principles involved in planning nursing care for groups of patients. Use of selected projects to refine skills in working with auxilliary personnel, including emphasis of legal responsibility for delegation of nursing functions.

Justification of Course: Nursing curricula at less than the baccalaureate level do not include courses in leadership principles. Associate degree and diploma curricula emphasize education and skill development for direct patient care activities. Therefore, since there is no program in this locality preparing nurses at the baccalaureate level, positions requiring supervisory skills are filled with persons lacking in this area of knowledge in local hospitals. Furthermore, the Kentucky Nurses Association, in convention, October, 1971, passed a resolution that all registered nurses in the state of Kentucky must present proof of competency through continuing education for re-newal of license. Nurses in this area are looking to the Department of Nursing at Western Kentucky University to provide opportunities for them to meet this requirement. The director of nursing at the local hospital has requested that the first offering deal with leadership and supervisory principles.

Similar Courses Offered: None

Approval: COLLEGE OF APPLIED ARTS AND HEALTH CURRICULUM COMMITTEE

Proposal to Reactivate A Course

Department: Nursing **Date:** April 10, 1971

Course No: 290 **Course Title:** Medical Terminology

Credit Hours: 2

Earliest Date to be Offered: Fall Semester, 1972

Frequency to be Offered: Fall Semester each year

Additional Staff Required: None

Description of Course: A course designed to acquaint the student with the specialized language of medicine and to develop Communication skills in areas where use of medical terms is necessary and appropriate.

Justification of Course: This course was previously approved but was dropped in 1969 by the Academic Council because there was insufficient enrollment. It is proposed that it be reactivated because it is required in the curriculum for the Program in Medical Secretarial Administration. In addition, students enrolled in other health programs may take it as an elective. Certainly the ability to understand and use medical terminology is a basic prerequisite for successful study in health-related fields. The course would assist in meeting this need for students interested in health programs.

Note any Similar Courses in other Departments and Indicate When Courses Will Be Cross-listed:

There is no similar course offered at Western Kentucky University.

Approved by: Department of Nursing

Approved by: College of Applied Arts & Health Curriculum Committee

Date: November 4, 1971

Approved by: Associate Degree and Certificate Curriculum Committee

Date: November 11, 1971

TO: Academic Council

FROM: Associated Students

SUBJECT: Recommendation For Clarification of Procedures For Handling Grievances Stemming From Student-Professor-Classroom Relationships.

It has become increasingly apparent to the Associated Students that there is a definite need for the establishment of effective channels through which students may pursue redress of grievances encountered in the student-professor-classroom relationship.

The awareness of this need has come through repeated complaints from the students to the Associated Students regarding instances where the student's efforts for redress have proven fruitless with the professor and often with his superiors. However, our intention is not, in any way, to pre-empt the responsibility of the student to first seek a solution to the situation through his professor.

In addition, the report from the committee, chaired by Dr. John Minton, which studied the Associated Students' constitution, contained a section commenting on this need as follows:

"The committee found that there is also considerable concern by students over the handling of grievances pertaining to student-professor-classroom relations even though the subject was not expressly mentioned in the proposal.

It is the judgment of the committee that there is a justifiable lack of student understanding of existing avenues for redress of grievances. There is substantial student desire for modification and clarification of existing policies and procedures for redress of grievances."

Some specific examples of the type of situation to which we are referring would be of the following type:

1. A professor changing his previously announced attendance policy without notification to the students.
2. A professor not allowing a student to know his grades during the semester.
3. A professor not defining the requirements of the course at the beginning of the semester.

On the advice of the Council of Academic Deans, we bring this matter to the attention of the Academic Council.

In light of the above factors, we move that an equally representative committee of faculty, students, and administrators be appointed by the chairman of the Academic Council to study the university's policy and procedures relative to the matter of the students' avenue of redress of grievances encountered in the student-professor-classroom relationship and to make recommendations to the Academic Council regarding their clarification and modification.

December 2, 1971

REPORT TO: Academic Council

FROM: Potter College of Arts and Humanities

The following proposals have been approved by the Potter College of Arts and Humanities Curriculum Committee and are submitted for consideration and approval:

- 1. Curriculum proposal from the Department of Mass Communication.**
- 2. Proposals from the Department of Foreign Languages to add Language 299, Language Families of the Earth; Language 229, Major French Writers in Translation; Language 239, Major German Writers in Translation; Language 279, Major Hispanic Writers in Translation**

Proposal for New Course

Department: Foreign Language

Date: 11-19-71

Course No: 229

Course Title: Major
French Writers in
Translation

Credit Hours:3

Prerequisites:none

Earliest Date to be offered: Fall, 1972

Frequency to be offered: each semester

Additional staff required: none

Description of course:

This course is designed to provide an appreciation of French authors of international import. Writers from various periods will be read and discussed with the intention of giving the student some insight into the French contribution to Western literature. No attempt will be made to survey the entire span of French literature, but rather the course will concentrate on selected writers, periods, and genres. This course would not count for major or minor credit. It would satisfy the 3 hour literature requirement under the humanities category of the general education curriculum for all students except those majoring or minoring in French.

Justification:

This course is designed for the student whose knowledge of French is insufficient to allow him to read the works of French authors in the original. Since this course has no language prerequisite, it will allow any student to become acquainted with the literature of a non-English speaking people.

Proposal for New Course

Department: Foreign Language

Date: Nov. 19, 1971

Course No.: 239

Course Title: Major German
Writers in Translation

Credit Hours: 3

Prerequisites: none

Earliest Date to be offered: Fall, 1972

Frequency to be offered: each Semester

Additional Staff required: none

Description of Course:

This course is designed to provide an appreciation of German authors of international import. Writers from various periods will be read and discussed with the intention of giving the student some insight into the German contribution to Western literature. No attempt will be made to survey the entire span of German literature, but rather the course will concentrate on selected writers, periods, and genres. This course would not count as major or minor credit in a program of German studies. It would satisfy the 3 hour literature requirement under the humanities category of the general education curriculum for all students except those majoring or minoring in German.

Justification:

This course is designed for the student whose knowledge of German is insufficient to allow him to read the works of German authors in the original. Within the German speaking community there have been unique human experiences, and these as reflected in its literature have a place in humanistic studies where the central question is: what is man?

Proposal for New Course

Department: Foreign Languages

Date: 11-19-71

Course No: 279

Course Title: Major
Hispanic Writers in
Translation

Credit Hours: 3

Prerequisites: none

Earliest Date to be offered: Fall, 1972

Frequency to be offered: each semester

Additional staff required: none

Description of course:

This course is designed to provide an appreciation of Hispanic authors of international import. Writers from various periods will be read and discussed with the intention of giving the student some insight into the contribution to Western literature of Hispanic writers. No attempt will be made to survey the entire span of Hispanic literature but rather the course will concentrate on selected writers, periods and genres. This course would not count for major or minor credit. It would satisfy the 3 hour literature requirement under the humanities category of the general education curriculum for all students except those majoring or minoring in Spanish.

Justification:

This course is designed for the student whose knowledge of Spanish is insufficient to allow him to read the works of Hispanic authors in the original. Since this course has no language prerequisite, it will allow any student to become acquainted with the literature of a non-English speaking people.

Proposal for New Course

Department: Foreign Languages

Date: November 15, 1971

Course No.: 299 (Gen. Mod. Lang.)

Course Title: Language
Families of
the Earth.

Credit Hours: 3

Prerequisite: None

Earliest Date to be offered: Fall, 1972

Frequency to be offered: Every Fall.

Additional staff required: None

Description of Course: See syllabus attached.

Justification of Course: A general education course to acquaint all interested students with 'the possibilities' of human speech. An ideal course to supplement the offerings in anthropology and geography giving a broad picture of the structure and vocabulary affinities of the 12 major language families of our planet. While offered at other institutions, this particular course has greatly stimulated interest in foreign languages.

Every 'educated' person ought to know about our world of languages.



WESTERN KENTUCKY UNIVERSITY

BOWLING GREEN, KENTUCKY 42101

Department of Mass Communications

CURRICULUM PROPOSAL OF NOVEMBER 4, 1971

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Precapitulation of Courses

Course Total;	40
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Content:

General Courses	11
Advertising Function	5
Broadcast Media	7
Film Media	5
Journalism Function	6
Print Media	6

Learning Domain:

Cognitive	14
Affective	5
Skills	21

Level;

Freshman	1
Sophomore	12
Junior	16
Senior	11

Prerequisite(s);

None	12
One	15
More than One	12

Frequency;

Each Semester	20
Once Each Year	20

Chart of Curricular Plan

COGNITIVE DOMAIN
(--1, --2, --3)AFFECTIVE DOMAIN
(--4, --5, --6)SKILLS DOMAIN
(--7, --8, --9)

GENERAL (multi-media, trans-functions) COURSES (-0-)

201 Process and Effects of Mass Communication	104 Understanding the Mass Media	408 Utilization of Instructional Television
202 Survey of Mass Communications	405 Evaluation of Mass Communication Media	409 Problems in Mass Communication
301 Regulation of Mass Communication		
302 Comparative Mass Communication		
402 Current Issues in Mass Communication		
403 Mass Media in the Schools		
404 Educational Views of the Mass Media		

ADVERTISING FUNCTION COURSES (-8-, -9-)

282 Principles of Advertising		387 Print Advertising
391 Fundamentals of Public Relations		388 Broadcast Advertising
482 Promotional Campaign Operation		

BROADCAST MEDIA COURSES (-5-, -6-)

361 American Broadcasting History		257 Basic Radio Production
		267 Basic Television Production
		268 Color Television Production
		358 Audio Production
		368 Television Directing
		469 Television Producing

FILM MEDIA COURSES (-3-, -4-)

341 Cinema History	245 Introduction to the Cinema	237 Basic Photography
	445 Theory and Criticism of the Cinema	347 Basic Cinematography

JOURNALISM FUNCTION COURSES (-7-)

272 Introduction to Journalism		277 Newspaper Reporting
472 Advocacy in the Mass Media		278 Broadcast News Reporting
		377 News Photography
		378 News Cinematography

PRINT MEDIA COURSES (-1-, -2-)

311 American Press History		229 Print Design, Production, and Typography
		317 Newspaper Editing
		318 Advanced Newspaper Reporting
		328 Magazine and Feature Writing
		419 Newspaper Operation

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 104

Course Title: Understanding the Mass Media

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

A course designed to develop the student's ability to appreciate and evaluate the aesthetic and societal features of the mass communication media. Surveys the nature, development, and contemporary structure of mass communication in America.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 120.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications Date: November 4, 1971

Course Number: 201 Course Title: The Process and Effects of
Mass Communication

Credit Hours: 3 Prerequisite(s): MC 104

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: None

Description of Course: An in-depth consideration of the
functioning of mass communication
in this country. Structured according
to the Lasswellian paradigm, with
emphasis on communication institutions,
messages, channels, audiences, and
effects.

Justification of Course: This course is merely an adaptation of
several existing courses, MC 236, 327,
and 427.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications Date: November 4, 1971

Course Number: 202 Course Title: Survey of Mass Communications

Credit Hours: 3 Prerequisite(s): MC 104

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: None (One Course Deletion)

Description of Course: A course intended to acquaint the student with the popular culture of the mass media, the types, characteristics, styles, and features of mass communications. Emphasis on perception, analysis, and evaluation of the mass communications cultural environment.

Justification of Course: At present, we offer a number of courses dealing in one way or another with the media of mass communication, and we propose to examine in this course what is mediated--the mass communications, or messages, themselves. This, of course, is a crucial kind of consideration, Marshall McLuhan's aphorism to the contrary, "The Medium is the Message," notwithstanding. This course, then, is the modest answer to a major need for serious, scholarly, substantial attention to the mediations presented by way of mass communications channels, and to the pervasive role these products play in American life today.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications Date: November 4, 1971
 Course Number: 229 Course Title: Print Design, Production, and
 Typography
 Credit Hours: 3 Prerequisite(s): None
 Earliest Date to be Offered: Fall 1972
 Frequency to be Offered: Once Each Year
 Additional Staff Required: None (Faculty Reassignment)
 Description of Course: Introduction to creative and practical
 aspects of designing and preparing
 materials for print media. Includes
 design, layout, typography, and
 illustrations for preparing news-
 paper, magazine, and advertising
 materials for various print processes.

Justification of Course: This course is applicable to students
 aspiring to careers in the news-
 paper, magazine, and advertising
 industries, as well as in electronic
 media, insofar as they use print for
 promotional purposes. No comparable
 course is offered at Western Kentucky
 University. The emphasis in such
 a course would be on principles,
 processes, and practice in creating
 and preparing materials from visual-
 ization to production. The course will
 stop short of preparing students in
 mass communications for serving as
 tradesmen in the print shop. Rather, it
 will prepare them to communicate with
 printers, who actually perform the
 technical operations of production.

For Approval:

Department of Mass Communications
 Potter College of Arts and Humanities
 Curriculum Committee
 Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 237

Course Title: Basic Photography

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered:

Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

Designed to introduce students, who have no background in photography, to the mechanical procedures of basic black and white negative photography. Numerous photography projects.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 223.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications Date: November 4, 1971

Course Number: 245 Course Title: Introduction to the Cinema

Credit Hours: 3 Prerequisite(s): None

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: One-half Position (Currently Unfilled)

Description of Course: A study of the basic elements and techniques of the film medium, designed to increase the students' understanding and appreciation of the motion picture both as a communication medium and an art form. A number of film masterpieces will be viewed and analyzed, with attention to the contribution of each element and technique to film form, meaning, and over-all artistic merit.

Justification of Course:

The great popularity of motion picture films today is evident. A Gallup poll in the early sixties indicated that, in the span of a year, 50 percent of adult Americans (representing 54 million people) went to the movies, 46 percent read a book all the way through, and only 17 percent visited an art museum or attended a stage or theatrical production. Currently, an average of 18 million motion picture tickets are sold per week, most of these to persons under the age of thirty. The number who regularly watch feature films on television, where 20-30 million viewers for a single showing is not uncommon, would be even more impressive. Although Western currently offers appreciation courses in the areas of art, literature, music and theatre, there is at present no course of study for students who wish to become more proficient specifically in the art of watching films. (Please Turn to Next Page)

For Approval:

Department of Mass Communications
 Potter College of Arts and Humanities
 Curriculum Committee
 Academic Council

Because the motion picture is a complex synthesis of many arts, capable of communicating simultaneously on visual, aural, and philosophical levels, there exists a real need for a basic course in film appreciation. Thus the proposed course would make a significant and valuable addition to the present curriculum.

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 257

Course Title: Basic Radio Production

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: None

Description of Course:

Designed to introduce students to the operation of radio studio equipment. Practical experience producing simple radio program formats. Lecture and laboratory.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 237.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 267

Course Title: Basic Television Production

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: None

Description of Course:

Designed to introduce students to the operation of television studio equipment. Practical experience producing monochrome television program formats. Lecture and laboratory.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 238.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 268

Course Title: Color Television Production

Credit Hours: 3

Prerequisite(s): MC 267

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: None

Description of Course:

Advanced television production experience, including work with live color television and with intensive operation of equipment needed for skilled production performance.
Lecture and laboratory.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 338.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 272

Course Title: Introduction to Journalism

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

A basic introduction to the fundamentals of journalism, common to all media. The nature and role of the journalism function in a free society, elements of identifying news and gathering information, and techniques of accurate expression of ideas, in written, oral, and graphic form.

Justification of Course:

This course is merely an adaptation of several existing courses, MC 121, 221, and 231.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 277

Course Title: Newspaper Reporting

Credit Hours: 3

Prerequisite(s): MC 272

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

A fundamental approach to the principles and practice of print journalism. Practical experience as reporters on the College Heights Herald.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 221.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 278

Course Title: Broadcast News Reporting

Credit Hours: 3

Prerequisite(s): MC 272

Earliest Date to be Offered:

Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

A fundamental approach to the principles and practice of collecting, writing, editing, and announcing the news by means of radio and television. Practical exercises in the Western studios.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 231.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 282

Course Title: Principles of Advertising

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered:

Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

A survey course in the fundamental principles and practices of mass media advertising, including study of the techniques of creating advertisements, functions of advertising agencies, budgets, media selection, research, and other topics.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 322.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 301

Course Title: Regulation of Mass Communication

Credit Hours: 3

Prerequisite(s): MC 201 or 202

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None (One Course Deletion)

Description of Course:

An introduction to concepts basic to the freedom of expression. Consideration, through case study and attention to topical problems, of limits of the freedom of expression, various means of regulation of expression, and ethics, law, and other social controls.

Justification of Course:

In an open society such as ours, it is imperative that all men, but especially professional communicators, thoroughly understand and appreciate the freedom of expression and, equally, the responsibilities inherent in the freedom of expression. This course, however, goes beyond the scope of offerings which are limited to press law or journalism ethics, to include the whole range of regulation--from legal restraints to social controls, and even to the personal or ethical dimension. It is not intended to be an exhaustive course in law, nor is it intended to prescribe a specific ethic. It is intended, rather, to explore the bases of free expression and the various regulatory schemes applicable, and regularly applied, to the mass communication process.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 302

Course Title: Comparative Mass Communication

Credit Hours: 3

Prerequisite(s): MC 201 or 202

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: None

Description of Course:

The legal and conceptual foundations of the American system of mass communication operations. Comparative analysis of other nations' systems and philosophies of ownership, control, use, purposes, and functioning of the mass communication media.

Justification of Course:

This course is merely an adaptation of several existing courses, MC 327 and 427.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 311

Course Title: American Press History

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Once Each Year

Additional Staff Required: None

Description of Course:

Major events and personalities in the development of the print media, from Gutenberg to the present, including both background and future projections. Consideration of the chief theories of communication's role in historical development and their relationships to newspapers and magazines and the contemporary scene.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 327.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 317

Course Title: Newspaper Editing

Credit Hours: 3

Prerequisite(s): MC 272

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

Copyreading and editing, with some work in headlines, layout, and make-up. Practical experience in rewriting and editing material for the College Heights Herald.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 321.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 318

Course Title: Advanced Newspaper Reporting

Credit Hours: 3

Prerequisite(s): MC 272

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: None

Description of Course:

A course offering broad reportorial experience through assignment for the College Heights Herald to critical beats within the university. Emphasis placed upon professional standards of reporting and skilled writing.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 325.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications Date: November 4, 1971
Course Number: 328 Course Title: Magazine and Feature Writing
Credit Hours: 3 Prerequisite(s): MC 272
Earliest Date to be Offered: Fall 1972
Frequency to be Offered: Once Each Year
Additional Staff Required: None
Description of Course: Practice in preparing periodical articles on technical, scientific, social, political, economic, and other subjects and in preparing special articles for newspapers. Work with the College Heights Herald.

Justification of Course: This course is merely a revision, in number and legend, of an existing course, MC 421.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 341

Course Title: Cinema History

Credit Hours: 3

Prerequisite(s): MC 245

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Once Each Year

Additional Staff Required: One-half Position (Currently Unfilled)

Description of Course:

A study of the evolution of the motion picture from the earliest experiments with a moving image to the present, with special emphasis on technological and artistic developments, major cinematic styles and movements, and milestones of directorial achievement.

Justification of Course:

A broad historical over-view of the motion picture's development is necessary for a proper understanding of the film's effectiveness as a medium of communication, its great popularity as an entertainment medium, and its value and potential as a means of artistic expression. By placing each film in its historical context, this course makes the student consciously aware that film is a constantly developing medium, both in treatment of subject matter and technique. The proposed course will also help the student to see, in proper perspective, the motion picture's dual role as both a significant shaping force and a reflection of contemporary civilization.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 347

Course Title: Basic Cinematography

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered:

Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

Designed to introduce students, who have no previous work in motion pictures, to the theory and practice of film production and its practical applications. Production of several short films.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 239.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 358

Course Title: Audio Production

Credit Hours: 3

Prerequisite(s): MC 257

Earliest Date to be Offered:

Fall 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None

Description of Course:

A production course on an advanced level, to include more complex and lengthy types of radio programs as well as production of other kinds of audio materials. Lecture and laboratory.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 337.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 361

Course Title: American Broadcasting History

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Once Each Year

Additional Staff Required: None

Description of Course:

Major events and personalities in the development of the electronic media, from Marconi to the present, including both background and future projections. Consideration of the chief theories of communication's role in historical development and their relationships to television and radio and the contemporary scene.

Justification of Course:

This course is merely an adaptation of several existing courses, MC 236 and 327.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 368

Course Title: Television Directing

Credit Hours: 3

Prerequisite(s): MC 267 and 268

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Each Semester

Additional Staff Required: None

Description of Course:

Practical experience in coordinating and controlling the television production team, plus special problems in directing television projects. Lecture and laboratory.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 336.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 377

Course Title: News Photography

Credit Hours: 3

Prerequisite(s): MC 237

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Once Each Year

Additional Staff Required: None

Description of Course:

A fundamental approach to the principles and practice of photojournalism. Practical experience as photographers for the College Heights Herald and the Talisman.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 323.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 378

Course Title: News Cinematography

Credit Hours: 3

Prerequisite(s): MC 347

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None (Schedule Alternation)

Description of Course:

A fundamental approach to the principles and practice of using motion pictures for news coverage. Practical exercises covering events on the Western campus and in the community.

Justification of Course:

At present, a course in the fundamentals of motion picture production is offered by the Department of Mass Communications. A course in news cinematography is an essential complement to the first course, a complement that will channel the student's technical skills into the service of a most important function of the modern motion picture, considered as a mass communications medium--the journalistic function. That is, this course will permit and encourage the student to employ his technical skills in the service of a more socially significant purpose than the mere making of home movies. The Department of Mass Communications now possesses or has on order all the equipment necessary to support this course; thus, no further capital outlay would be required.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 387

Course Title: Print Advertising

Credit Hours: 3

Prerequisite(s): MC 229 and 282

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None (Faculty Reassignment)

Description of Course:

A practical course in the creation of advertisements in the print media. Includes considerations of readership, product or service, theories, practices, and appeals. Experience working with the College Heights Herald.

Justification of Course:

This course starts at the point at which the principles of advertising course stops. It provides practice, in creating print ads, which is essential to advertising practitioners of all kinds as well as to students of advertising who wish to understand the practical applications and implications of theories learned earlier.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 388

Course Title: Broadcast Advertising

Credit Hours: 3

Prerequisite(s): MC 267 and 282

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Once Each Year

Additional Staff Required: None (Faculty Reassignment)

Description of Course:

A practical course in the creation of advertisements in the electronic media. Includes considerations of audiences, product or service, theories, practices, and appeals. Experience preparing materials for projects produced by classes in the Western studios.

Justification of Course:

This course starts at the point at which the principles of advertising course stops. It provides practice, in creating broadcast ads, which is essential to advertising practitioners of all kinds as well as to students of advertising who wish to understand the practical applications and implications of the theories learned earlier.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 391

Course Title: Fundamentals of Public Relations

Credit Hours: 3

Prerequisite(s): None

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None (Faculty Reassignment)

Description of Course:

A survey course in the fundamental principles, problems, and practices of mass-mediated communication activities relating industrial, business, educational, social welfare, and other institutions to their respective publics. Practice in designing and evaluating programs to solve specific problems.

Justification of Course:

Such a course is needed to provide mass communications major and minor students with understanding and techniques required for both designing and evaluating programs intended to enhance relationships with a variety of publics. In addition, because many students who are not pursuing a specific sequence express an interest in public relations, this course is needed to better define for such students the myriad of functions performed in public relations.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 402

Course Title: Current Issues in Mass
Communication

Credit Hours: 3

Prerequisite(s): 21 Hours in Mass
Communications

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None

Description of Course:

The content of the course will vary from semester to semester depending upon the topics that are most at issue at a given time. Emphasis will be placed upon investigation of facts and formulation of policy judgements.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 437.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 403

Course Title: Mass Media in the Schools

Credit Hours: 3

Prerequisite(s): Senior or Graduate Standing

Earliest Date to be Offered:

Summer 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None (Schedule Alternation)

Description of Course:

A course for school teachers of mass communication, journalism, or broadcasting --entire courses or units within courses-- and for advisors to school newspapers or broadcasting facilities. Designed to familiarize teachers at all levels with the processes and problems of the mass media in our nation, the responsibilities of advisors to school publications and broadcasting facilities, and the materials and resources available to support mass communication instructional programs.

Justification of Course:

With the increase in size and sophistication of high schools in this region, it is becoming increasingly common for administrators to seek teachers who have some academic background in mass communication to teach courses in the discipline and to advise student publication or production staffs. Public school newspapers, for example, are no longer characteristically one-page announcement sheets duplicated in the office monthly by the senior English class. In order to meet the needs of teachers and pupils alike, this service course is proposed as a positive contribution which Western can make in an effort to assist the Commonwealth's schools in solving their problems in the field.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
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Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 404

Course Title: Educational Views of the Mass
Media

Credit Hours: 3

Prerequisite(s): Senior or Graduate
Standing

Earliest Date to be Offered: Summer 1972

Frequency to be Offered: Once Each Year

Additional Staff Required: None (Schedule Alternation)

Description of Course:

Theoretical consideration of mass communication as it might be dealt with in terms of educational philosophy. A course, for teachers at all levels, arranged according to a model which connects mass communication and major schools of philosophy by juxtaposing the broad educational function of the mass media, acculturation, and the educational implications of major schools of thought.

Justification of Course:

This course will serve those practicing teachers who are returning to Western to upgrade their professional competence, as well as serving students preparing for teaching careers or simply investigating the educational implications of mass communication. The course is intended for the thinking teacher, present or future, the teacher who is concerned as much with the overall structure and rationale of what he is doing as with the everyday tasks and activities of the job. Such a teacher, who approaches his job from a conceptual position, will be asked in the course how his particular brand of educational philosophy might treat mass communication. The answer to this question can only be speculative because most schools of educational thought antedate the systematic investigation (Please Turn to Next Page)

For Approval:

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of mass communication, considered as an academic discipline. The function of the course is to promote such speculation in a participatory atmosphere.

The means of understanding, described above, may be accomplished in light of the following. Major schools of thought have their implications for educational practice--what are sometimes roughly called "educational philosophies." And, in parallel fashion, the mass communication process has its acculturation role or implications--what is often considered its "educational function." This course will explore the relationship of the two entities identified above--with the educational theory taken in each case as a given, to be applied to the acculturation role of mass communication.

This course, then, will lead the teacher, practicing or prospective, to extrapolate from the views of educational theorists the implications of their views for the world in which modern teachers must operate, the world of mass communication media. The course is an effort to assist teachers in encountering and coming to grips with the mass media context, within the classroom-without-walls itself. This assistance will take the form, primarily, of explaining mass communication to educators and thereby encouraging them to discover the meaning of their own educational theories in terms of mass communication.

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 405

Course Title: Evaluation of Mass Communication Media

Credit Hours: 3

Prerequisite(s): 21 Hours in Mass Communications

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None (Schedule Alternation)

Description of Course:

An introduction to various criteria for determining the social responsibilities and judging the performance of the print, electronic, and film media. Consideration of a broad spectrum of systems for evaluating the mass communication media in terms of their surveillance, coordination and control, acculturation, recreation, and economic functions.

Justification of Course:

The essential nub of any really interesting discussion of television, motion pictures, newspapers, or other mass media is centered on the criticism--evaluation, judgement--of media performance. In fact, failure to evaluate the media in a free society is irresponsible, while know-nothing criticism is, of course, abhorrent. This course is intended to encourage responsible evaluation of the pervasive mass media, and at an advanced level, where the understandings prerequisite to intelligent judgement do exist. The course will not impose one brand of criticism but, instead, will propose alternative frames of reference, with an insistence that the student develop his own evaluative framework and rationale, his own

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 Department of Mass Communications
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For Approval:

preferences and justifications.
Intelligent media criticism is, on
one hand, a compelling social need
and, on the other hand, the principal
aim of this course.

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 408

Course Title: Utilization of Instructional
Television

Credit Hours: 3

Prerequisite(s): Senior or Graduate
Standing

Earliest Date to be Offered: Summer 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None (Faculty Reassignment)

Description of Course:

A survey of the structure and function of instructional television, ranging from the local school to the statewide network, with emphasis on Kentucky. Includes a review of research and practice concerning instructional television production, dissemination, and use in the classroom. Stresses the means of integrating television lessons within the total of instructional activities, particularly in terms of the roles played by the classroom teacher and the media specialist.

Justification of Course:

Instructional television includes within its broadest definition a range of activities--from the simplest use of a video tape machine in the classroom to the nationwide distribution of instructional series such as Sesame Street. Therefore, all instructional television is not mass communication. But, an increasing number of states are establishing statewide television networks, which disseminate systematic instruction to public schools and to the home. As this trend continues, the impact of instructional television will become an increasingly important subject of discourse and research in mass communication.

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For Approval:

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Academic Council

On the basis of this proliferation of instructional television as a mass communication activity, no less than the importance of instructional activities to the nation as a whole, it would seem that ITV merits study as a part of the mass communication discipline. In terms of professional preparation, such a course would enable the student to seek positions at a number of professional levels and in a variety of capacities.

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 409

Course Title: Problems in Mass Communication

Credit Hours: 3

Prerequisite(s): 21 Hours in Mass
Communications

Earliest Date to be Offered: Summer 1972

Frequency to be Offered: According to Demand

Additional Staff Required: None

Description of Course:

Individualized research, management, production, or other projects in any of the fields of mass communication activities, including supervised internship with professional media operations.

Justification of Course:

This course is merely an adaptation of several existing courses, MC 423 and 435.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 419

Course Title: Newspaper Operation

Credit Hours: 3

Prerequisite(s): MC 272, 317, and 318

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

Investigation of the roles of editors and publishers in newspaper operations. Active participation in the operation of the College Heights Herald.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 425.

Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 445

Course Title: Theory and Criticism of the
Cinema

Credit Hours: 3

Prerequisite(s): MC 245

Earliest Date to be Offered: Fall 1972

Frequency to be Offered: Once Each Year

Additional Staff Required: One-half Position (Currently Unfilled)

Description of Course:

Examination of a wide variety of major analytical-critical schemes which are applied to the cinema, including expressions of outstanding directors, theorists, and critics.

Analysis of a number of classic films, screened during the course.

Justification of Course:

It is impossible for the serious student to develop the mature judgement and critical taste needed to examine motion picture films in a fully satisfactory manner without some understanding of the best that has been thought and said about film. By viewing the medium from several varying and often conflicting viewpoints, the students' understanding of film grows both deeper and broader. Therefore, a capstone course in cinema theory and criticism is an essential part of even the most minimal sequence of motion picture courses.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 469

Course Title: Television Producing

Credit Hours: 3

Prerequisite(s): MC 267, 268, and 368

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Each Semester

Additional Staff Required:

None

Description of Course:

Practical experience in all phases of producing various television program formats. Student production of original programs for submission to the Kentucky Authority for Educational Television.

Justification of Course:

This course is merely a revision, in number and legend, of an existing course, MC 335.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF REVISED COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 472

Course Title: Advocacy in the Mass Media

Credit Hours: 3

Prerequisite(s): MC 419 or 469 or
Concurrent Registration

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None

Description of Course:

The theory, production, ethical and legal considerations, and other factors affecting editorializing in the print and electronic media. Analysis of sample editorials and development of editorial policy and messages in a class-project setting.

Justification of Course:

This course is merely an adaptation of several existing courses, MC 421, 436, and 438.

For Approval:

Department of Mass Communications
Potter College of Arts and Humanities
Curriculum Committee
Academic Council

PROPOSAL OF NEW COURSE

Department: Mass Communications

Date: November 4, 1971

Course Number: 482

Course Title: Promotional Campaign
Operation

Credit Hours: 3

Prerequisite(s): MC 282 and 391

Earliest Date to be Offered: Fall 1972

Frequency to be Offered:

Once Each Year

Additional Staff Required:

None (Faculty Reassignment)

Description of Course:

An in-depth examination of the major considerations of planning, controlling, and evaluating a promotional campaign. Emphasis on identifying differences in the roles of advertising and of public relations, on communications objectives, audience analysis, selection of appeals, budget, media selection, campaign strategy, and other topics.

Justification of Course:

This course provides students with the opportunity to plan, present, and evaluate a complete advertising campaign. In addition to creating ads and commercials to solve specific communication problems, this course permits the student to carry ideas through various processes of development from inception to completion. This is the only course in which the student integrates everything he knows into a total client-presentation.

For Approval:

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Requirements for Majors and Minors

Mass Communications Major 33 hours (11 courses)Requirements 9 hours (3 courses)

- #1 MC 104 Understanding the Mass Media
- MC 201 The Process and Effects of Mass Communication
- #2 --or--
MC 202 Survey of Mass Communications
- MC 301 Regulation of Mass Communication
- #3 --or--
MC 302 Comparative Mass Communication

Electives 18-24 hours (6-8 courses)

General Sequence: MC 201, 202, 301, 302, 402, 403, 404, 405, 408, 409, or other courses

Advertising Sequence: MC 282, 387, 388, 391, 482, and other courses

Broadcast Media Sequence: MC 257, 267, 268, 358, 361, 368, 469, and other courses

Film Media Sequence: MC 237, 245, 341, 347, 445, and other courses

Journalism Sequence: MC 272, 277, 278, 377, 378, 472, and other courses

Print Media Sequence: MC 229, 311, 317, 318, 328, 419, and other courses

At least 9 hours must be in courses having numbers ending in --1, --2, --3, --4, or --5.

Interdepartmental Options 6 hours (2 courses) maximum

Students who choose this option must select courses from the approved list, or other courses accepted by their advisors and the department head.

Any course used to satisfy general education requirements, or requirements for other majors or minors, may not be used toward the mass communications major under this option.

Mass Communications Minor 21 hours (7 courses)

Requirements 9 hours (3 courses)

#1 MC 104 Understanding the Mass Media

MC 201 The Process and Effects of Mass Communication

#2 --or--

MC 202 Survey of Mass Communications

MC 301 Regulation of Mass Communication

#3 --or--

MC 302 Comparative Mass Communication

Electives 12 hours (4 courses)

Any courses offered in mass communications
may be selected.

General Justification,
Advertising and Public Relations Sequence

The number of schools offering programs in advertising is rather limited, despite recent growth. As few as 600 students received degrees each year with an advertising concentration before 1960. In 1964, only 1,005 students received degrees. A more recent figure indicates that about 3,000 students with advertising concentrations are receiving degrees each year. This number approximates the number of recruits needed each year by America's advertising agencies. Needs more than doubling this number are also felt by the media and by corporation and retail advertising organizations.

An uncounted number of additional colleges and universities have added advertising in recent years, but generally their objectives differ. Many offer courses that are adjunctive to other areas, principally business, or provide lay students with limited understanding of advertising as it functions in our economic and social order.

Public relations has undergone a similar experience. In 1960 only 190 colleges and universities listed at least one course, public relations. Seventeen per cent of these were not, at that time, offering a course even though it was listed in the school catalog. Like the concentration in advertising, most courses in public relations are offered in a school or department of journalism. PR courses offered in journalism were 69%; in business, 26%; in a variety of other departments, 4%. Eighty-eight per cent of the schools offered only one one-semester course.

Of 35 schools surveyed in 1963, an advertising concentration was offered by the college or department of journalism in 23 schools. Twelve institutions offered advertising in business administration. In a 1963 Printers' Ink article, Prof. Stewart Britt of Northwestern indicated that advertising programs are now being housed in colleges and departments of journalism, rather than in schools of business. Reasons given include:

1. Ford Foundation and Carnegie reports which recommend restricting business schools to professional education in business administration.

2. Humanities-social science orientations available through communication colleges and departments, which require more course work in liberal arts areas. Advertising majors in communication devote most of their time to liberal arts. About 15 hours in advertising and about the same in related journalism courses may account for less than 20% of the student's course work. About 80% of the work is taken in liberal arts courses. Business majors take more hours in business schools--45 to 50 hours--and are less liberally educated.

3. Integrated approach of journalism departments in teaching advertising skills, as a means of meeting communications objectives and solving communications problems, rather than as ends in themselves.

The dilemma in advertising education seems to relate to three extreme approaches:

1. A sterile and abstract approach to advertising that provides the student limited meaningful content and stimulation.

2. A strictly business orientation which considers advertising among other aspects of the business operation, like finance, labor relations, and production.

3. A nuts-and-bolts approach which involves courses only in layout techniques.

Suggested in the present curriculum proposal is a broad approach to advertising and public relations education, one that encompasses a liberal arts education with adequate emphasis to provide the student with a good overview of advertising's role and functions in our economy and society, combined with considerations of the psychological and sociological aspects of consumer behavior as a sound basis for campaign planning, control, and creation.

Specific objectives for such an approach are:

1. To acquaint the student with important concepts, methods, theory, and knowledge of advertising and other related disciplines.
2. To provide the student with a comprehensive understanding of the role of advertising in society and the economy.
3. To provide opportunities to apply understandings to advertising problems and to develop the capacity for sound analysis and decision making.
4. To assist the student in developing the capacity to work effectively with and through others in advertising.
5. To provide the student with training in thinking about advertising organization, its structure and limitations, for effectively conducting the advertising function.
6. To develop student ability to present well reasoned conclusions and recommendations effectively.
7. To provide the student with an awareness of advertising opportunities and problems in the United States.
8. To develop in students the foundation for continuing self-education and development.

Courses intended to accomplish these objectives include the following.

Sophomore Year: Principles of Advertising

A survey course in the fundamental principles and practices of mass media advertising, including study of the techniques of creating advertisements, functions of advertising agencies, budgets, media selection, research, and other topics.

Junior Year: Print Advertising

A practical course in the creation of advertisements in the print media. Includes considerations of readership, product or service, theories, practices, and appeals. Experience working with the College Heights Herald.

Junior Year: Broadcast Advertising

A practical course in the creation of advertisements in the electronic media. Includes considerations of audiences, product or service, theories, practices, and appeals. Experience preparing materials for projects produced by classes in the Western studios.

Junior Year: Fundamentals of Public Relations

A survey course in the fundamental principles, problems, and practices of mass-mediated communication activities relating industrial, business, educational, social welfare, and other institutions to their respective publics. Practice in designing and evaluating programs to solve specific problems.

Senior Year: Promotional Campaign Operation

An in-depth examination of the major considerations of planning, controlling, and evaluating a promotional campaign. Emphasis on identifying differences in the roles of advertising and of public relations, on communications objectives, audience analysis, selection of appeals, budget, media selection, campaign strategy, and other topics.

General Justification, Cinema Sequence

The great popularity of motion pictures today is evident. A Gallup poll in the early sixties indicated that, in the span of a year, fifty per cent of all adult Americans (representing fifty-four million people) went to the movies, forty-six per cent read a book all the way through, and only seventeen per cent visited an art museum or attended a stage or theatrical production. The statistics on those who regularly watch feature films on television would be even more impressive.

Although the film has always enjoyed tremendous popularity as an education medium, public recognition of its artistic value is a relatively recent phenomenon. As late as 1941, cultural historian P. A. Sorokin expressed what was perhaps the current intellectual assessment of the motion picture when he observed that "Science gave us the movies, but Hollywood turned them into the most vulgar displays. Like our detective and mystery stories, the shows are all right for relaxation and momentary thrill, but nobody as yet has made of thrillers great classics, or of shows a great art."

Only a few antiquarians would agree with such a statement today. The mere fact of the medium's popularity will always prevent the serious acceptance of films by some persons, to whom anything popular and commercially successful must be considered vulgar, coarse, and common, and thereby unworthy of attention. But for the most part, the kind of intellectual snobbery reflected in Sorokin's statement and the general reluctance to take the motion picture seriously have been overcome. The increase of serious interest in the motion picture during the fifties and sixties indicates that it has finally won widespread acceptance and as an art form.

This is not to say that some miraculous transformation occurred in the motion picture in the early 1950's. Film is still a popular and essentially commercial medium and will probably always be, but television and the movie rating code have relieved it of the burden of communicating with the lowest common denominator of

the audience. The rapidly changing medium also continues to suffer from growing pains, as it experiments with new techniques in cinematography, editing, and sound, and as it tests its wings under the new freedoms from censorship granted it by the rating code. But the point is that we have finally recognized the high level of artistic achievement reflected in the best films produced throughout this century, and we now accept, without qualification, the value and potential of the motion picture as an art form.

The extent of the film's acceptance today is reflected in the importance now being placed on the motion picture as a serious object of study on the college level. The American Film Institutes Guide to College Film Courses for 1970-1971 lists 301 colleges and universities offering credit courses in film, including 68 schools where students may major in film. In view of what some may consider to be the academic community's traditional resistance to curricular innovation, and its long-time commitment to the printed word as the only true medium for learning, such figures seem truly remarkable.

Before the 1950's, before the motion picture had gained serious recognition as an art form, those film courses that were offered on the college level stressed the practical application of the motion picture as a tool for teaching or simply as a means of communication. Thus, the film courses before that time consisted primarily of audio-visual courses, sponsored by education departments and designed to help teachers use films as teaching aids, or film production courses, sponsored by journalism departments and designed to teach students the fundamentals of newsreel or documentary photography. Today, there is a growing recognition that the motion picture should be studied from several viewpoints other than the purely practical, that some attention must be paid to the motion picture as a part of any liberal arts education, in accordance with the idea that "a university is not a place to learn how to make a living; it is a place to learn how to live." There is a real

awareness that the study of film is necessary for an understanding of contemporary culture, and that the study of the motion picture deserves a place alongside the other arts, such as painting and sculpture, fiction, poetry, drama, and music. This is coupled with a new awareness of the complexity of film. As a complex synthesis or fusion of many arts, it is capable of communicating simultaneously on visual, aural, and intellectual levels. Because of its complexity, the full appreciation of film requires a conscious effort on the part of the viewer, and perhaps demands formal study in the same sense that literature or painting might.

The courses designed to meet this need fall under three broad headings: appreciation, history, and criticism. As seen as an integral part of the liberal arts curriculum, they have the following specific objectives:

1. To provide the student with a better understanding and a deeper appreciation of the film medium, both as a means of communication and an art form.
2. To provide the student with an awareness of the unique properties, potentialities, and limitations of the film medium, and its relationship to other art forms.
3. To help the student to see, in proper perspective, the motion picture's dual role as both a significant shaping force and a reflection of contemporary civilization.
4. To provide the student with opportunities to view outstanding examples of cinema art, both foreign and domestic, which are not ordinarily shown in commercial theatres or on television.
5. To assist the student in developing the mature judgment and critical taste needed to examine films in a fully satisfying manner.

6. To provide the student with a broad historical overview of the motion picture's origin and development.
7. To provide the student with a practical set of analytical tools and critical methods applicable to either formal film study or simple leisure enjoyment.
8. To develop the student's ability to talk and write intelligently about films.

Courses designed to accomplish these objectives include the following.

Sophomore Year: Appreciation of the Cinema

A study of the basic elements and techniques of the film medium, designed to increase the students' understanding and appreciation of the motion picture both as a communication medium and an art form. A number of film masterpieces will be viewed and analyzed with attention to the contribution of each element and technique to film form, meaning, and over-all artistic merit.

Junior Year: Cinema History

A study of the evolution of the motion picture from the earliest experiments with a moving image to the present, with special emphasis on technological and artistic developments, major cinematic styles and movements, and milestones of directorial achievement.

Senior Year: Theory and Criticism of the Cinema

Examination of a wide variety of major analytical-critical schemes which are applied to the cinema, including expressions of outstanding directors, theorists, and critics. Analysis of a number of classic films, screened during the course.



WESTERN KENTUCKY UNIVERSITY

BOWLING GREEN, KENTUCKY 42101

December 3, 1971

MEMORANDUM TO: Academic Council
FROM: General Education Sub-Committee
Rhea P. Lazarus, Chairman

The General Education Sub-Committee submits the following courses for addition to the Categorical Guidelines for General Education.

Table with 3 columns: Course and Number, Title, Category. Lists courses like Sociology 250, Music 326, etc.

Through an oversight the required number of hours was not indicated on the final form which was approved at the October 26 meeting of the Academic Council. We would, therefore, recommend the addition of the following statement to the approved Categorical Guidelines: Total requirements in General Education - 53-54 semester hours.

MINIMUM

The following name and number changes have been made in the Department of Biology and in the Department of Mass Communications for courses already approved.

Table with 2 columns: From, To. Lists course changes such as Biology 106 to Biology 156, Mass Communication 221 to Mass Comm. 272, etc.

ARTS AND SCIENCES CURRICULUM COMMITTEE
DEPARTMENT OF PHILOSOPHY AND RELIGION
CHANGES IN MAJOR AND MINOR REQUIREMENTS

The Department of Philosophy and Religion requests the following changes in its major and minor requirements. These changes are to be effective in the Fall of 1972 with the publication of the new catalog.

- I. Philosophy Major and Minor: 24 hours are required for a philosophy major and 18 hours for a minor in philosophy. All majors and minors must elect at least two courses from each of the following groups:

Group A: Philosophy 130, 300, 400, 405, 420 and 450

Group B: Philosophy 110, 210, 310, 330 and 425

Group C: Philosophy 220, 305, 315, 440 and 432

- II. Major in Religious Studies: The minimum number of hours required for a major in Religious Studies is raised from 24 to 30 hours. Courses in Biblical Languages may not be counted toward the minimum of 30 hours. The student must elect at least two courses from Religion 100, 101 and 102. At least 15 hours for the major must be selected from courses numbered above 300.

- III. Minor in Religious Studies: The minimum number of hours required for a minor in Religious Studies is raised from 18 to 21 hours. The student must elect at least two courses from 100, 101 and 102. At least 12 of his hours must be numbered 300 or above.

- IV. The Joint Major in Philosophy and Religion: The number of required hours for this major shall be raised from 30 to 33. The following requirements must be met:

1. Philosophy (or Religion) 315 is required of all majors.

2. 15 hours are required in Philosophy. Nine (9) of these hours must be selected from the following courses: Philosophy 130, 300, 400, 405, 420 and 450.

3. 15 hours are required in Religious Studies. Nine (9) of these hours must be selected from Religion 102, 220, 321, 305, 400 and 440.

Approved: Potter College of Arts and Humanities Curriculum Committee
November 11, 1971

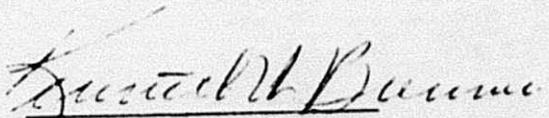
November 24, 1971

REPORT TO: ACADEMIC COUNCIL

FROM: TEACHER EDUCATION COMMITTEE

The attached proposals from the Teacher Education Committee are forwarded for your consideration.

- I. New course in Physics -
Physics 105-Concepts of the Physical World
- II. Department of Health and Safety -
Health Options for Junior High/Middle School


Dr. Kenneth W. Brenner
Vice-Chairman

New Course Proposal

Department: Physics and Astronomy

Course Title: Concepts of the Physical World

Course Number: 105

Credit Hours: 3

Prerequisites: Permission of the instructor

Earliest Date Offered: Spring, 1972

Frequency Offered: Every semester

Additional Faculty: Faculty presently teaching Physics 101 sections for elementary education majors will assume teaching duties.

Description of Course: A one-semester introduction to the concepts of physics for elementary education majors. Topics treated include motion, the nature of matter, heat, sound, magnetism, light, and atomic physics. A one-hour laboratory each week is an integral part of this course.

Justification: The content of this course has been determined by analysis of the topics covered in two modern elementary science programs being used in grades 1-6. The laboratory work will involve simple equipment and materials of the type available to the elementary teacher.

Approval:

Department Curriculum Committee
Faculty, Physics & Astronomy
OCST Curriculum Committee
Teacher Education Curriculum Committee
Academic Council

Date:

October 4, 1971
October 28, 1971
November 8, 1971
November 11, 1971

Syllabus - Physics 105 - Concepts of the Physical World

I. What is science and technology?

II. Motion

- A. Galileo and Aristotle
- B. Speed, velocity and acceleration
- C. Free fall
- D. Newton's laws
- E. Nonlinear motion
- F. Vectors
- G. Work, power and energy
- H. Momentum

III. Nature of Matter

- A. Pressure and density
- B. States of matter
- C. Buoyancy
- D. Fluids in motion

IV. Heat

- A. Temperature and heat
- B. Transmission of heat
- C. Expansion and contraction

V. Sound

- A. Vibrations and waves
- B. Velocity, frequency and wavelength
- C. Reflection, resonance and interference

VI. Electricity and Magnetism

- A. Static electricity
- B. Conductors and insulators
- C. Currents - voltage, amperage and resistance
- D. DC and AC
- E. Simple circuits
- F. Magnetism - natural and electromagnetic
- G. Generators and motors

VII. Light

- A. Early and modern concepts
- B. Reflection and refraction
- C. Color
- D. Lenses
- E. Simple optical instruments

VIII. Structure of the Atom - Radioactivity

HEALTH OPTION
FOR
JUNIOR HIGH MIDDLE SCHOOL TEACHER CERTIFICATION

12 hour area of specialization

The twelve hour area of specialization in Health may be utilized to complete the 60 semester hours of academic requirements for teacher specialization by following one of the three plans outlined in the college catalog. The requirements for the 12 hour area of specialization in Health are outlined below.

Health 260	Foundations of Personal Health	3 credit hours
Health 361	Community Health	3 credit hours
Health 469	Critical Issues in Health Education	3 credit hours

Select one course from:

Health 362	Appraising the Health of School Children	3 credit hours
Health 365	Health in the Family	<u>3 credit hours</u>
	Total	12 credit hours

Approved: Department of Health & Safety
College of Applied Arts & Health
Curriculum Committee
Teacher Education Curriculum Committee

HEALTH OPTION
FOR
JUNIOR HIGH MIDDLE SCHOOL TEACHER CERTIFICATION

22 hour minor in Health

The 22 hour minor in Health may be utilized to complete the 60 semester hours of academic requirements for teacher specialization by following one of the three plans outlined in the college catalog. The requirements for the 22 hour minor in Health are outlined below.

REQUIRED COURSES (13 credit hours)

Health 260	Foundations in Personal Health	3 credit hours
Health 361	Community Health	3 credit hours
Health 461	School Health Organization	3 credit hours
Bio. 131	Anatomy and Physiology	4 credit hours

ELECTIVE COURSES (9 credit hours must be selected from the following courses)

Health 363	Health Services for School Personnel	3 credit hours
Health 365	Health in the Family	3 credit hours
Health 469	Critical Issues in Health & Safety	3 credit hours
Health 481	Environmental Factors in Health Problems	3 credit hours
Health 482	Principles of Epidemiology	3 credit hours
Psych 250	Personality Adjustment & Mental Hygiene	3 credit hours

Total	22 credit hours
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Approved By: Department of Health & Safety
College of Applied Arts & Health
Curriculum Committee

Teacher Education Curriculum

PROPOSED AMENDMENTS TO UNIVERSITY HONORS COMMITTEE REPORT:

SECTION I.

PARAGRAPH G. The designation "Honors Program Participant" shall be adopted for use on commencement programs. Graduating seniors who have completed a minimum of 12 hours in the Honors Program while maintaining the requisite grade-point average shall qualify for the designation "Honors Program Participant". Qualifying students shall also be presented with a certificate bearing the words "Honors Program Participant". (Of the 12 hours needed to qualify as an Honors Program Participant, 9 must be from the 12-hour sequence of colloquia. The remaining three hours may consist of any other Honors Program course offering.)

PARAGRAPH H. Delete

PARAGRAPH J. Delete the sentence in parentheses referring to proficiency testing.

SECTION III.

PARAGRAPH A. (Proposed changes in this paragraph include: 1) A guideline for determining which college a student belongs to in cases where a student might have a double major associating him with two different colleges within the University; 2) stipulation of basis on which grade-point averages are computed; 3) Recognition of other students in addition to the student from each college with the highest grade-point average.) Paragraph A is amended to read:

The senior student graduating with the highest academic standing in each college of the University shall be designated as "Scholar of the College of _____". (In the case of a student with a double major which associated him with two different colleges, the first major listed on the degree program shall be interpreted as indicating the college to which the student belongs.) Grade-point averages shall be computed on the basis of the total point-standing, and no student will be designated as "Scholar of the College of _____" unless he has a minimum grade-point average of 3.3 or better. At the Honors Convocation the five students with the highest grade-point averages from each college will be recognized. At spring commencement, on the basis of the total grade-point average, one student from each college will be designated "Scholar of the College of _____."

PARAGRAPH B. (Proposed change concerns a distinction between two scholarship awards.) Paragraph B is amended to read:

Two awards recognizing scholarship shall be given. The Scholar of the University Award shall be presented at the Honors Convocation to the student with the highest grade-point average for the first three years' work at *Western*. The Ogden Scholarship Award shall be presented at the spring commencement to the student with the highest grade-point average for four years' work.

PROPOSED AMENDMENTS TO UNIVERSITY HONORS COMMITTEE REPORT

PARAGRAPH C. (Proposed change: addition of a residence requirement.) Paragraph C is amended to read:

Students (sophomores, juniors and seniors) with a cumulative grade-point average of 3.5 or better shall be designated as a sophomore or a junior or a senior Scholar of the Year. These honorees will be recognized in the Honors Convocation. The computations will be made following receipt of grades for the fall semester. In order to be eligible for this honor, sophomores must have completed at least one year of their work at Western Kentucky University; juniors must have completed at least two years; seniors must have completed at least ~~three~~ ^{two} years of their work at Western.

PARAGRAPH D. (Proposed changes concern the grade-point average ranges associated with the designations Cum Laude and Magna Cum Laude and the additon of a residence require^{ment}.) Paragraph D is amended to read:

Those students graduating with honors shall be designated:

		(residence require-
Cum Laude.....	3.3--3.59	2 years ment
Magna Cum Laude.....	3.6--3.79	2 years
Summa Cum Laude.....	<u>3.8--4.0</u>	2 ³ years - <i>exclusively at work taken</i>

PARAGRAPH F. Change designation "President's Scholar" to "President's ³ Scholars."

MEMBERSHIP ON THE ACADEMIC COUNCIL

EX OFFICIO MEMBERSHIP

- ✓✓✓✓ Dr. Raymond L. Cravens, Vice-President for Academic Affairs
 and Dean of the Faculties (Chairman)
 ✓✓✓x Dr. J. T. Sandefur, Dean of the Graduate College
 ✓x✓x Dr. William M. Jenkins, Jr., Dean, Bowling Green College of
 Commerce
 ✓x✓x Dr. Tate C. Page, Dean, College of Education
 ✓x✓x Dr. Marvin Russell, Dean, Ogden College of Science & Technology
 ✓✓x Dr. Paul G. Hatcher, Dean, Potter College of Arts and Humanities
 ✓✓✓x Dr. William Hourigan, Dean, College of Applied Arts and Health
 ✓x✓✓ Dr. Henry N. Hardin, Dean, Academic Services
 ✓✓✓✓ Mr. Rhea P. Lazarus, Registrar
 ✓✓x✓ Miss Sara Tyler, Director, Library Services
 ✓x✓x Dr. Ronnie Sutton, Associate Dean for Scholastic Development
 ✓x✓✓ Dr. James Davis, Associate Dean of the Faculties
 ✓✓✓✓ Dr. Carl P. Chelf, Associate Dean for Instruction

ELECTED AND APPOINTED MEMBERSHIPBowling Green College of Commerce

- ✓✓✓✓ Dr. Faye Carroll - 1971-73
 ✓✓✓x Dr. Eugene Evans - 1970-72
 ✓✓✓x Dr. Charles Hays - 1970-72
 ✓✓✓✓ Dr. Hugh Thomason - 1970-73 *
 ✓x✓x Mr. Ronald Kramer - 1971-73
 ✓x✓✓ Dr. Raytha Lloyd Yokley - 1971-73
 ✓x✓x Dr. Hollie Sharpe, Rotating Department Head, 1971-73

College of Education

- ✓✓x✓ Dr. Claude Frady - 1970-72 *
 ✓✓x✓ Dr. Robert Melville - 1970-72
 ✓x✓✓ Dr. DeWayne Mitchell - 1970-72
 ✓✓x✓ Dr. Norman Deeb - 1971-73
 ✓✓x✓ Dr. A. W. Laird - 1971-73

✓✓x✓ Dr. Paul Power - 1971-73

x✓✓✓ Dr. Victor Christenson, Rotating Department Head, 1971-73

Ogden College of Science and Technology

✓✓x✓ Dr. William Buckman - 1970-72

✓x✓✓ Dr. Douglas Humphrey - 1970-72

✓✓x✓ Dr. E. O. Beal - 1970-72

✓✓✓✓ Dr. Elmer Gray - 1971-73

✓✓✓✓ Dr. Rudolph Prins - 1971-73

✓✓✓✓ Dr. Herb Shadowen - 1971-73 x✓

x✓/Mr. Boyce Tate, Rotating Department Head, 1971-72

Potter College of Arts and Humanities

✓✓x✓ Dr. Kenneth Clarke - 1970-72

✓x✓x Dr. William McMahon - 1970-72

✓✓✓✓ Dr. Jack Thacker - 1970-72

✓✓✓✓ Dr. Randall Capps - 1971-73 x

✓x✓✓ Dr. LeRoy Little - 1971-73

x✓✓✓ Dr. Jim Wayne Miller - 1971-73

✓x✓✓ Dr. Willson Wood, Rotating Department Head, 1971-72

College of Applied Arts and Health

✓x✓x Dr. William Floyd - 1970-72 x

✓✓✓✓ Dr. David Dunn - 1971-73

✓✓✓✓ Dr. Joy Kirchner - 1971-73

✓✓✓✓ Dr. Fred Pfister, Rotating Department Head, 1971-73

Graduate Faculty

✓✓✓✓ Dr. Don Bailey - 1971-72 x✓

✓✓✓✓ Dr. William Lloyd - 1970-72

✓x✓✓ Dr. Lowell Harrison - 1971-73

x✓✓✓ Dr. Curtis Englebright - 1971-73

STUDENT MEMBERSHIP

- ✓ ✓ x ✓ Miss Linda Jones, President, Associated Students
- ✓ x x ✓ Mr. Reginald Glass, Vice President, Associated Students
- Miss Melanie Willis, College of Applied Arts and Health
- Mr. David Alexander, College of Arts and Humanities
- Miss Kim Weaver, College of Commerce
- Miss Karen Winkenhofner, College of Education
- Mr. Alan Wand, College of Science and Technology
- Mr. Larry Lyle, Graduate College

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- Mr. Harry K. Largen, Vice-President for Business Affairs
- Mr. Charles A. Keown, Dean of Student Affairs
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- Dr. Norman Ehresman, Director, Educational Research Programs
- Dr. Vernon Martin, Department of Government
- Dr. Glen Lange, Department of Accounting
- Dr. Burch Oglesby, Department of Physical Education & Recreation
- Dr. Seth Farley, Jones-Jaggers Laboratory School
- Dr. Crawford Crowe, Department of History
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- Dr. Howard Carpenter, Department of Music
- Dr. Wallace Nave, Director of the Office of Continuing Education
- Mr. Walter Nalbach, Department of Industrial Education
- Dr. Emmett Burkeen, Department of Counselor Education
- Dr. James Wesolowski, Department of Mass Communications
- Dr. John Scarborough, Director of Summer School
- Dr. A. F. Godby, Department of Dental Hygiene
- Mrs. Lucy Erwin, Department of Nursing
- Dr. Lynwood Montell, Director of Intercultural Studies
- Dr. L. D. Brown, Department of Agriculture
- Dr. Gordon Wilson, Jr., Department of Chemistry
- Dr. Frank Six, Department of Physics and Astronomy
- Dr. Kenneth Cann, Department of Economics
- Dr. Clifton Bryant, Department of Sociology and Anthropology
- Mr. William Bivin, Director of Legal Area Studies

ALTERNATES

Mr. Art Morrell, College of Commerce, 1970-72
Dr. Thomas Madron, College of Commerce, 1971-73
Dr. Kenneth Utley, College of Commerce, 1971-73
Dr. Robert Sleamaker, College of Education, 1970-72
Dr. Harry Robe, College of Education, 1970-72
Dr. B. W. Broach, College of Education, 1970-72
Mr. Ivan Schieferdecker, College of Arts and Humanities, 1970-72
Mr. Verne Shelton, College of Arts and Humanities, 1970-72
Dr. Marion Lucas, College of Arts and Humanities, 1971-73
Dr. Walter Feibes, College of Science and Technology, 1971-73
Dr. Chester Davis, College of Science and Technology, 1971-73
Dr. Robert Bueker, College of Science and Technology, 1971-73
Dr. Elizabeth Elbert, College of Applied Arts and Health, 1971-73
Miss Vera Grinstead, College of Applied Arts and Health, 1970-72
Dr. Carlton Jackson, Graduate Council, 1971-73
Dr. Carol Brown, Graduate Council, 1971-73

DEANS' ALTERNATES

Dr. Kenneth Brenner, College of Education
Dr. C. Charles Clark, College of Education
Dr. Robert Mounce, College of Arts and Humanities
Mr. Lynn Greeley, College of Science and Technology
Dr. William Stroube, College of Science and Technology
Mr. R. James Oppitz, College of Commerce
Dr. Earl Wassom, Academic Services

STUDENTS' ALTERNATES

Mr. George Shannon, College of Applied Arts and Health
Mr. Patrick Long, College of Arts and Humanities
Miss Virginia Guthrie, College of Commerce
Miss Sue Stuebing, College of Education
Miss Juanita Morrow, College of Science and Technology