Eastern Illinois University
Revised Course Proposal
CMN 4770, Television Criticism

1. Catalog Description
   a) CMN 4770
   b) Television Criticism
   c) (3-0-3)
   d) Term to be Offered: On demand
   e) Short Title: TV Criticism
   f) Course Description: Students use rhetorical, economic and aesthetic approaches to analyze and evaluate television. Lectures, discussions, selected viewings, intensive writing and examinations.
   g) Prerequisite: Completion of CMN 2010, 2020, 2030, 2040 with a grade of “C” or better.
   h) This course is writing intensive.

2. Objectives and Evaluation of the Course
   a) Objectives: The course covers representative theories and genres of television using a variety of approaches. This gives the students a structure on which to build their papers and their 15 part viewing diaries. Students will do extensive viewings on their own and combine lectures and readings to help develop their approaches in analyzing the complex structures of contemporary television.
   b) This course is not a general education course.
   c) Evaluation: based on four essays, two examinations, a viewing diary, and class participation.
      First paper                  100 points      10% of grade
      Second paper            100 points      10% of grade
      First Examination       100 points      10% of grade
      Diary Review              100 points      10% of grade
      Third paper                100 points      10% of grade
      Fourth paper              100 points      10% of grade
      Diary Review              100 points      10% of grade
      Participation               100 points      10% of grade
      Final Examination      200 points      20 % of grade
   d) This course is numbered between 4750 and 4999 which means it is open to graduate students. Assignments for graduate students will be longer and will undergo more rigorous evaluation.
   e) This is a writing-intensive course. Students will write 15 essays for their viewing diaries and these will cover distinct topics drawn from their study of television during the course. Students will also write four essays on assigned topics. One of these essays will be revised after consultation with the course instructor.

3. Outline of the Course
   a) The course will meet in 30 seventy-five minute classes.
      Week 1 Introduction and orientation to the course.
      Lecture on theoretical foundations: Economics, Rhetoric, and Aesthetic
      Week 2 The Economic Structure of American Television
      Week 3 Rhetorical Approaches to TV Criticism
      Week 4 Aesthetic Approaches to TV Criticism
Week 5  The Narrative Structure of TV News
Week 6  Television Advertising
Week 7  The Structure and Nature of Sports Television
Week 8  The Evolution of Daytime Television
Week 9  The Rise of Cable and Satellite Television
Week 10 Race, Class, and Gender: Critical Approaches
Week 11 Prime Time Dramas
Week 12 Prime Time Comedies
Week 13 The Rise of the MTV Generation
Week 14 Presentation and discussion of diary reviews
   The Future of Television
Week 15 Course review and preparation for final essay exam.

4. Rationale
   a) Purpose / Need: The purpose of the course is to build students’ media literacy and develop their critical skills by showing them how to combine a flexible methodology, analysis of a variety of critical readings, and their own experience to perceive how a medium and its critics seek to persuade their audiences.
   b) Justification of level: The nature and complexity of the course, requiring students to draw on previous courses and their own experiential relationship with television to compare and evaluate critical essays and television programs, and to write critical papers, justify the 4000 level. The course is also an elective for graduate students in other majors, who will emphasize the relationship of their discipline to television and its criticism, in a major term paper or term project. The prerequisite is Senior Standing.
   c) Similarity to Existing Courses: This course is not similar to other courses.
   d) Impact on Program: This is a required course for Communication Studies majors in the Media Studies Option and an elective for other Communication Studies majors. It is also available to other majors.

5. Implementation
   a) The course will initially be assigned to Professor Joe Heumann, or Dr. Mehdi Semati
   b) There are no additional costs.
   c) Texts:
   d) Term to be first offered as a Writing Intensive Course: Spring, 2003

6. Community College Transfer
   A community college course will not be judged equivalent to this course.

7. Date Approved by Department: April 8, 2002

8. Date Approved by CAHCC: May 8, 2002
9. Date Approved by CAA: