



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

**New Program Report**

**Date Submitted:**

05/03/2023

**Institution**

Missouri State University

**Site Information**

**Implementation Date:**

8/21/2023 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Missouri State University, 901 South National, Springfield, MO, 65897

**CIP Information**

**CIP Code:**

302601

**CIP Description:**

An interdisciplinary program that focuses on the analysis and critique of culture in its varied forms, including values, ideas, belief systems, and expressive acts, and the relationship between cultural forms, everyday life, and structures of power. Includes instruction in anthropology, communications, history, literary studies, philosophy, political economy, and sociology, as well as recent theories and methodologies such as semiotics, deconstruction, postcolonial studies, gender theory, and ethnography.

**CIP Program Title:**

Cultural Studies/Critical Theory and Analysis

**Institution Program Title:**

Culture, Literature & Media

**Degree Level/Type**

**Degree Level:**

Bachelor's Degree

**Degree Type:**

Bachelor of Arts

**Options Added:**

**Collaborative Program:**

N

**Mode of Delivery**

**Current Mode of Delivery**

Classroom

Online

**Student Preparation**



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Special Admissions Procedure or Student Qualifications required:  
No special preparation will be required

Specific Population Characteristics to be served:  
Missouri State University undergraduate students

**Faculty Characteristics**

Special Requirements for Assignment of Teaching for this Degree/Certificate:  
Advanced degree (M.A. or Ph.D.) in English, Media Studies, Communication, or a related discipline

Estimate Percentage of Credit Hours that will be assigned to full time faculty:  
>90% of courses will be taught by full-time faculty. The remaining courses will be taught by qualified per-course faculty. Lower-level general education classes may be taught by graduate assistants as needed.

Expectations for professional activities, special student contact, teaching/learning innovation:  
Typical and normal continued professional activities, student advising, and teaching/learning innovation will be expected. Faculty will be expected to teach in multiple modalities (face-to-face and online) to serve an array of student populations.

**Student Enrollment Projections Year One-Five**

<b>Year 1</b>	<b>Full Time: 10</b>	<b>Part Time: 5</b>	
<b>Year 2</b>	<b>Full Time: 15</b>	<b>Part Time: 5</b>	
<b>Year 3</b>	<b>Full Time: 20</b>	<b>Part Time: 5</b>	<b>Number of Graduates: 8</b>
<b>Year 4</b>	<b>Full Time: 25</b>	<b>Part Time: 5</b>	
<b>Year 5</b>	<b>Full Time: 30</b>	<b>Part Time: 5</b>	<b>Number of Graduates: 15</b>

**Percentage Statement:**  
n/a

**Program Accreditation**

Institutional Plans for Accreditation:  
There is no academic accreditation program available in this field.

**Program Structure**

**Total Credits:**  
120

**Residency Requirements:**  
None in addition to Missouri State University Requirements

**General Education Total Credits:**  
45

**Major Requirements Total Credits:**  
39

**Course(s) Added**

COURSE NUMBER	CREDITS	COURSE TITLE
MED274	3	Introduction to Film



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ENG235	3	Critical Approaches to Literature
ENG317	3	Introduction To Popular Culture Studies
ENG559	3	Advanced Seminar in Literature
or MElective courses	9	Various Titles
ENG 200	3	Great Books and Instant Classics/Literature, Culture & Conflict
MED375	3	History of Film II
ENG366	3	Popular Fiction
ENGelective courses	9	Various Titles
MED454	3	Media Analysis & Criticism
MED120	3	Media and Society
ENG559	3	Modern American Literature

**Free Elective Credits:**

36

**Internship or other Capstone Experience:**

N/A

**Assurances**

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

**Contact Information**

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Green

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Phone: 418-836-4652

<b>Culture, Literature, &amp; Media (nonComp), w2 options–BA New</b>	
<b>BA DEGREE requirements (120 total credits)</b>	
<b>Proposed CIP CODE – 30.2601</b>	
<b>MAJOR REQUIREMENTS</b>	<b>Note: six hours may double count in General Education requirements</b>
<i>Departmental Required Courses:</i>	
<b>ENG 235 (3h)</b>	<b>Critical Approaches to Literature</b> Writing analytical papers employing a variety of critical methods of reading and interpreting poetry, fiction, and drama.
<b>ENG 366 (3ch)</b>	<b>Popular Fiction</b> Reading and discussion of such popular fiction genres as detective/crime, romance, sci-fi/fantasy, horror, Western, and/or espionage. Some attention to these fictions' histories, connections to other popular culture, and relationships to "literary" fiction
<b>ENG 559 (3ch)</b>	<b>Modern American Literature</b> Significant works from several genres by authors such as Fitzgerald, Hemingway, Lowell, Roethke, Bellow, and O'Connor; literary developments, 1914-present.
<b>MED 274 (3ch)</b>	<b>Introduction to Film</b> The aesthetic and technical perspective of all types of motion pictures (narrative, non-narrative, experimental), using a number of selected domestic and foreign films as examples. Written analyses are required. Viewing of selected films outside of class time may be required.
<b>MED 375 (3ch)</b>	<b>History of Film II</b> An examination of the evolution of film technique and theory from World War II to the present. Emphasis is placed on the social impact of film and on the artistic and technical aspects of the medium. Viewing of selected films outside of class may be required.
<b>MED 454 (3ch)</b>	<b>Media Analysis and Criticism</b> The political, cultural, economic and social impact of the American media and their content as they affect and influence the individual and the culture.
<i>General Ed Required Courses:</i>	
<b>MED 120 (3ch)</b>	<b>Mass Media and Society</b> The course examines theories and issues related to mass media. Students will understand the media's role through historical, present and future trends as agents of social change and cultural influence. The course will examine the media as an industry and its critical role as the fourth estate in American democracy.
<b>ENG 200 (3ch)</b>	<b>Great Books and Instant Classics</b> The works that society calls its "great books" tell us much about how the society views itself. Popular forms of linguistic expression, though sometimes less celebrated, similarly reflect a culture's sense of itself. Examining a range of texts, time-honored and otherwise, from numerous critical perspectives, this course explores how literatures reflect the values of the societies that create and enjoy them.
<b>ENG 289 (3ch)</b>	<b>Literature, Culture, and Conflict</b> Explores how literature imagines cultural identities, conflicts within and between cultural groups, and efforts to resolve these conflicts. For the purposes of this course, culture will be understood in terms of such categories as nation, region, language, race, ethnicity, religion, social class, family structure, gender, sexuality, age, and disability. Through the critical analysis of literature and through personal reflection on literary texts, students will learn to recognize, describe, and understand their own and others' cultures, the histories of these cultures, and their divergences and convergences. Students will also consider how knowledge of multiple cultures can form a foundation for ethical decision-making and action in a variety of public arenas.
<b>LITERATURE OPTION:</b>	<b>9 hours from course list following ENG 317</b>
<b>ENG 317 (3h)</b>	<b>Introduction to Popular Culture Studies</b> An introduction to theories applied in the field of cultural studies. Emphasis will be placed on primary sources and their application to literature, media, and popular culture.
<b>ENG 323 (3h)</b>	<b>Literature of Sequential Art</b> An overview of the literature of graphic narrative (also known as comics/sequential art) from proto-comics to the graphic novel.
<b>ENG 341 (3h)</b>	<b>Survey of English Literature II</b> Representative authors, movements, ideas, and styles in English literature from 1790 to the present.
<b>ENG 351 (3h)</b>	<b>Survey of American Literature II</b> Representative authors, movements, ideas, and styles in American literature from 1870 to the present.
<b>ENG 354 (3h)</b>	<b>Ethnic American Literature</b> Study of representative literary works by African American, Hispanic American, Native American, or other minority authors. Variable content course.
<b>ENG 355 (3h)</b>	<b>African American Literature</b> Survey of representative works of fiction, poetry, drama, and creative nonfiction in the context of social and cultural movements.
<b>ENG 362 (3h)</b>	<b>Non-European World Literature</b> Literature from all areas (except literature of England, Western Europe, and the United States).
<b>ENG 386 (3h)</b>	<b>Literature of the Ozarks</b> Survey of representative works of fiction and poetry focusing on the Ozarks or Ozarks characters.
<b>ENG 483 (3h)</b>	<b>Folklore and Literature</b>

	Reading and examination will emphasize folklore as a definitive characteristic of varied North American literary texts. Fictional, visual, and audio texts may be examined. This course will offer readings focusing on Folklore in Literature (e.g., Children's Literature, Local Color Literature), literature presenting immigrant, ethnic, and social groups of North American regions such as the Ozarks, Appalachians, or Maritimes, or other topics of student interest.
<b>ENG 517 (3h)</b>	<b>The American Novel</b>
	Works by major figures in the development of the American Novel, such as Twain, James, Howells, Dreiser, Lewis, Hemingway, Faulkner, and Warren; major criticism of the genre.
<b>ENG 526 (3h)</b>	<b>Rhetorics for the 21st Century</b>
	Study of rhetorical theory and argument in civic, private, professional and digital spaces. Application may include, but is not limited to, literary criticism, literacy, technical writing and composition.
<b>ENG 536 (3h)</b>	<b>Young Adult Novel</b>
	Study of various kinds of novels written for young people; includes historical perspectives; emphasizes developments since the "New Realism" of the 1960s.
<b>ENG 547 (3h)</b>	<b>Modern British Literature</b>
	Significant works from several genres by authors such as Conrad, Yeats, Greene, Lessing, and Stoppard; literary developments, 1901-present.
<b>ENG 554 (3h)</b>	<b>Topics in Ethnic American Literature</b>
	Focus on one or more of the following: African American literature, Asian American literature, Latina/o literature, Native American literature, the literatures of European American immigrant groups, and relevant literary criticism. May be repeated to a maximum of six hours if content varies.
<b>ENG 558 (3h)</b>	<b>Major American Authors</b>
	Study of several major works by one or two writers, such as Emerson and Thoreau, Frost and Dickinson, Sexton and Lowell; the intellectual milieu of their works.
<b>ENG 562 (3h)</b>	<b>Contemporary American Poetry/Fiction</b>
	A survey of contemporary American poetry or fiction, which encompasses a selection of significant authors and traces the history and development of various literary theories, schools and movements, from New Criticism through more recent trends in both narrative and lyric modes (poetry) and Post-Modern narrative techniques (fiction).
<b>ENG 563 (3h)</b>	<b>Literature and Medicine</b>
	This course examines literary representations of health and illness, ability and disability, and cultural practices of healing. Drawing on major theoretical movements in medical humanities, students will situate literary texts within the ethical situations and institutional structures of their community and culture.
<b>ENG 580 (3h)</b>	<b>Gender Issues in Language and Literature</b>
	Consideration of gender issues from the standpoint of literary history, genre, composition/rhetoric, linguistics, or feminist theory.
<b>ENG 330(3), ENG 362(3), ENG 548 (3), or other upper-level ENG</b>	<b>When applicable, these courses, or other upper-level ENG course may be applied with advisor approval.</b>
<b>ENG 599 (3h)</b>	<b>Advanced Seminar in Literature</b>
	Study of contemporary methodologies in literary criticism and preparation of a seminar paper, which may extend work from a previous course. Emphasis on presenting and publishing scholarly work. This course is strongly recommended for anyone considering graduate study in Literature. Graduating seniors are given enrollment priority.
<b>MEDIA OPTION:</b>	<b>9 hours from course list following ENG 317</b>
<b>MED 304 (3h)</b>	<b>Media Effects</b>
	An examination of the history, development, and current state of media effects theory and research. Emphasis will be from a social science perspective and will consider behavioral, cognitive, emotional, and other media effects.
<b>MED 317 (3h)</b>	<b>Introduction to Popular Culture Studies</b>
	An introduction to theories applied in the field of cultural studies. Emphasis will be placed on primary sources and their application to literature, media, and popular culture. Identical with ENG 317. Cannot receive credit for both ENG 317 and MED 317.
<b>MED 325 (3h)</b>	<b>Media History</b>
	The development and growth of U.S. mass media from their origins through the development of the internet. Emphasis will be placed on changing technologies, changing socio-political roles and changing structure of the mass media industry.
<b>MED 355 (3h)</b>	<b>Social Media</b>
	An overview of how social media are changing the ways we communicate, collaborate and create through digital media. Students will examine the historical, theoretical and practical implications of social media on human communication through a series of critical readings, media presentations and practical encounters with social networking.
<b>MED 374 (3h)</b>	<b>History of Film I</b>
	An examination of the evolution of film technique and theory from 1895 to World War II. Emphasis is placed on the social impact of film and on the artistic and technical aspects of the medium. Viewing of selected films outside of class may be required. May be taught concurrently with MED 674. Cannot receive credit for both MED 374 and MED 674.
<b>MED 412 (3h)</b>	<b>Documentary Storytelling</b>
	Students gain a general understanding of the history and theory of documentary film by investigating the major creative approaches, the impact of technological advances in filmmaking, and the differences and similarities between nonfiction and fiction narratives in film. Students learn to write effective film criticism to craft a well-reasoned critical analysis of a documentary film.
<b>MED 470 (3h)</b>	<b>Special Topics in Film</b>

	An examination of special topics from historical or current interest in film. Topic will vary from semester to semester depending on student interest and faculty availability. Approved recurring course topics: Animation, Asian Cinema, Postmodern Trends in Movies, Women Directors, Women Characters in Film. Viewing of selected films outside of class may be required. Variable content course. May be repeated to a maximum of six hours when the topic is different. May be taught concurrently with MED 690. Cannot receive credit for both MED 470 and MED 690 for the same topic.
<b>MED 570 (3h)</b>	<b>Film Theory</b>
	An analysis of the art of film by using classical and contemporary film theory to investigate such aspects as the relationship between form and content, visual style and the nature of pictorial motion. Weekly screenings and discussions of short films, excerpts, complete classics and contemporary films. May be taught concurrently with MED 670. Cannot receive credit for both MED 570 and MED 670.
<b>MED 580 (3h)</b>	<b>Media in Politics</b>
	An in-depth examination of the role of print and electronic media in American politics. Emphasis is placed on media coverage of government, social issues, and political campaigns. The course examines both the strategies of paid media and the media's coverage of politics as news. May be taught concurrently with MED 680. Cannot receive credit for both MED 580 and MED 680.
<b>MED 597 (3h)</b>	<b>Advanced Studies in Media</b>
	In-depth examination of a special topic in media. Variable content course. May be repeated to a maximum of six hours. May be taught concurrently with MED 697. Cannot receive credit for both MED 597 and MED 697.
<b>MED 300(3), MED 492(3), MED 595 (3), or other upper-level MED</b>	<b>When applicable, these courses, or other upper-level ENG course may be applied with advisor approval.</b>
<b>MED 581 (3h)</b>	<b>Media Ethics and Law</b>
	An examination of legal and ethical issues in media, including news and information media, entertainment media, and social media. Focus on the historical foundations of media rights and regulation and the application of ethical principles to past and current debates about media practice and content. May be taught concurrently with MED 681. Cannot receive credit for both MED 581 and MED 681. Public Affairs Capstone Experience course.



- PUBLIC
- INDEPENDENT

**NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW**

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*When finished, please save and email to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

**Sponsoring Institution:** Missouri State University

**Program Title:** Culture, Literature & Media

**Degree/Certificate:** Choose degree type

**If other, please list:** BA-Bachelor of Arts

**Options:** Literature Option; Media Option

**Delivery Site:** Missouri State University – Springfield Campus

**CIP Classification:** 30.2601 - Cultural Studies/Critical Theory & Analysis

**Implementation Date:** 8/21/2023

**Is this a new off-site location?**  Yes  No

**If yes, is the new location within your institution's current CBHE-approved service region?**

*\*If no, public institutions should consult the comprehensive review process*

**Is this a collaborative program?**  Yes  No

*\*If yes, please complete the collaborative programs form on last page.*

**CERTIFICATIONS**

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

**AUTHORIZATION**

<b>John Jasinski</b>		5/3/2023
Name/Title of Institutional Officer	Signature	Date

**PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS**

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Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

**1. Student Preparation**

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
**No special preparation will be required**
- Characteristics of a specific population to be served, if applicable.  
**Missouri State University undergraduate students**

**2. Faculty Characteristics**

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
**Advanced degree (M.A. or Ph.D.) in English, Media Studies, Communication, or a related discipline**
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
**>90% of courses will be taught by full-time faculty. The remaining courses will be taught by qualified per-course faculty. Lower-level general education classes may be taught by graduate assistants as needed.**
- Expectations for professional activities, special student contact, teaching/learning innovation.  
**Typical and normal continued professional activities, student advising, and teaching/learning innovation will be expected. Faculty will be expected to teach in multiple modalities (face-to-face and online) to serve an array of student populations.**

**3. Enrollment Projections**

- Student FTE majoring in program by the end of five years.  
**35; this projection considers a general decreased enrollment at the university in line with demographic trends**
- Percent of full time and part time enrollment by the end of five years.  
95% full time enrollment; 5% part time enrollment

**STUDENT ENROLLMENT PROJECTIONS**

YEAR	1	2	3	4	5
Full Time	10	15	20	25	30
Part Time	5	5	5	5	5
Total	15	20	25	30	35

**4. Student and Program Outcomes**



- Number of graduates per annum at three and five years after implementation.  
**A minimum of 8 graduates per annum at three years after implementation and 10-15 graduates per annum five years after implementation.**

- Special skills specific to the program.

**This program will place an emphasis on critical thinking, ethical decision making, and the development of oral and written communication. Critical humanistic approaches to learning are crucial to workforce development for knowledge workers who will be tasked with project design, collaboration, and execution. CLM's curriculum is developed with this in mind, as it uses the accessibility of popular literature and media as a means through which students learn to identify problems, build evidence-based arguments in collaboration with their peers, and extrapolate ideas beyond a content/context specific space.**

- Proportion of students who will achieve licensing, certification, or registration.  
**N/A – No such licensing, certification or registration exists in relationship to this degree program.**

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
**N/A – No such nationally normed tests or assessments exist in relationship to this degree program.**

- Placement rates in related fields, in other fields, unemployed.

**Although degrees in the humanities do not train students for a particular career, this is a strength rather than a weakness. Missouri State Career Center's "What can I do with this major?" resource lists a wide breadth of options for students who specialize in English and Cinema Studies, as well as the related interdisciplinary fields of American Studies, Gender Studies and similar area studies; options include but are not limited to graduate training for university teaching, nonprofit management, social media management, government and activism work, editing, and publishing. The U.S. Bureau of Labor Statistics offers an optimistic outlook for these degree programs and career fields. The top career fields for interdisciplinary programs relevant to humanities degrees show growth between 2020-2030: postsecondary teachers (24%), lawyers (9%), and personal service and entertainment management (7%). Statistics for media and English specific programs fare similarly well. In addition to the aforementioned interdisciplinary program occupations, marketing specialists (22%) and managers (10%), human resources specialists (10%), writers and authors (9%), and editors (5%) are all expected to be growing fields in the next decade. These indicators are significant for recruitment and retention of majors.**

- Transfer rates, continuous study.  
N/A

### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide rationale.  
**There is no academic accreditation program available in this field.**

### 6. Program Structure

A. Total credits required for graduation: **120**

B. Residency requirements, if any:

**None in addition to Missouri State University Requirements**

C. General education: Total credits:

**45-49**

*Courses (specific courses OR distribution area and credits)*

Distribution Area	Credits	Course Title
Foundations	2	First-Year Seminar
	3	Written Communication & Info Literacy
	3	Oral Communication
	3-5	Quantitative Literacy
	3	Written Comm. & Integrative & Applied Learning
Natural World	3-4	Life Sciences
	3-5	Physical Sciences
Human Cultures	6	Social and Behavioral Sciences
	3	Humanities
	3	The Arts
Public Affairs	6	US & MO Constitutions/American History and Institutions
	3	Cultural Competence
	3	Public Issues

D. Major requirements: Total credits: **39**

Course Number	Credits	Course Title
<b>Core</b>		
MED 120*	3	Media and Society
ENG 200 OR ENG 289*	3	Great Books and Instant Classics/Literature, Culture & Conflict
MED 274	3	Introduction to Film
MED 375	3	History of Film II
MED 454	3	Media Analysis & Criticism
ENG 235	3	Critical Approaches to Literature
ENG 366	3	Popular Fiction
ENG 559	3	Modern American Literature

		*These courses may double count toward completion of degree and general education requirements provided that students do not first complete other courses in their respective categories.
<b>Total Core</b>	<b>24</b>	
<b>Literature Option</b>		
ENG 317	3	Introduction to Popular Culture Studies
ENG 599	3	Advanced Seminar in Literature
9 hours from:	9	
ENG 323		Literature of Sequential Art
ENG 341		Survey of English Literature II
ENG 351		Survey of American Literature II
ENG 354		Ethnic American Literature
ENG 355		African American Literature
ENG 386		Literature of the Ozarks
ENG 483		Folklore and Literature
ENG 517		The American Novel
ENG 526		Rhetorics for the 21 <sup>st</sup> Century
ENG 536		Young Adult Novel
ENG 547		Modern British Literature
ENG 554		Topics in Ethnic American Literature
ENG 558		Major American Authors
ENG 562		Contemporary American Poetry/Fiction
ENG 563		Literature and Medicine
ENG 580		Gender Issues in Language and Literature
When applicable:		
ENG 330		Studies in Literature
ENG 362		Non-European World Literature
ENG 548		Major British Authors
Or other upper-level literature course with approval of advisor		
<b>Total for literature option</b>	<b>15</b>	
<b>Media Option</b>		
MED 317	3	Introduction to Popular Culture Studies
MED 581	3	Media Ethics
9 hours from:	9	
MED 304		Media Effects
MED 325		Media History
MED 355		Social Media
MED 374		History of Film I
MED 412		Documentary Storytelling
MED 470		Special Topics in Film
MED 570		Film Theory
MED 580		Media and Politics
MED 597		Advanced Studies in Media
When applicable:		

MED 300		Special Topics in Media
MED 492		Independent Study in Electronic Media
MED 595		Media Internship
<b>Total for media option</b>	<b>15</b>	
<b>Total Major</b>	<b>39</b>	<b>(24 hr. core + 15 hr. option)</b>

E. Free elective credits: **36-40**  
*(sum of C, D, and E should equal A)*

F. Requirements for thesis, internship or other capstone experience:  
 N/A

G. Any unique features such as interdepartmental cooperation:  
**This interdisciplinary program is being developed between the Department of Media, Journalism & Film and the Department of English.**

**7. Need/Demand**

Student demand

Market demand

Societal demand

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

***On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.***

## COLLABORATIVE PROGRAMS

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- **Sponsoring Institution One:**
- **Sponsoring Institution Two:**
- **Other Collaborative Institutions:**
- **Length of Agreement:**
- **Which institution(s) will have degree-granting authority?**
- **Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?**
- **What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?**
- **Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?**
- **What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?**

*Please save and email this form to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

## CATALOG DESCRIPTION

### Culture, Literature & Media Non-Comprehensive) (BA) Bachelor of Arts

#### Major requirements (39 hours):

Note: six hours may double count in General Education requirements.

1. Specific General Education Requirement: MED 120(3); ENG 200(3) or ENG 289(3)
2. Departmental required courses: ENG 235(3), ENG 366(3), ENG 559(3), MED 274(3), MED 375(3), MED 454(3)
3. Minor required (or second major). Note: No course may count for both the Culture, Literature & Media major and a Film Studies, Mass Media, or English minor.
4. Specific Bachelor of Arts Degree Requirements

#### Literature Option:

1. ENG 317(3) (may be taught with MED 317 identical with/cannot receive credit for both ENG 317 and MED 317)
2. 9 hours from: ENG 323(3), ENG 341(3), ENG 351(3), ENG 354(3), ENG 355(3), ENG 362 (3), ENG 386(3), ENG 483(3), ENG 517(3), ENG 526(3), ENG 536(3), ENG 547(3), ENG 554(3), ENG 558(3), ENG 562(3), ENG 563(3), ENG 580(3)  
When applicable, ENG 330(3), ENG 362(3), ENG 548 (3), or other upper-level ENG course may be applied with advisor approval.
3. Public Affairs Capstone Experience will be fulfilled by completion of ENG 599(3).

#### Media Option:

1. MED 317(3) (may be taught with ENG 317 identical with/cannot receive credit for both MED 317 and ENG 317)
2. 9 hours from: MED 304(3), MED 325(3), MED 355(3), MED 374(3), MED 412(3), MED 470(3), MED 570(3), MED 580(3), MED 597(3)  
When applicable, MED 300(3), MED 492(3), MED 595(3), or other upper-level MED course may be applied with advisor approval.
3. Public Affairs Capstone Experience will be fulfilled by completion of MED 581(3).

#### University level requirements:

1. General Education Program and Requirements
2. General Baccalaureate Degree Requirements

## **Statement of Rationale--Culture, Literature, and Media BA (with two options)**

The interdisciplinary Culture, Literature, and Media Major (CLM) is being developed to address a number of needs that will benefit students in the departments of Media, Journalism & Film and English. It will replace MJF's underperforming Film and Media Studies major, which is currently comprised of students who have a broad-based interest in the study of media but who do not wish to enroll in the comprehensive Digital Film and Television production major. Because this major consists of classes from across the department in theory, criticism, screenwriting, and production, it lacks clear focus and objectives, and it has consequently been difficult to recruit students to the major. CLM will augment the literature degree options in the English department, offering flexibility for majors who wish to apply critical skills and knowledge not only to literature, but also media and contemporary culture. The non-comprehensive degree and the ability to double-count six hours of general education courses reflects an efficiency in completing the degree, which we anticipate will aid in student retention. Importantly, the CLM major will increase credit-hour production for both departments, as a core curriculum is shared across MJF and ENG.

The value of interdisciplinary education and collaboration is well-documented, and higher education institutions have increasingly implemented interdisciplinary degree programs in the last two decades (Jacob, 2015). As a field, cultural studies is inherently interdisciplinary, and the course offerings in MJF and ENG will allow students to develop a robust base of critical ideas and theories that draw from a complementary perspective. Universities across the country have implemented this approach, ranging from research institutions Florida State University (Literature, Media & Culture) and Georgia Tech (Literature, Media & Communication) to the liberal arts institution Thomas University (Literature & Media), yet no comparable program exists in Missouri. Although the University of Missouri's English program gives students the opportunity to focus on media in its Literature, Media & Culture track, it is only one of a dozen depth of study foci and students are not required to take these interdisciplinary courses. Moreover, the courses focus on film to the exclusion of other media. Southeast Missouri State University offers a Film and Literature minor, but no major. Given that Missouri State University identifies "a roadmap for interdisciplinary programs/hires" as a Key Performance Indicator for the Evolving Academic Directions for Future Careers theme of long-range plan, this program directly addresses that need. The opportunities for intercultural engagement, study away, and the development of global perspective and intercultural team skills afforded by the CLM curriculum likewise serve the university's strategic goal of Global Engagement.

### **Student Outcomes**

A cursory search for employers' most desired skills in their employees are those that will be cultivated in this program: an emphasis on critical thinking, ethical decision making, and the development of oral and written communication. Critical humanistic approaches to learning are thus crucial to workforce development for knowledge workers who will be tasked with project design, collaboration, and execution. CLM's curriculum is developed with this in mind, as it uses the accessibility of popular literature and media as a means through which students learn to

identify problems, build evidence-based arguments in collaboration with their peers, and extrapolate ideas beyond a content/context specific space.

Although degrees in the humanities do not train students for a particular career, this is a strength rather than a weakness. Missouri State Career Center's "What can I do with this major?" resource lists a wide breadth of options for students who specialize in English and Cinema Studies, as well as the related interdisciplinary fields of American Studies, Gender Studies and similar area studies; options include but are not limited to graduate training for university teaching, nonprofit management, social media management, government and activism work, editing, and publishing. The U.S. Bureau of Labor Statistics offers an optimistic outlook for these degree programs and career fields. The top career fields for interdisciplinary programs relevant to humanities degrees show growth between 2020-2030: postsecondary teachers (24%), lawyers (9%), and personal service and entertainment management (7%). Statistics for media and English specific programs fare similarly well. In addition to the aforementioned interdisciplinary program occupations, marketing specialists (22%) and managers (10%), human resources specialists (10%), writers and authors (9%), and editors (5%) are all expected to be growing fields in the next decade. These indicators are significant for recruitment and retention of majors

We anticipate that graduate education in the humanities or social sciences will be a popular post-graduation path for CLM students, but they will also be well-suited for professional school programs. The American Academy for Arts & Sciences noted that while humanities majors account for the smallest percentage of Medical College Admissions Test examinees, those who did "were strong performers relative to majors in other fields," including the physical sciences. Similarly, the organization found that, "From 1996 to 2009, humanities majors performed somewhat better on the Law School Admissions Test than behavioral and social science graduates." The non-comprehensive nature of the CLM program would allow students interested in these careers to double-major, minor, or take elective credits to prepare them for those fields while also reaping the benefits of a humanities education.

### Societal Need

Writing for the University of California Irvine, Tyrus Miller, dean of the university's School of Humanities, identifies why the future will rely on humanities majors, including the increased difficulty of deciphering credible information in the digital landscape, the complement of the humanities to STEM fields, and the necessity of ethical evaluations to the development of technological innovations. Moreover, research indicates that the critical thinking skills developed in humanities courses translate to everyday life through a reduction in pseudoscientific ways of thinking (McLaughlin & McGill, 2017). The CLM program's explicit focus on the critical evaluation of information, the ability to work with others, and the capacity to articulate complex forms of knowledge benefits not only our students, but the world in which we live. The CLM program exemplifies the three pillars of Missouri State University's public affairs mission: it aims to develop culturally competent citizens who are ethical leaders and actively engaged in their communities.

### New courses



ENG 317 – Introduction to Popular Culture Studies  
MED 317 – Introduction to Popular Culture Studies

<b>Culture, Literature, &amp; Media (nonComp), w2 options–BA New</b>	
<b>BA DEGREE requirements (120 total credits)</b>	
<b>Proposed CIP CODE – 30.2601</b>	
<b>MAJOR REQUIREMENTS</b>	<b>Note: six hours may double count in General Education requirements</b>
<i>Departmental Required Courses:</i>	
<b>ENG 235 (3h)</b>	<b>Critical Approaches to Literature</b> Writing analytical papers employing a variety of critical methods of reading and interpreting poetry, fiction, and drama.
<b>ENG 366 (3ch)</b>	<b>Popular Fiction</b> Reading and discussion of such popular fiction genres as detective/crime, romance, sci-fi/fantasy, horror, Western, and/or espionage. Some attention to these fictions' histories, connections to other popular culture, and relationships to "literary" fiction
<b>ENG 559 (3ch)</b>	<b>Modern American Literature</b> Significant works from several genres by authors such as Fitzgerald, Hemingway, Lowell, Roethke, Bellow, and O'Connor; literary developments, 1914-present.
<b>MED 274 (3ch)</b>	<b>Introduction to Film</b> The aesthetic and technical perspective of all types of motion pictures (narrative, non-narrative, experimental), using a number of selected domestic and foreign films as examples. Written analyses are required. Viewing of selected films outside of class time may be required.
<b>MED 375 (3ch)</b>	<b>History of Film II</b> An examination of the evolution of film technique and theory from World War II to the present. Emphasis is placed on the social impact of film and on the artistic and technical aspects of the medium. Viewing of selected films outside of class may be required.
<b>MED 454 (3ch)</b>	<b>Media Analysis and Criticism</b> The political, cultural, economic and social impact of the American media and their content as they affect and influence the individual and the culture.
<i>General Ed Required Courses:</i>	
<b>MED 120 (3ch)</b>	<b>Mass Media and Society</b> The course examines theories and issues related to mass media. Students will understand the media's role through historical, present and future trends as agents of social change and cultural influence. The course will examine the media as an industry and its critical role as the fourth estate in American democracy.
<b>ENG 200 (3ch)</b>	<b>Great Books and Instant Classics</b> The works that society calls its "great books" tell us much about how the society views itself. Popular forms of linguistic expression, though sometimes less celebrated, similarly reflect a culture's sense of itself. Examining a range of texts, time-honored and otherwise, from numerous critical perspectives, this course explores how literatures reflect the values of the societies that create and enjoy them.
<b>ENG 289 (3ch)</b>	<b>Literature, Culture, and Conflict</b> Explores how literature imagines cultural identities, conflicts within and between cultural groups, and efforts to resolve these conflicts. For the purposes of this course, culture will be understood in terms of such categories as nation, region, language, race, ethnicity, religion, social class, family structure, gender, sexuality, age, and disability. Through the critical analysis of literature and through personal reflection on literary texts, students will learn to recognize, describe, and understand their own and others' cultures, the histories of these cultures, and their divergences and convergences. Students will also consider how knowledge of multiple cultures can form a foundation for ethical decision-making and action in a variety of public arenas.
<b>LITERATURE OPTION:</b>	<b>9 hours from course list following ENG 317</b>
<b>ENG 317 (3h)</b>	<b>Introduction to Popular Culture Studies</b> An introduction to theories applied in the field of cultural studies. Emphasis will be placed on primary sources and their application to literature, media, and popular culture.
<b>ENG 323 (3h)</b>	<b>Literature of Sequential Art</b> An overview of the literature of graphic narrative (also known as comics/sequential art) from proto-comics to the graphic novel.
<b>ENG 341 (3h)</b>	<b>Survey of English Literature II</b> Representative authors, movements, ideas, and styles in English literature from 1790 to the present.
<b>ENG 351 (3h)</b>	<b>Survey of American Literature II</b> Representative authors, movements, ideas, and styles in American literature from 1870 to the present.
<b>ENG 354 (3h)</b>	<b>Ethnic American Literature</b> Study of representative literary works by African American, Hispanic American, Native American, or other minority authors. Variable content course.
<b>ENG 355 (3h)</b>	<b>African American Literature</b> Survey of representative works of fiction, poetry, drama, and creative nonfiction in the context of social and cultural movements.
<b>ENG 362 (3h)</b>	<b>Non-European World Literature</b> Literature from all areas (except literature of England, Western Europe, and the United States).
<b>ENG 386 (3h)</b>	<b>Literature of the Ozarks</b> Survey of representative works of fiction and poetry focusing on the Ozarks or Ozarks characters.
<b>ENG 483 (3h)</b>	<b>Folklore and Literature</b>

	Reading and examination will emphasize folklore as a definitive characteristic of varied North American literary texts. Fictional, visual, and audio texts may be examined. This course will offer readings focusing on Folklore in Literature (e.g., Children's Literature, Local Color Literature), literature presenting immigrant, ethnic, and social groups of North American regions such as the Ozarks, Appalachians, or Maritimes, or other topics of student interest.
ENG 517 (3h)	<b>The American Novel</b> Works by major figures in the development of the American Novel, such as Twain, James, Howells, Dreiser, Lewis, Hemingway, Faulkner, and Warren; major criticism of the genre.
ENG 526 (3h)	<b>Rhetoric for the 21st Century</b> Study of rhetorical theory and argument in civic, private, professional and digital spaces. Application may include, but is not limited to, literary criticism, literacy, technical writing and composition.
ENG 536 (3h)	<b>Young Adult Novel</b> Study of various kinds of novels written for young people; includes historical perspectives; emphasizes developments since the "New Realism" of the 1960s.
ENG 547 (3h)	<b>Modern British Literature</b> Significant works from several genres by authors such as Conrad, Yeats, Greene, Lessing, and Stoppard; literary developments, 1901-present.
ENG 554 (3h)	<b>Topics in Ethnic American Literature</b> Focus on one or more of the following: African American literature, Asian American literature, Latina/o literature, Native American literature, the literatures of European American immigrant groups, and relevant literary criticism. May be repeated to a maximum of six hours if content varies.
ENG 558 (3h)	<b>Major American Authors</b> Study of several major works by one or two writers, such as Emerson and Thoreau, Frost and Dickinson, Sexton and Lowell; the intellectual milieu of their works.
ENG 562 (3h)	<b>Contemporary American Poetry/Fiction</b> Principles and methods of operating a profitable beverage component in a foodservice business. Topics range from inventory control, accounting, equipment and pricing, to legal responsibilities and liability.
ENG 563 (3h)	<b>Literature and Medicine</b> This course examines literary representations of health and illness, ability and disability, and cultural practices of healing. Drawing on major theoretical movements in medical humanities, students will situate literary texts within the ethical situations and institutional structures of their community and culture.
ENG 580 (3h)	<b>Gender Issues in Language and Literature</b> Consideration of gender issues from the standpoint of literary history, genre, composition/rhetoric, linguistics, or feminist theory.
ENG 330(3), ENG 362(3), ENG 548 (3), or other upper-level ENG	<b>When applicable, these courses, or other upper-level ENG course may be applied with advisor approval.</b>
ENG 599 (3h)	<b>Advanced Seminar in Literature</b> Study of contemporary methodologies in literary criticism and preparation of a seminar paper, which may extend work from a previous course. Emphasis on presenting and publishing scholarly work. This course is strongly recommended for anyone considering graduate study in Literature. Graduating seniors are given enrollment priority.
<b>MEDIA OPTION:</b>	<b>9 hours from course list following ENG 317</b>
MED 304 (3h)	<b>Media Effects</b> An examination of the history, development, and current state of media effects theory and research. Emphasis will be from a social science perspective and will consider behavioral, cognitive, emotional, and other media effects.
MED 317 (3h)	<b>Introduction to Popular Culture Studies</b> An introduction to theories applied in the field of cultural studies. Emphasis will be placed on primary sources and their application to literature, media, and popular culture. Identical with ENG 317. Cannot receive credit for both ENG 317 and MED 317.
MED 325 (3h)	<b>Media History</b> The development and growth of U.S. mass media from their origins through the development of the internet. Emphasis will be placed on changing technologies, changing socio-political roles and changing structure of the mass media industry.
MED 355 (3h)	<b>Beverage Operations</b> An overview of how social media are changing the ways we communicate, collaborate and create through digital media. Students will examine the historical, theoretical and practical implications of social media on human communication through a series of critical readings, media presentations and practical encounters with social networking.
MED 374 (3h)	<b>History of Film I</b> An examination of the evolution of film technique and theory from 1895 to World War II. Emphasis is placed on the social impact of film and on the artistic and technical aspects of the medium. Viewing of selected films outside of class may be required. May be taught concurrently with MED 674. Cannot receive credit for both MED 374 and MED 674.
MED 412 (3h)	<b>Documentary Storytelling</b> Students gain a general understanding of the history and theory of documentary film by investigating the major creative approaches, the impact of technological advances in filmmaking, and the differences and similarities between nonfiction and fiction narratives in film. Students learn to write effective film criticism to craft a well-reasoned critical analysis of a documentary film.
MED 470 (3h)	<b>Special Topics in Film</b>

	An examination of special topics from historical or current interest in film. Topic will vary from semester to semester depending on student interest and faculty availability. Approved recurring course topics: Animation, Asian Cinema, Postmodern Trends in Movies, Women Directors, Women Characters in Film. Viewing of selected films outside of class may be required. Variable content course. May be repeated to a maximum of six hours when the topic is different. May be taught concurrently with MED 690. Cannot receive credit for both MED 470 and MED 690 for the same topic.
<b>MED 570 (3h)</b>	<b>Film Theory</b>
	An analysis of the art of film by using classical and contemporary film theory to investigate such aspects as the relationship between form and content, visual style and the nature of pictorial motion. Weekly screenings and discussions of short films, excerpts, complete classics and contemporary films. May be taught concurrently with MED 670. Cannot receive credit for both MED 570 and MED 670.
<b>MED 580 (3h)</b>	<b>Media in Politics</b>
	An in-depth examination of the role of print and electronic media in American politics. Emphasis is placed on media coverage of government, social issues, and political campaigns. The course examines both the strategies of paid media and the media's coverage of politics as news. May be taught concurrently with MED 680. Cannot receive credit for both MED 580 and MED 680.
<b>MED 597 (3h)</b>	<b>Advanced Studies in Media</b>
	In-depth examination of a special topic in media. Variable content course. May be repeated to a maximum of six hours. May be taught concurrently with MED 697. Cannot receive credit for both MED 597 and MED 697.
<b>MED 300(3), MED 492(3), MED 595 (3), or other upper-level MED</b>	<b>When applicable, these courses, or other upper-level ENG course may be applied with advisor approval.</b>
<b>MED 581 (3h)</b>	<b>Media Ethics and Law</b>
	An examination of legal and ethical issues in media, including news and information media, entertainment media, and social media. Focus on the historical foundations of media rights and regulation and the application of ethical principles to past and current debates about media practice and content. May be taught concurrently with MED 681. Cannot receive credit for both MED 581 and MED 681. Public Affairs Capstone Experience course.