



College Document # \_\_\_\_\_

UCC Document # ~~258~~ 259

Review Type: ☐ Edit ☐ Exp ☐ Full

**CATALOG YEAR 2013-2014**

COLLEGE/SCHOOL/SECTION: **Binational Center**

**Course:** Add: \_\_\_\_\_ Delete: \_\_\_\_\_  
(check all that apply) Change: Number \_\_\_\_\_ Title \_\_\_\_\_ SCH \_\_\_\_\_ Description \_\_\_\_\_ Prerequisite \_\_\_\_\_

**Response Required:** New course will be part of major \_\_\_\_\_ minor \_\_\_\_\_ as a required \_\_\_\_\_  
or elective \_\_\_\_\_ course

**Response Required:** New course will introduce \_\_\_\_\_, reinforce \_\_\_\_\_, or apply \_\_\_\_\_ concepts

If new, provide Course Prefix, Number, Title, **Measurable** Student Learning Outcomes, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current online catalog, provide change and attach text with changes in red and provide a brief justification.

**Program:** Delete: \_\_\_\_\_ Add: \_\_\_\_\_ Change: \_\_\_\_\_ Attach new/changed Program of Study description and 4-year plan. If in current online catalog, provide change and attach text with changes in red.

**Program Learning Outcomes:** Add: \_\_\_\_\_ Change: \_\_\_\_\_ Attach listing of program learning outcomes.

**College Introductory Pages:** Add information: \_\_\_\_\_ Change information: \_\_\_\_\_  
Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

**Other:** Add information: **XX** Change information: \_\_\_\_\_ Attach new/changed information. If in current online catalog, provide change and attach text with changes in red.

**Add COMM 4324 as an option for the International Studies Certificate.**

Approvals:

Signature

Date

Provost

*Juan Luis Pablo Chenay* 3/20/13

**Trevino, Mary T.**

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**From:** Calderon, Maria E.  
**Sent:** Tuesday, February 05, 2013 8:32 AM  
**To:** Trevino, Mary T.  
**Cc:** Arenaz, Pablo; Esparza, Marta E; Lozano, Jose C.  
**Subject:** FW: COMM Courses for Certificate in International Studies  
**Attachments:** COMM Courses for Certificate in International Studies.pdf

Good morning Mary,

Dr. Arenaz has approved the integration of two communication courses to the International Studies Certificate, the information is attached.

*Maria Eugenia Calderón-Porter* | Director of Binational Center | Executive Director of US/Mexico Relations | Texas  
A&M International University | 5201 University Boulevard | SC 118 | Laredo, Texas 78041 | T. 956.326.2835 |  
[MCalderon@tamiu.edu](mailto:MCalderon@tamiu.edu)

**BINATIONAL CENTER**

**Mission Statement:** To enhance relationships between the United States and other countries within the Western Hemisphere by promoting civic and social organizations and institutions through research, education leadership and public service.

February 4, 2013

**María Eugenia Calderón**

*Director of the Binational Center*

TAMIU

Considering that the certificates in International Studies and in Latin American Studies are excellent opportunities for our undergraduate students to compete for jobs in the Foreign Service, international organizations and multinational corporations, I would like you to consider adding the following two COMM courses in your list of approved courses to get the certificates. Media and communication are central in contemporary political, social, economic, and cultural processes and it is my contention that understanding their characteristics, uses and effects may greatly benefit TAMIU students taking any of your two certificates.

The two COMM courses suggested for inclusion are:

**1) COMM 4320 Trends in International Communication**

This course is an intensive study of the interdependent relationship between mass and digital communication and culture in an international context. Students will examine conceptual and experiential problems that affect media communication across physical and cultural boundaries including problems of interpreting and evaluating different cultural values, worldviews, international media conglomerates, cultural imperialism, nationalism, information flow, and the effects of globalization. *(Emphasis in Inter American media conglomerates, flows and audiences)*

**2) COMM 4324 Comparative journalism**

Students will be engaged in a comprehensive study of the state of Latin American journalism practices, mainstream American journalism practices and ethnic Hispanic-oriented media in the United States. The focus is on traditional/new media outlets and news wires during election periods as well as journalistic freedoms and censorship, presidential elections, political news and advertisements, and international news reporting. This course is writing and research intensive and will primarily be taught in English though students will be reading media examples written in Spanish. Prerequisite SPAN 3300 or permission of the instructor.

Please let me know if you have any questions or need further information about the courses.

*Sincerely,*

**José-Carlos Lozano**

Director of the Program in Communication