Provost's Learning Innovations Grant for Faculty

Track #1: Proof of Concept

2002-2003

Project Title:

FILM ACROSS THE COMMUNICATION CURRICULUM

Lead Applicant:

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College: Liberal Arts

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Department: Communication
Telephone: 475-6649
College: Liberal Arts
Project Title: FILM ACROSS THE COMMUNICATION CURRICULUM

“Film Across the Communication Curriculum” will involve faculty of the Department of Communication, College of Liberal Arts. The project involves the coordination of student groups from several courses taught within the Department of Communication, all of whom will present analyses of a selected film from the unique perspective of the course in which they are enrolled.

The project aims to explore the conceptual and theoretical relationships across diverse communication courses through collective viewing and subsequent analysis of a single film whose subject matter is relevant -- in different ways -- to each participating course. For example, if during a given quarter sections of Persuasion, Visual Communication, Mass Communication, Intercultural Communication, Free Speech, Film & History, and Rhetoric of Race Relations are taught, films such as American History X, Birth of a Nation, and Malcolm X would be likely candidates.

PROJECT STAGES

In the project's first phase, students from all four courses will assemble for a discussion and explanation of the project. At this time students will be divided into groups of 4-6 students with whom they will collaborate. This phase will probably occur during the third week of the quarter and will be scheduled for a weekday evening. Depending on the number of communication courses and sections participating, between 100 and 250 students will be in attendance.

The project's second phase involves the collective viewing of a motion picture whose subject is relevant to all of the courses. This phase will probably occur during the fourth week of the quarter and will be scheduled for a weekday evening in Ingle Auditorium or 06-a201.

In the third phase, each group will prepare and present to their class an analysis of the film from a perspective (critical, theoretical, historical, etc.) that is appropriate for that course. Students from various courses will have a chance to discuss the film with one another. Students will have three to four weeks to prepare the presentations. Presentation will be delivered during the seventh and eighth weeks of the quarter.

In the final phase those groups whose projects have been selected as the best from each individual class will be presented to an assembly of all of the participating classes. The phase will occur during the last week of the quarter and will be accompanied by a light reception. Students enrolled in all communication courses will be invited to attend.
Targeted learners or population.

Target Learners include students enrolled in a variety of Department of Communication courses: Professional & Technical Communication majors, Communication minors, Communication concentrators, and students enrolled in communication courses as College of Liberal Arts free electives. Students will range from freshman to seniors with the majority being juniors and seniors. One strength of this proposal is that students from across the campus will participate in this exercise. This diversity will strengthen the analyses of the film. Assuming five communication courses will participate, approximately 180 students will be impacted each quarter the “Film Across the Communication Curriculum” is offered.

Anticipated impact on teaching and learning.

The project’s goal is for students in each class to realize that a single film text can be legitimately and enlighteningly discussed in a variety a ways depending upon the scholarly perspective (rhetorical, historical, ethical, etc.) that is invited by each class. By participating in this project, students will understand more fully the film, the particular content of the course in which they are enrolled, and the perspectives taken by other communication courses. The educational outcome will be that each student gains more meaningful understanding of and appreciation for both the film and all of the other courses than might otherwise be possible. An ancillary outcome will be in the collaboration of the participating faculty. Through the selection of the film, discussion of the projects, and creation of the final assembly, faculty will benefit from interaction with one another.

How you will measure the impact, how you will report your findings, and what you will share about your project in a faculty forum.

The success of the project will be determined by the students' responses, including end of the quarter evaluations, as well as by the determination of participating faculty members.

A paper discussing this classroom innovation titled, “Film Across The Communication Curriculum: Encouraging Multiple Analyses From Various Perspectives” has already been submitted to the 2002 National Communication Association Convention. Results of this project may also be reported to the RIT community through a College of Liberal Arts Colloquium or through an Institute Effective Teaching Committee sponsored event.
Present a rationale for your project, as it ties to the intent of the grant:

The medium of film is a pervasive and powerful force in society. Films speak to many issues in our society. While films can most easily be viewed in their relationship to communication, psychology, sociology, history, politics, and the other Liberal Arts perspectives, they also address issues import to science, engineering, photography, mathematics, etc. Based upon the experiences and success of “Film Across the Communication Curriculum”, one can develop “Film Across the Liberal Arts Curriculum”, or “Film Across the Science Curriculum”, “Film Across the ________ Curriculum”.

Programs such as “Writing Across the Curriculum” and “Science Across the Curriculum” have been implemented both at RIIT and other universities. “Film Across the Communication Curriculum” is based upon the merits of these successes and has yet to be implemented on a department-wide scale.

6. Provide a timetable of the development of the project.

20021 Schedule following courses for 20023 for participation in “Film Across the Communication Curriculum”:
- Visual Communication - Hope
- Mass Communication - Pugliese
- Intercultural Communication - Jenkins
- Free Speech - Cos
- Persuasion - Neumann

Reserve auditorium for viewing film and final student presentations.

20022 Review films, discuss student project parameter, create methods for evaluating student presentations, make final film selection, order DVD of film.

20023 Week 1 - Introduce students to project
- Week 4 – Assemble all students and faculty to view the film
- Week 7 & 8 – Student group presentations in individual classes
- Week 9 – Final assembly showcasing top student presentations, faculty roundtable and light reception
- Week 10 – Collect student evaluations of project

20031 Report results to greater RIT community
Funds can be used for release time, student workers, and for purchasing supplies and services (such as CD pressing, video production, digitizing, photography). Funds will generally not be available for activities consistent with normal college business, doctoral research, equipment purchase or travel (though the latter will be considered if a clear connection can be demonstrated between the project and a given conference or workshop).

**SALARIES:**

<table>
<thead>
<tr>
<th>Start and End Date</th>
<th>Total Amount</th>
<th>Budget Officer Verification</th>
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<tbody>
<tr>
<td>Faculty Compensation:</td>
<td>1 20022-20023</td>
<td>$2,351</td>
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<tr>
<td>(College guidelines for adjunct teaching pay-scale should be used.)</td>
<td>2</td>
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<td>4</td>
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<tr>
<td>If you are requesting adjunct faculty money, include 8% of the salary dollars requested to cover the associated benefits.</td>
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<td>$226.48</td>
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<tr>
<td>If you or another full-time faculty or staff member will be paid from the grant, the rate is 22% for benefits.</td>
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<td>Student Assistants:</td>
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<td>There are no benefits for graduate assistants or student workers.</td>
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<tr>
<td>Other:</td>
<td></td>
<td></td>
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<tr>
<td>(Professional services, consultant, staff support)</td>
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**SALARIES TOTAL:** $3,192

**MATERIALS:**

<table>
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<th>Give kind, quantity, cost</th>
<th>Purchase of DVDs and food and beverages for a light reception</th>
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<tbody>
<tr>
<td></td>
<td>$800</td>
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**MATERIALS TOTAL:** $800

**SERVICES:**

Attach appropriate estimates.

**Educational Technology Center:**

**Other:**

(Describe)

**SERVICES TOTAL:** $1,200

**TOTAL BUDGET REQUEST:** $5,202

**COLLEGE SUPPORT:**

Support provided by college in addition to grant request, if applicable.

(Explain)