

LSC Use Only Proposal No:  
LSC Action-Date:

UWUCC Use Only Proposal No: 12-659  
UWUCC Action-Date: R-11/27/12 Senate Action Date: App-1/29/13  
APP 12/3/12

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) <b>Pat Heilman</b>	Email Address <b>PHeilman@iup.edu</b>
Proposing Department/Unit <b>Journalism</b>	Phone <b>724-357-4411</b>

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input type="checkbox"/> Catalog Description Change

Current course prefix, number and full title: \_\_\_\_\_

Proposed course prefix, number and full title, if changing: \_\_\_\_\_

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

<input type="checkbox"/> Learning Skills	<input type="checkbox"/> Knowledge Area	<input type="checkbox"/> Global and Multicultural Awareness	<input type="checkbox"/> Writing Across the Curriculum (W Course)
<input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)			
<input type="checkbox"/> Global Citizenship	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Oral Communication	
<input type="checkbox"/> Quantitative Reasoning	<input type="checkbox"/> Scientific Literacy	<input type="checkbox"/> Technological Literacy	

3. Other Designations, as appropriate

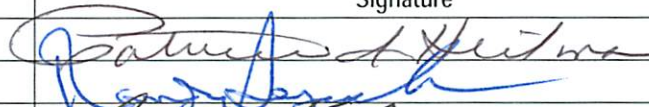
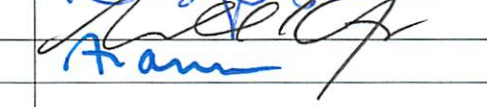
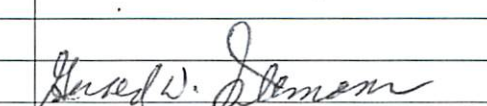
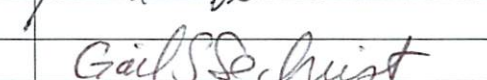


<input type="checkbox"/> Honors College Course	<input type="checkbox"/> Other: (e.g. Women's Studies, Pan African)
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4. Program Proposals

<input type="checkbox"/> Catalog Description Change	<input checked="" type="checkbox"/> Program Revision	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> New Track
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> New Minor Program	<input type="checkbox"/> Liberal Studies Requirement Changes	<input type="checkbox"/> Other

Current program name: Minor -- Journalism

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		10-14-12
Department Chairperson(s)		10-15-12
College Curriculum Committee Chair		10/29/12
College Dean		10/29/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		11/19/12
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		12/3/12



## II. Description of Curriculum Change

### 1. Catalog Description

The department offers an 18-credit minor designed to complement any major. Three 3-credit courses are required: JRNL 102, 105, and 120. The remaining 9 credits may be taken from the following list of journalism major courses: JRNL 126, 243, 250, 301, 337, 344, 347, 375, and designated Special Topics courses. Internship credits do not apply toward the 18-credit minor; however, a student in the minor program may take an internship and apply the credits as free electives.

#### Minor–Journalism 18 (1)

##### Required Courses:

JRNL 102 Basic Journalistic Skills 3cr (2, 3)

JRNL 105 Journalism and the Mass Media 3cr (2, 3)

JRNL 120 Journalistic Techniques for Professional Writing 3cr (2, 3)

**Controlled Electives:** Three courses from the following: 9cr

JRNL 126, 243, 250, 301, 337, 344, 347, 375, 481 (4)

(1) Internship credits do not apply toward the 18cr minor; however, a student in the minor program may take an internship and apply the credits as free electives.

(2) A grade of C or better is required for graduation with a minor in Journalism.

(3) The above three courses are to be taken in sequence.

(4) Minors may substitute only with departmental permission.

(5) Minors may not take both JRNL105 and COMM101.

### 2. Summary of Changes

#### a. Table comparing old and new program

Current Program		Proposed Program	
Minor - Journalism		Minor - Journalism	
Minor–Journalism (1)	18	Minor–Journalism (1)	18
<b>Required Courses:</b> JRNL 102 Basic Journalistic Skills (2, 3) JRNL 105 Journalism and the Mass Media (2, 3) JRNL 120 Journalistic Writing (2, 3)	9cr 3cr 3cr 3cr	<b>Required Courses:</b> JRNL 102 Basic Journalistic Skills (2, 3) JRNL 105 Journalism and the Mass Media (2, 3.5) JRNL 120 Journalistic Techniques for Professional Writing (2, 3.)	9 3cr 3cr 3cr
<b>Controlled Electives:</b> Three courses from the following: JRNL 243, 250, 326, 338, 344, 347, 375, 481 (4)	9cr	<b>Controlled Electives:</b> Three courses from the following: JRNL 126, 243, 250, 291, 337, 344, 347, 375, 481 (4)	9cr
(1) Internship credits do not apply toward the 18cr minor; however, a student in the minor program may take an internship and apply the credits as free electives. (2) A grade of C or better is required for graduation with a minor in Journalism. (3) The above three courses are to be taken in sequence. (4) Minors may substitute only with departmental permission.		(1) Internship credits do not apply toward the 18cr minor; however, a student in the minor program may take an internship and apply the credits as free electives. (2) A grade of C or better is required for graduation with a minor in Journalism. (3) The above three courses are to be taken in sequence. (4) Minors may substitute only with departmental permission. (5) Minors may not take both JRNL105 and COMM101.	

**b. Associated changes**

1. JRNL120 Journalistic Writing to JRNL120 Journalistic Techniques for Professional Writing
2. JRNL126 Introduction to Public Relations from JRNL326 Public Relations I (included in major program revision)
3. JRNL243 History of the American Press (prerequisite revisions included in major)
4. JRNL337 Editing added to journalism minor Controlled Electives (prerequisite change included in major program revision)
5. JRNL344 Issues and Problems (prerequisite change included in major program revision)
6. JRNL338 News Analysis (delete course from minor and from stored courses)
7. JRNL347 Journalism Law and Ethics (title change and prerequisite change included in major program revision)
8. JRNL491 Presentation Making renumbered to JRNL301 and added to minor Controlled Electives (number and prerequisite change included in major program revision)

**c. Rationale for Changes**

Most of these changes are cleanup of prerequisites to make it easier for minors to register for courses.

The title change in JRNL120 from Journalistic Writing to Journalistic Techniques for Professional Writing clarifies the content of the course: to apply journalistic writing skills to writing in other professions.

JRNL338 News Analysis has not been taught in over 20 years.

Other changes were made as part of the BA in Journalism revision and are repeated here so the correct course numbers, titles and prerequisites appear correctly in the catalog.

### **III. Implementation**

1. The proposed changes will have no effect on students in the existing minor program. Students who have taken or are enrolled in JRNL326 will be able to count that course towards the minor requirements.
2. Faculty resources are adequate.
3. Other resources are adequate.
4. The department does not anticipate any changes in enrollment due to these changes.

#### **IV. Periodic Assessment**

1. Currently, the department reviews student progress in two of the three required courses in the minor as part of the department's annual curriculum review.

In addition, with each departmental five-year review, student input is used in the assessment of the overall journalism program.

2. Evaluation of the entire program will take place every five years.
3. The department will be the evaluating entity for the annual curriculum review. Our accrediting agency -- ACEJMC: Accrediting Council on Education in Journalism and Mass Communications --- will do the five-year departmental program review, which will include the feedback on the required course reviews.

#### **V. Course Proposals (see attached)**

#### **VI. Letters of Acknowledgement and Support (see attached)**

**Subject:** Re: Journalism Program Revision

**From:** "Dr. Mark Piwinsky" <Mark.Piwinsky@iup.edu>

**Date:** 3:37 PM

**To:** Patricia I Heilman <pheilman@iup.edu>

**CC:** "Dr. Mark Piwinsky" <Mark.Piwinsky@iup.edu>, B.G.Wilson@iup.edu

Thank you for sharing the proposed revisions to the Journalism curriculum with us. As we discussed in our meeting, there are four provisions in the proposal that are of concern to Communications Media. These have been resolved as follows.

1. Changing the title of your new course, JRNL 215, to Media Convergence in Journalism, addresses the first concern that the original title of the course (Media Convergence) was too broad in scope and would impinge on our Department's offerings and potentially other departments as well.

2. A second concern is whether the revision would result in courses that conflict with our media production and technology areas. We recognize the need for some basic media tech skills in the JRNL 215 course but are concerned that this does not expand into courses that conflict directly with our major. This concern has been addressed in two ways.

a. In the Course Analysis Questionnaire, the course is clearly defined as limited to very low level, consumer-grade technologies. - "The content of this class partially overlaps with potential content in the Communications Media Dept. However, the digital media content of this class is at a far lower level than most production courses in Comm Media and the equipment used is at "consumer-grade", not "professional" or "prosumer-grade" as in Comm Media."

b. In addition, we have received assurances in your email of October 9th (attached) on behalf of Journalism that JRNL 215 "is limited to an elementary overview", and that there "are no sequel courses to this one". In addition, your email addresses our fundamental concern that "[s]hould majors be interested in more technological training in this software, they will be directed to your [Comm Media] department."

3. As we discussed, we welcome the move to resolve the issue of students taking both JRNL 105 and COMM 101. Your proposed approach is acceptable and we are pursuing a compatible approach in our curriculum revision.

4. With the requirements of your accreditation (70 credits outside of Journalism and Communications Media) and a major of 34 credits, it will not be possible for students to major in Journalism and do a Communications Media minor without exceeding 120 credits. Your proposal to advise interested Journalism majors that they can still do the Communications Media minor and finish with 122 credits is acceptable.

With these concerns addressed as outlined above, Communications Media supports your program revision.

Mark J. Piwinsky, Ph. D.  
Professor and Chair  
Communications Media  
Indiana University of Pennsylvania

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Email: [Mark.Piwinsky@iup.edu](mailto:Mark.Piwinsky@iup.edu)

On 10/9/2012 2:50 PM, Patricia I Heilman wrote:

Hi Mark!

Great conversation today.

To reiterate the new course, JRNL215 Media Convergence in Journalism:

This course is limited to an elementary overview of the software programs journalists may encounter in the era of online journalism. Students will learn basic components of Photoshop and basic audio and video editing in order to incorporate a video clip onto a news website or other mobile device.

There are no sequel courses to this one. Should majors be interested in more technological training in this software, they will be directed to your department.

Thanks,

Pat Heilman