

LSC Use Only Proposal No:

LSC Action-Date: AP - 2/21/13

UWUCC Use Only Proposal No: 12-65e.

UWUCC Action-Date: AP - 3/5/13

Senate Action Date: App - 3/26/13

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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

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)

- New Course
- Course Revision
- Course Prefix Change
- Course Number and/or Title Change
- Course Deletion
- 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)

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

3. Other Designations, as appropriate

- Honors College Course
- Other: (e.g. Women's Studies, Pan African)

Received **Received**
MAR 6 2013 **FEB 22 2013**

4. Program Proposals

- Catalog Description Change
- Program Revision
- Program Title Change
- New Degree Program
- New Minor Program
- Liberal Studies Requirement Changes
- New Track
- Other

Liberal Studies

Current program name: **Bachelor of Arts - Journalism**

Proposed program name, if changing: _____

| 5. Approvals | Signature | Date |
|--|----------------------|----------|
| Department Curriculum Committee Chair(s) | <i>Pat Heilman</i> | 10-19-12 |
| Department Chairperson(s) | <i>Pat Heilman</i> | 10/29/12 |
| College Curriculum Committee Chair | <i>Pat Heilman</i> | 10/29/12 |
| College Dean | <i>Pat Heilman</i> | 10/29/12 |
| Director of Liberal Studies (as needed) | <i>Pat Heilman</i> | 2/25/13 |
| Director of Honors College (as needed) | | |
| Provost (as needed) | <i>Greg W. Lemon</i> | 10/13/12 |
| Additional signature (with title) as appropriate | | |
| UWUCC Co-Chairs | <i>Gail Sechrist</i> | 3/5/13 |

Received

FEB 7 2013

Liberal Studies

Received

DEC 11 2012

Liberal Studies

Received

NOV 8 2012

Liberal Studies



II. Description of Curriculum Change in Bachelor of Arts in Journalism

1. Catalog Description

Students interested in a career in news, public relations, magazines, advertising, visual journalism, online journalism, social media and marketing, should enjoy this innovative and flexible program. The Journalism major combines Journalism elective courses, the student's choice of a variety of courses from other university departments, plus internships which provide on-the-job experience.

The IUP Journalism major is flexible for the individual student, who decides, with an advisor, what directions his or her education will take for a mass communications career.

A student wishing to enter the program becomes a Journalism major in the College of Humanities and Social Sciences. Then, the student chooses an individual program, in consultation with his/her advisor, within a large group of elective Journalism courses, plus a much larger group of courses from various other areas of the university. A student who completes the major graduates with a B.A. degree with a major in Journalism. Because journalism itself covers all areas of life, the Journalism major covers many areas of study preparation. With six required courses, the student is free to mold the program to his/her own special interests through both major and free electives.

The Journalism major will use Journalism courses to fulfill the minimum of 34 credits required for the major. All Journalism majors, including dual majors, must complete the intermediate-level of a foreign language.

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.

Course Sequence

| | |
|-------------------------|---|
| First Semester: | JRNL102 and 105 |
| Second Semester: | JRNL 220 plus one journalism elective (100- or 200-level) |
| Third Semester: | JRNL328 and 347 |
| Fourth Semester: | One journalism elective (200- or 300-level) |
| Fifth Semester: | One journalism electives (300- or 400-level) |
| Seventh Semester: | JRNL 400 plus one journalism elective (300- or 400-level) |
| Eighth Semester/Summer: | JRNL 493 Internship (6 cr) |

The Journalism faculty offer the following operational policy for its course sequence and prerequisites.

1. Majors must complete JRNL102, 105, 220 and 328 prior to completing 21 credits in journalism.
2. 18 credits must be at the 300- and 400-level.
3. No more than six credits of Special Topics courses in journalism may count towards the 34 credits required for the major.
4. Required courses requiring a grade of C or higher may be retaken two times each. If a student fails to achieve a grade of C or higher on the second attempt, he/she must meet with his/her advisor.
5. Students are advised to examine course prerequisites so their plan of study can be most effective. Exceptions can be made to the prerequisites only by the faculty member teaching the course after extensive consultation with the student to ascertain his/her readiness to succeed in that course. In the case of the required courses, that decision will be made by the department as a whole.
6. 72 credits of the 120 credits required for graduation must be outside Journalism (JRNL) and Communications Media (COMM) and within the Colleges of Fine Arts, Humanities and Social Sciences, and Natural Sciences and Mathematics. Credits beyond the 48 credits of combined JRNL and COMM courses will be in addition to the 120 credits required for graduation. This requirement applies to dual majors.

Bachelor of Arts—Journalism

Liberal Studies: As outlined in Liberal Studies section 49-50 with the following specifications: 49-50

Mathematics: 3cr

Liberal Studies Electives: 9cr, no courses with JRNL or COMM prefix

Social Science Electives: 9cr, no courses with JRNL prefix

College:

Foreign Language Intermediate Level (1, 7)

0-6

| | |
|---|-------|
| Major: | 34 |
| Required Courses: | |
| JRNL 102 Basic Journalistic Skills (2) (5) 3cr | |
| JRNL 105 Journalism and the Mass Media (2) 3cr | |
| JRNL 220 Writing for the Print Media (2) (5) 3cr | |
| JRNL 328 News Reporting (2) (5) 3cr | |
| JRNL 347 Journalism Law and Ethics 3 cr | |
| JRNL 400 Professional Preparation 1 cr | |
| Controlled Electives: | |
| Other JRNL courses (as listed in this catalog) (3) (6) | 18cr |
| Other Requirements: | 0 |
| Department recommends a planned program of dual major, minor(s), or electives (4) | |
| Free Electives: | 30-37 |
| Total Degree Requirements: | 120 |

- (1) Intermediate-level foreign language may be included in Liberal Studies electives.
- (2) A grade of C or better required for graduation with a degree in Journalism.
- (3) A maximum of 6cr of internship can be applied to major.
- (4) 72 credits of the 120 credits required for graduation must be outside Journalism (JRNL) and Communications Media (COMM) and within the Colleges of Fine Arts, Humanities and Social Sciences, and Natural Sciences and Mathematics. Credits beyond the 48 credits of combined JRNL and COMM courses will be in addition to the 120 credits required for graduation. This requirement applies to dual majors.
- (5) Course is not eligible for transfer from any other institution.
- (6) The last 15 credits in Journalism must be taken at IUP.
- (7) The foreign language requirement applies to dual majors.

2. Summary of Changes

a. Table comparing old and new program

| Current Program Bachelor of Arts - Journalism | | Proposed Program Bachelor of Arts - Journalism | |
|---|---|--|---|
| Liberal Studies: As outlined in Liberal Studies section 49-50 with the following specifications: Mathematics: 3cr Liberal Studies Electives: 9cr, no courses with JRNL prefix | | Liberal Studies: As outlined in Liberal Studies section 49-50 with the following specifications: Mathematics: 3cr Liberal Studies Electives: 9cr, no courses with JRNL or COMM prefix Social Science Electives: 9cr, no courses with JRNL prefix to Program Requirements | |
| College: Foreign Language Intermediate Level (1) | 0-6 | College: Foreign Language Intermediate Level (1, 7) | 0-6 |
| Major: Required Courses: JRNL 102 Basic Journalistic Skills (2) JRNL 105 Journalism and the Mass Media (2) JRNL 220 Writing for the Print Media (2) JRNL 328 News Reporting (2) | 30 3cr 3cr 3cr 3cr | Major: Required Courses: JRNL 102 Basic Journalistic Skills (2) (5) JRNL 105 Journalism and the Mass Media (2) JRNL 220 Writing for the Media (2) (5) JRNL 328 News Reporting (2) (5) JRNL 347 Journalism Law and Ethics JRNL 400 Professional Preparation | 34 3cr 3cr 3cr 3cr 3cr 1cr |
| Controlled Electives: Other JRNL courses (as listed in this catalog) (3) | 18 cr | Controlled Electives: Other JRNL courses (as listed in this catalog) (3) (6) | 18 cr |
| Other Requirements: Department recommends a planned program of dual major, minor(s), or electives (4, 5) | 0 | Other Requirements: Department recommends a planned program of dual major, minor(s), or electives (4) | 0 |
| Free Electives: | 34-41 | Free Electives: | 30-37 |
| Total Degree Requirements: | 120 | Total Degree Requirements: | 120 |
| (1) Intermediate-level foreign language may be included in Liberal Studies electives. (2) A grade of C or better required for graduation with a degree in Journalism. (3) A maximum of 6cr of internship can be applied to major. (4) Students may take no more than 15cr outside the College of Humanities and Social Sciences without prior approval of advisor. (5) Majors in the public relations sequence should make every effort to schedule BTST 321, MKTG 320, and MKTG 433. | | (1) Intermediate-level foreign language may be included in Liberal Studies electives. (2) A grade of C or better required for graduation with a degree in Journalism. (3) A maximum of 6cr of internship can be applied to major. (4) 72 credits of the 120 credits required for graduation must be outside Journalism (JRNL) and Communications Media (COMM) and within the Colleges of Fine Arts, Humanities and Social Sciences, and Natural Sciences and Mathematics. Credits beyond 48 credits of combined JRNL and COMM courses will be in addition to the 120 credits required for graduation. This requirement applies to dual majors. (5) Course is not eligible for transfer from any other institution. (6) The last 15 credits in Journalism must be taken at IUP. (7) The foreign language requirement applies to all | |

| | | | |
|--|--|--------------|--|
| | | dual majors. | |
|--|--|--------------|--|

b. Associated changes

- a. JRNL126 Introduction to Public Relations from JRNL326 Public Relations I
- b. JRNL220 Writing for the Print Media to JRNL220 Writing for Media
- c. JRNL215 Media Convergence in Journalism (new course)
- d. JRNL347 Journalism Law to JRNL347 Journalism Law and Ethics
- e. JRNL425 Entertainment PR (new course)
- f. JRNL490 Public Relations II to JRNL490 Public Relations Writing
- g. JRNL491 Presentation Making to JRNL301 Presentation Making (number change)
- h. JRNL223 Photojournalism from junior/senior standing to JRNL105 or COMM101 or instructor permission
- i. JRNL243 History of the American Press from JRNL120 or 220 to JRNL105 or COMM101
- j. JRNL250 Women and the Press from ENGL101, sophomore standing to ENGL101
- k. JRNL321 Feature Writing from JRNL102, 220 to JRNL220
- l. JRNL327 Layout, Design and Production from JRNL105 to JRNL105 or COMM101
- m. JRNL337 Editing from JRNL102, 220 to JRNL120 or 220
- n. JRNL344 Issues and Problems from JRNL102, 120 or 220 to JRNL105 or COMM101
- o. JRNL347 Journalism Law and Ethics from JRNL328, junior/senior standing to JRNL105 or COMM101 or instructor permission
- p. JRNL348 Opinion Writing from junior/senior standing to JRNL220
- q. JRNL375 World News Coverage from sophomore standing to no prerequisite
- r. JRNL400 Professional Preparation from Junior Standing, JRNL Major to JRNL328, JRNL Major
- s. JRNL466 Community Journalism from Junior standing, permission to JRNL220
- t. JRNL490 Public Relations II from JRNL220, 326 to JRNL126, 220
- u. JRNL491 Presentation Making (change to 301) from JRNL 220, 326 to no prerequisites
- v. JRNL492 Problem Solving in Public Relations from JRNL328 to JRNL126
- w. JRNL493 Internship from Grade of C or better in JRNL102, 105, 220, 328; departmental approval to Grade of C or better in JRNL102, 105, 220, 328, 347, 400; 2.3 overall QPA and 2.5 QPA in the major, departmental approval

c. Rationale for change

Adding JRNL347 Journalism Law and Ethics as well as JRNL400 Professional Preparation to the list of required courses for the major places the IUP journalism degree program in line with trends in the field and was recommended as part of the 2011-2012 department's five-year review. Our external evaluator, who sits on the accrediting council in our discipline (ACEJMC: Accrediting Council on Education in Journalism and Mass Communications), stressed the need for majors to be schooled in law and ethics (JRNL347) and to be able to show a portfolio of their professional work (JRNL400) as part of ACEJMC's outcomes assessments standards for accreditation.

The numbering changes in two courses (JRNL326 to JRNL126) and JRNL491 to JRNL301) represent the need for majors to take these courses earlier in their academic careers to prepare them for the advanced courses in public relations. In addition to the renumbering of JRNL326 to JRNL126, the title of the course was changed from Public Relations I to Introduction to Public Relations to more effectively describe the foundational nature of the course.

Consequently, JRNL490 Public Relations II had to be renamed to JRNL490 Public Relations Writing, a more apt description of course content and a necessary step since there would no longer be a PRI.

JRNL220 Writing for the Print Media was renamed JRNL Writing for the Media to reflect the move from print to digital media and the need for majors to learn the different journalistic writing techniques employed in digital journalism.

Two new courses are being proposed as controlled electives in journalism: JRNL215 Media Convergence in Journalism and JRNL425 Entertainment PR. JRNL215 and JRNL425 have been offered as special topics courses. JRNL215 prepares journalism majors for the expanded roles journalists must play and the technology they will use in those new roles. JRNL425 prepares majors for the specialized field of promotions within the entertainment industry.

JRNL347 Journalism Law will become JRNL347 Journalism Law and Ethics to conform to accreditation standards, which require that journalism majors comprehend the legal and ethical challenges in the field.

The requirements for JRNL493 Internship have been expanded to ensure that majors are ready to perform in the profession, given the profession's highly competitive nature.

The rest of the changes in courses are prerequisite changes that will allow Communications Media majors to more easily enroll in selected journalism classes (accepting COMM101 in lieu of JRNL105, for example) and/or clarify the prerequisites needed for specific courses (course prerequisites rather than the ambiguous junior/senior status).

Accreditation standards (Accrediting Council on Education in Journalism and Mass Communication) require that 72 credit hours be in the liberal arts and sciences and outside of journalism and communications media courses. At IUP, these 72 credits would primarily be those within the Colleges of Fine Arts, Humanities and Social Sciences, and Natural Sciences and Mathematics. Eliminating COMM courses as part of Liberal Studies electives for Journalism majors will assist Journalism majors in meeting the liberal arts and sciences 72-credit requirement. With respect to the exclusion of COMM 230, the journalism department offers JRNL375 World News Coverage, which is an LS and Global and Multi-cultural awareness course for non-majors and a journalism elective for majors. This course covers some of the same material as COMM 230, although with a specific focus on news operations outside the western world. The journalism department would not want majors to take both courses. Excluding COMM230 from a liberal studies elective for journalism majors would dissuade them from doing so.

The intermediate level of the foreign language is an integral part of the journalism major. Catalog language has been strengthened to assure this requirement is applied to those who declare journalism as a secondary or dual major.

III. Implementation

- i. The changes to the number of required courses will be effective with the entering class of fall 2013 and to current IUP students who transfer into the major on or after that date. Current majors will be encouraged to take JRNL347 Journalism Law and Ethics and JRNL400 Professional Preparation.
- ii. Current faculty resources are adequate.
- iii. Other resources are adequate.
- iv. The department does not expect an increase or decrease in the number of majors as a result of this program revision.

IV. Periodic Assessment

1. Currently, the department reviews curriculum on an annual basis to ensure that course components are keeping up with trends in the profession.

The portfolios produced by students in JRNL400 Professional Preparation will be used by the department to assess the application of key program concepts to the execution of completed pieces in the discipline.

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

2. Review of the six required courses will be conducted each year. Evaluation of the entire program will take place every five years.
3. The department will be the evaluating entity for the annual course assessments. 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 data on the annual course reviews.

V. Course Proposals (see attached)

VI. Letters of Acknowledgement/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

Indiana, PA 15705
Office: 724-357-2492
Fax: 724-357-5503
Email: 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