

LSC Use Only Proposal No:
LSC Action-Date:

UWUCC Use Only Proposal No: 12-65 f.
UWUCC Action-Date: AP-11/27/12 Senate Action Date: App-1/29/13

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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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 Prefix Change
 Course Deletion
 Course Revision
 Course Number and/or Title Change
 Catalog Description Change

Current course prefix, number and full title: JRN215 Media Convergence in Journalism

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
 Information Literacy
 Oral Communication
 Quantitative Reasoning
 Scientific Literacy
 Technological Literacy

3. Other Designations, as appropriate

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

4. Program Proposals

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

Current program name:

Proposed program name, if changing:

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Patricia A. Hartman</i>	10-14-12
Department Chairperson(s)	<i>Randy [unclear]</i>	10-15-12
College Curriculum Committee Chair	<i>[unclear]</i>	10/29/12
College Dean	<i>[unclear]</i>	10/29/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>Gail S Sedquist</i>	11/28/12

Received

JAN 4 2013

Liberal Studies

Received

NOV 28 2012

Liberal Studies

Received

NOV 8 2012

Liberal Studies

SAMPLE SYLLABUS OF RECORD

I. Catalog Description

JRNL 215 Media Convergence in Journalism

3 class hours

0 lab hours

Prerequisites: none

3 credits

(3c-0l-3cr)

Explores the digitization of journalism, public relations and its many forms. Students learn how to digitize and work with media including the capture, editing and distribution of new media, as well as the history and economics of digital media.

II. Course Outcomes

Students will be able to

1. Describe the variety of ways news media have converged in the 21st century.
2. Capture, edit and distribute news media appropriate for newsrooms and PR organizations.
3. Compare and contrast proper and improper ways of working with news media.
4. Analyze and discuss the history of digitization in American mass media and current, changing new media economics.

III. Course Outline

A. Background for Modern Journalism Media Formats (4 hours)

- a. Analog vs. Digital
- b. Bits, numbers and non-numeric values
- c. Computers and analog to digital convergence

B. Development of Journalism Technology (4 hours)

- a. Technology Dependence
- b. Printing Technology
- c. Chemistry Technology
- d. Electrical Technology
- e. Current Technologies
- f. Digital Integration

Exam 1 (1 hour)

C. Convergence of Journalism and Media Economics (4 hours)

- a. Financial Foundations
- b. Ownership Structures

- c. **Alternative Media Ownership**
- d. **Government Role**
- e. **New Media Funding**
- f. **Media Economic Patterns**

D. Photos in Journalism (6 hours)

- a. **Digitizing Images**
- b. **Bitmaps, vectors**
- c. **File size and optimization**
- d. **Color**

Exam 2 (1 hour)

E. Capturing and Editing Journalistic Photos (5 hours)

- a. **Capturing by scanning or photography**
- b. **Color and tonal adjustments**
- c. **Selection tools and layers**
- d. **Printing**
- e. **Photos for the web**

F. Sound in Journalistic Website Reports (6 hours)

- a. **Sound and digitization**
- b. **File size, compression and formats**
- c. **Acquiring and Importing**
- d. **Editing and multi-track basics**
- e. **Distribution on the Web**

Exam 3 (1 hour)

G. Web Video for Journalists (6 hours)

- a. **Basics of digital video**
- b. **Capture and formats**
- c. **File size, compression and streaming**
- d. **Editing basics**
- e. **Exporting and sharing on the web**

H. Website Fundamentals for Journalists (3 hours)

- a. **History**
- b. **HTML**
- c. **Paths and file formats**
- d. **Blogs and distribution**

Exam 4 (1 hour)

I. Culminating Activity (2 hours)

- a. Critique, analysis and review of final projects

IV. Evaluation Methods

The final grade will be determined as follows:

60% Four tests, each covering approximately a fourth of the course content, will be administered on paper. Question types will include short answer, multiple choice and calculations. One test will also include a practicum component (editing a photo with software using a numbered list of steps provided in class). The final is one of the four tests and covers the content related to the web.

20% Homework assignments including some writing about journalism, media and convergence, but also several assignments doing practical work with digital media formats. These assignments include capturing and editing photos and sound. Each assignment is approximately 3% of the course grade. There will be 6-7 of them depending upon speed through the curriculum.

20% Final project of drafts and completed original material demonstrating the student's skill using a variety of digital journalism formats, including written material, sound bites, digital photos and a short video clip. Topics to be chosen by each student. Format and presentation to be determined by the professor and standardized across students.

V. Grading Scale

Grading scale: A: >= 90% B: 80-89.9% C : 70-79.9% D: 60-69.9% F < 60%

VI. Attendance policy

The IUP attendance policy will be followed.

Excused absences will be granted only for the following circumstances and when proper documentation is provided. No absences will be excused without documentation.

VII. Required textbooks, supplemental books and readings

- **Required:** (Lauber) Wong, Y-L., *Digital Media Primer* (custom library by Pearson, Inc.) 2012. (available at the co-op bookstore)
- **Required:** you will need access to a digital camera that can load files on to our classroom computers.
- **Recommended:** *The Associated Press Stylebook*
- **Recommended:** *Media Writer's Handbook*

VIII. Special resource requirement

Students will need access to a digital camera to take pictures and load them on the computer.

IX. Bibliography

Auletta, K. (2009). *Goggled: The End of the World as We Know It*. London: Penguin.

Briggs, M. (2009). *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. Washington: CQ Press.

Dvorkin, L. (2011). *The Forbes Model for Journalism in the Digital Age*. California: Amazon HyperInk.

Jones, J. and Salter, L. (2011). *Digital Journalism*. Washington: Sage.

Kolodzy, J. (2006). *Convergence Journalism: Writing and Reporting across the News Media*. Lanham, Maryland: Rowman & Littlefield.

Kolodzy, J. (2012). *Practicing Convergence Journalism: An Introduction to Cross-media Storytelling*. London: Routledge.

Luckie M. (2012). *The Digital Journalist's Handbook*. California: CreateSpace Independent Publisher.

Manovich, L. (2001). *The Language of New Media*. Cambridge: MIT Press.

Quinn, S. (2005). *Convergence Journalism*. Bern: Peter Lang.

Roberts-Breslin, J. (2011). *Making Media*. Amsterdam: Focal Press.

Wilkinson, J. S., Grant, A. E., and Fisher, D. J. (2012). *Principles of Convergent Journalism*. Oxford: Oxford Univ.

Wong, Y-L. (2013). *Digital Media Primer*. New Jersey: Prentice Hall.