

AUG 11 1993

LSC Use Only

Number: _____

Action: _____

Date: _____

UWUCC Use Only

Number: 93-29

Action: App

Date: UWUCC 2/15/94
Senate 5/3/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: JN 243 History of American Journalism

Suggested 20 Character Course Title: JN 243 History of Am. Journ

Department: Journalism

Contact Person: Dr. James M. DeGeorge

II. If a course, is it being Proposed for:

X Course Revision/Approval Only
____ Course Revision/Approval and Liberal Studies Approval
____ Liberal Studies Approval Only (course previously has been
____ approved by the University Senate)

III. Approvals

James M. DeGeorge
Department Curriculum Committee

[Signature]
College Curriculum Committee

James M. DeGeorge (acting)
Department Chairperson

[Signature] 8/4/93
College Dean *

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*No New Resumes
Required*

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____

Semester to be
implemented: _____

Date to be
published
in Catalog: _____

to UWUCC: _____

JN 243 History of American Journalism

3 credits
3 lecture hours
(3c-01-3sh)

Prerequisites: JN 120 or JN 220

Traces the development of the American press from its colonial roots. Emphasis on the role of the press in political and social development.

JN 243--History of American Journalism
Robert Russell

This course combines journalism and American history as we look at the role played by the press from our colonial period to modern times. We see how the press moved from its roots in partisan politics and propaganda during the American Revolution to a fairer, more objective approach during the years after the Civil War. We meet some of the legendary figures of the past, such as Pulitzer, Hearst and Greeley, but we'll also examine the role of less-publicized modern kingpins such as Henry Luce. And we'll discuss the latest developments such as the impact of TV on our politics. Students will take three or four exams that combine short answers and essays. They will also do two book reviews.

Part II. 2.

OLD CATALOG NUMBER AND DESCRIPTION

JN 106 Basic Journalistic Skills (required)
JN 343 History of American Journalism
JN 323 Management in Mass Comm.
JN 346 Advanced Reporting
JN 349 Public Affairs Reporting
JN 350 Advertising Writing
JN 390 Public Relations II
JN 391 Presentation Making in Pub. Rel.
JN 392 Problem Solving in Public Relations
JN 394 Document Design II

NEW CATALOG NUMBER AND DESCRIPTION

JN 102 Basic Journalistic Skills (required)
JN 243 History of American Journalism
JN 423 Management in Mass Comm.
JN 446 Advanced Reporting
JN 449 Public Affairs Reporting
JN 450 Advertising Writing
JN 490 Public Relations II
JN 491 Presentation Making in Pub. Rel.
JN 492 Problem Solving in Public Relations
JN 494 Document Design II

Part II. 3. Justification/Rational for changes.

The existing system of numbering journalism courses does not adequately reflect the sequence in which students should take them nor the relative level of difficulty of the courses. For instance, the first journalism course our students should take, Basic Journalistic Skills, Jn 106, is not our lowest numbered course. And there are a number of 300 level courses which are actually advanced senior level courses. An example would be our management course, Jn 323, Management in Mass Communications. It requires field experience. It's unquestionably a senior level course.

For reasons no one can remember, the original numbering did not adequately represent the logic and sequence of our program. The changes proposed would accurately mirror a long-existing reality. There are no changes in course content.

The changes in prerequisites proposed will merely be consonant with the renumbering we propose.