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CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Patricia I. Heilman Phone 4411
Department Journalism

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE Women and the Press
Suggested 20 character title

New Course* JN250 Women and the Press
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + JN250 Women and the Press
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: Major Minor Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature] Feb. 15 1995 [Signature] 2-15-95
Department Curriculum Committee Department Chair

[Signature] 2/22/95 [Signature] 2/22/95
College Curriculum Committee College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

I. Catalog Description

JN 250 Women and the Press

3 credits
3 lecture hours
(3c-0l-3sh)

Prerequisite: EN 101, Sophomore Standing

Explores the role of women in American journalism. Includes study of lives/careers of women journalists and their specific contributions to the profession. Emphasis on evolution of equal opportunity for women and other minorities in the American press. Attention to the changing definition of news as influenced by the inclusion of women and minorities in editorial roles.

II. Course Objectives

1. Students will examine the historic role of women in American journalism.
2. Students will explore the current status of women in media through course readings and through first-person interviews.
3. Students will gather and analyze data on the upward mobility of women and minorities in the news media.
4. Students will demonstrate an ability to discern gender bias in news coverage and suggest solutions to this problem.

III. Course Outline

- A. Course Overview (1 lecture)
- B. Ancient History. An historical overview of women's progress in journalism, including an exploration of the lives, careers and contributions of notable female journalists. (8 lectures)
- C. Present History. A discussion on and examination of today's women leaders in the press. (8 lectures)
- D. Politics, Sports and Foreign Affairs. How women journalists have transformed the news coverage of these three fields (8 lectures).
- E. Is the News Gender Neutral? An examination of news bias in general with particular emphasis on gender and racial bias. (8 lectures)
- F. Using the Courts. An exploration of the legal options for insuring gender and racial equality in news coverage and in the news room. (5 lectures)
- G. Forging Ahead. Class discussion on plans for the advancement of women in the media. (2 lectures)
- H. Sacrificing for the Future. Discussion on the challenges for women entering the media. (2 lectures)

IV. Evaluation Methods

The final grade for the course will be determined as follows:

- 25% Interview Assignment. Each student will select a media woman to interview using questions devised by the class. You may ask questions in addition to these, but these questions must be asked. Again, since these interviews will be published as part of class project, each student must select a different media woman to interview. Tape record the interview. (Be sure to obtain interviewee's permission). Transcribe the interview. Type in question-and-answer format. Typed interview due: 11th week. Assignment will be graded on content and quality of interview.
- 15% Book Review. Each student will elect a book from the bibliography attached to this syllabus. Read and TYPE a one page, SINGLE-SPACED report/review (minimum of 500 words). Be sure to include your opinion. Only one person per book as these reports will be copied for class distribution. Report due: 7th week. Assignment will be graded on depth of understanding of the reading and quality of critical review.
- 10% Journal. Each student will keep a journal throughout the semester where reflections on readings, class discussions and related conversations/events will be recorded. The journal will be collected periodically for review. Journal will be graded on completeness of entries and depth of reflection.
- 25% Tests. Two tests (mid-term and final) consisting of multiple choice, completion and short essay. 100 points each.
- 15% Newspaper Monitoring. For a two-week period, each student will read a daily newspaper and note evidences of gender/racial/ethnic stereotyping and/or bias. The student will submit this "evidence," along with samples of the articles containing these biases, in a report containing an analysis of the bias and a rating of the newspaper on gender/racial/ethnic fairness. Assignment will be graded on quality of detection and supportability of rating.
- 10% Class exercises/discussions. Students will participate in exercises such as role playing, group discussions, project critiques and guest speaker presentations. Grade will be based on both quantity and quality of performance.

Grading

90 to 100	A
80 to 89	B
70 to 79	C
60 to 69	D
Below 60	F

V. Reading Assignments

Text: Mills, Kay. A Place in the News: From the Women's Pages to the Front Page, New York: Columbia UP, 1990.

Handouts will be provided as part of the reading assignments.

VI. Special resource requirements

No special equipment or resources are needed.

VII. WOMEN AND THE PRESS
BIBLIOGRAPHY
2-95

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- , "In Defense of the 'Women in Journalism' Study." Editor & Publisher. Dec. 14, 1985, 44, 33.
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- . "Dear Companion, ever-ready co-worker: A Woman's Role in a Media Dynasty." Journalism Quarterly, 64, 301-312, 1987.
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Taibbi, Mike & Sims-Phillips, Anna. Unholy Alliances: Working the Tawana Brawley Story. San Diego: Harcourt Brace Jovanovich, 1989.

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Wolf, Naomi. Fire with Fire: The New Female Power and How It Will Change the 21st Century. NY: Random House, 1993.

(Books/articles not designated by availability can be obtained through Inter-Library Loan located in Stapleton Library. Allow approximately two weeks)

Course Analysis Questionnaire

A. Details of the Course

- A1 This course will be an elective in the B.A. in Journalism program. This course will also be an elective in the Women's Studies Minor as well as a Liberal Studies elective.
- A2 This course does not require changes in any other courses or programs in the department.
- A3 A one-credit version of this course has been offered as a Special Topic during the Fall 1991 semester. Twenty-seven students enrolled in the course.
- A4 This course is not intended to be dual level.
- A5 This course is not to be taken for variable credit.
- A6 Similar courses are offered at these institutions:

Ohio State University: Communication and Gender in Interpersonal and Organizational Settings
Communication, Gender, and Society

University of Maryland: News Coverage of Racial Issues

A catalog description for each course is attached to this proposal.
- A7 This course is not a requirement for accreditation by the Association for Education in Journalism and Mass Communication.

B. Interdisciplinary Implications

- B1 This course will not be team taught.
- B2 This course does not overlap with other courses at the University.
- B3 One seat in this course will be made available for Continuing Education students.

C. Implementation

- C1 No new faculty are needed to teach this course. One section of this course can be accommodated in Dr. Heilman's Spring semester teaching every other year. To make room for it, JN 327 Layout, Design and Production will be taught fall semesters only. JN250 Women and the Press will rotate with JN446 Advanced Reporting in the spring semester. Since all three courses are electives within the program, alternating them will provide an additional choice for the students without affecting the available seats in any semester.

- C2
- a. Current space allocations are adequate to offer this course.
 - b. The department's television and vcr are available in the department's lecture room.
 - c. The department budget is sufficient to purchase supplies for this course.
 - d. Library holdings are adequate. Resources for this course will be included in the department's annual library budget. Also, the Women's Studies Center has agreed to purchase some items if needed.
 - e. No travel funds will be necessary.
- C3 No grant funds are associated with this course.
- C4 This course will be offered once every two years, usually in the spring semester.
- C5 One section of this course will be offered at a time.
- C6 Twenty-five students will be accommodated in this course. The nature of the class exercises and the writing assignments restricts enrollment to this number.
- C7 This course's enrollment limits are not addressed by the Association for Education in Journalism and Mass Communications.

D. Miscellaneous

No additional information is necessary.

University of Maryland

JOUR 453 News Coverage of Racial Issues (3)

Junior standing. Analysis of news media coverage of issues relating to racial minorities in the United States, with special attention to Hispanics, Asian Americans, African Americans and Native Americans.

Ohio State University

332 Communication and Gender in Interpersonal and Organizational Settings U 5

An examination of the role of communication in creating and holding into place stereotypical sex differences in interpersonal and organizational communication settings

362 Communication, Gender, and Society U 5

An examination of the role of communication in creating and holding into place societally accepted gender identities.

Women's Studies
Indiana University of Pennsylvania
352 Sutton Hall
Indiana, Pennsylvania 15705-1087

(412) 357-4753



February 14, 1995

Dr. Patricia Heilman
Journalism Department
IUP
Indiana, PA 15705

Dear Pat:

The Women's Studies program is pleased to support the development and approval of Women and the Media. The course will strengthen the Women's Studies program and is consistent with the goals of the program. We believe the course will have appeal to journalism students and will inform them about important professional and social issues relevant to their work. In addition, we anticipate that students interested in women's issues from many other departments will also be attracted to and benefit from the course.

Thank you for the opportunity to review your syllabus and bibliography. I enjoyed discussing the course with you. The course meets all criteria for inclusion in the Women's Studies minor course of study. Further, the approach, materials, and planned pedagogy are exemplary.

We wish you success in the approval process and in the conduct of your course. Let us know if there is any support we may offer you. We will be sure to keep your course in mind when ordering books and films.

Sincerely,

A handwritten signature in cursive script that reads 'Maureen C. McHugh'.

Maureen C. McHugh
Director of Women's Studies

MCM/mlm