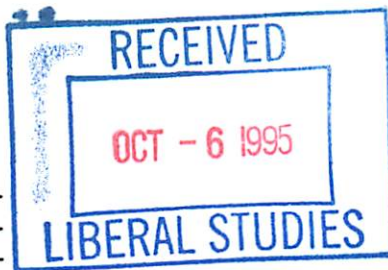


LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: _____
Submission Date: _____
Action-Date: _____

96-7
95-38

Withdrawn
9/17/96

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Robert W. Russell Phone _____

Department Journalism

II. PROPOSAL TYPE (Check All Appropriate Lines)

 COURSE Journalism and the Mass Media
Suggested 20 character title

 New Course* _____
Course Number and Full Title

 Course Revision Journalism and the Mass Media
Course Number and Full Title

 Liberal Studies Approval + JN 105 Journalism and the Mass Media
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 Journalism and the Mass Media
Course Number and Full Title

 X PROGRAM: X Major Minor Track

 New Program* _____
Program Name

 X Program Revision* BA in Journalism
Program Name

 Program Deletion* _____
Program Name

 Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature] June 14 1995 [Signature]
Department Curriculum Committee Department Chair

[Signature] [Signature] 7/5/95
College Curriculum Committee College Dean

+ Director of Liberal Studies (where applicable)

* Provost (where applicable)

Description of Curriculum Change

1. New syllabus of the record. Attached
2. Summary of proposed revisions. Attached
3. Justification/rationale for revision. Attached
4. Old syllabus of the record. Attached
5. Liberal Studies course approval form. Attached

Part I. Curriculum Proposal Sheet Attached

Part II Description of Curriculum Change

1. Does not apply
2. Summary of changes:

1) Intermediate-level Foreign Language may be included in Liberal Studies electives.
(2) Maximum of 6 credits Internship applied to major.
(3) Students may take no more than 15sh outside the College of Humanities and Social Sciences without prior approval of adviser.
(4) Majors in the public relations sequence should make every effort to schedule MK320, MK433, and AD321

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(4) Majors in the public relations sequence should make every effort to schedule MK320, MK433, and AD321.
(5) Students may not apply both JN105 and CM101 toward graduation requirements

3. Rationale for change. There is considerable overlap between JN105 and CM101, but significant differences between the two exist. JN105 focuses more on the news consumption while CM101 focuses on news production. While students will not be specifically prohibited from taking both courses, they can only apply one course toward graduation requirements.

Part III. Implementation.

1. Students already in the existing program can apply both JN105 and CM101 toward graduation requirements .
2. No anticipated effect on faculty
3. Resources are adequate
4. Some increase is expected , but not significant. Department's present resources and faculty can cope.

JN: Journalism
Department of Journalism
College of Humanities and Social Sciences

JN 102 Basic Journalistic Skills

3c-0l-3sh

Prerequisite: EN101

Required for journalism majors and minors. Emphasis on grammar, punctuation, spelling, AP Stylebook, copyediting, headlines, and accuracy. (Offered as JN106 prior to 1994-95)

JN 105 Journalism and the Mass Media

3c-0l-3sh

Prerequisite: EN101

A critical examination of roles-goals of newspapers, magazines, radio, and television as they affect American society socially, politically, and economically.

JN 120 Journalistic Writing

3c-0l-3sh

Prerequisite: EN101, Nonmajors/Minors

Emphasis on intelligent use of writing ability in a journalistic style and understanding of the why of journalism and mass media. This course practices and improves writing skills for all news media, print and broadcast.

JN 220 Writing for the Print Media

3c-0l-3sh

Prerequisites: JN102 (C or better), majors only

A course in journalistic style intended for students who plan to become professional writers. Teaches the basic journalistic formats and strategies used in print media such as the summary lead, the delayed lead, and the conventional news-story format. Throughout emphasizes economy, clarity, and the development of voice for a given medium.

JN 243 History of the American Press

3c-0l-3sh

Prerequisites: JN120 or JN220

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

(Offered as JN343 prior to 1994-95)

JN 250 Women and the Press

3c-0l-3sh

Prerequisites: EN101, 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.

JN 281 Special Topics

var-1-3sh

Prerequisite: As appropriate to course content

Special topics are offered on an experimental or temporary basis to explore topics that are not included in the established curriculum. A given topic may be offered under any special topic identity no more than three times. Special topics numbered 281 are offered primarily for lower-level undergraduate students.

JN 321 Feature Writing

3c-0l-3sh

Prerequisites: JN102, JN220

Designed for the student who might work in journalism or who might wish to write on a part-time or free-lance basis.

JN 326 Public Relations I

3c-0l-3sh

Prerequisites: JN102, JN120 or JN220

Introduces students to the principles, practices, programs, and possibilities in the various areas of public relations.

JN 327 Layout Design and Production

2c-3l-3sh

Prerequisite: JN105

Provides basic techniques and theories of layout design and production, including typography, copyfitting, photo/art cropping and scaling, and steps in design process. Includes traditional paste-up and desktop publishing in the design of ads, newspapers, newsletters, brochures, and magazines.

JN 328 News Reporting

3c-0l-3sh

Prerequisites: JN102, JN105, JN220, majors only

Includes instruction in writing the news story, preparing copy, interviewing, covering special events, and similar reporting activities.

JN 337 Editing

3c-0l-3sh

Prerequisites: JN102, JN220

Stresses basic practices such as copyediting and headline writing while also focusing on guidelines for improving accuracy, clarity, transition, spelling, and punctuation of copy. Students use wire service stylebook extensively.

JN 338 News Analysis

3c-0l-3sh

Prerequisites: JN105, junior/senior standing

A current events course, this is a critical study of news and its relationship to the mass media and the public. Seminar and discussion format.

JN 344 Issues and Problems

3c-0l-3sh

Prerequisites: JN102, JN120 or JN220

Students examine critical case histories of ethical and professional situations and circumstances in the mass communication industry in a lecture and discussion format.

JN 345 Sports Journalism

3c-0l-3sh

Prerequisite: JN220

Emphasizes skills for covering, writing, and editing of sports and introduces students to specific practices in newspaper, radio-TV, and sports information work.

JN 347 Journalism Law

3c-0l-3sh

Prerequisites: JN328, junior/senior standing

Open to nonmajors by permission of the instructor. Survey of the major Supreme Court and state court rulings governing the mass media, especially the news media. Areas include libel, antitrust, free press/fair trial, privacy. Approach is nontechnical.

JN 348 The Editorial Page

3c-0l-3sh

Prerequisite: Junior/senior standing

Emphasis on the writing of vigorous but thoughtful and fair editorials. Study of contemporary practice and policy on letters to the editor, columnists, cartoons, the op-ed page.

JN 375 World News Coverage

3c-0l-3sh

Prerequisite: Sophomore standing

A course dealing with international news events and analysis of international news coverage in sources from around the world. Emphasis placed on analyzing comparative coverage of events in different sources. Students study not only current international news but also how it is reported. The goal of the course is fostering a critical attitude toward news.

JN 393 Document Design I

3c-0l-3sh

Prerequisite: Junior/senior standing

Teaches students advanced principles of document design and gives them the opportunity to apply techniques of rhetorical/stylistic analysis, general problem solving, and holistic information display to a wide variety of writing formats used in business, industry, and government news.

JN 423 Management in Mass Communications

3c-0l-3sh

Prerequisites: JN493 or field experience

Attention given to the process of advancement to management positions in the advertising, journalism, and public relations industries.

JN 430 Public Opinion and the News Media

3c-0l-3sh

Prerequisite: Junior standing

Deals with understanding and measuring public opinion. Emphasis is placed on critically analyzing the historical origins and the dynamics of public opinion in the policymaking process as well as the role of the news media in public opinion. Students then measure people's thinking on any given issue or issues.

JN 446 Advanced Reporting

3c-0l-3sh

Prerequisite: JN328 (C or better), instructor permission

Designed for the student seeking a career as a working journalist, this course refines basic reporting and deals with more sophisticated techniques and coverage. (Offered as JN346 prior to 1994-95)

JN 449 Public Affairs Reporting

3c-0l-3sh

Prerequisites: JN328, majors only

This seminar course covers the specialized field of reporting government and public service beats. Techniques and sources are covered in lecture and demonstration and through guest speakers. (Offered as JN349 prior to 1994-95)

JN 450 Advertising Writing

3c-0l-3sh

Prerequisite: JN220, instructor permission

This is a basic course in the preparation of advertising copy and continuity for all media. It is a combination of lecture and laboratory course. Enrollment is limited to fifteen upperclass majors per semester. (Offered as JN350 prior to 1994-95)

JN 481 Special Topics

var-1-3sh

Prerequisite: As appropriate to course content

These courses vary from semester to semester, covering a number of journalism specialties. From time to time they are converted to permanent course numbers. Special topics numbered 481 are offered primarily for upper-level undergraduate students.

JN 482 Independent Study

var-1-6sh

Prerequisite: Prior approval through adviser, faculty member, department chairperson, dean, and provost's office. Opportunities for independent study that goes beyond the usual classroom activities. Approval is based on academic appropriateness and availability of resources; enrollment is limited to fifteen upperclass majors per semester.

JN 490 Public Relations II

3c-0l-3sh

Prerequisite: JN220, JN326

A public relations writing class that includes assignments such as releases, features, newsletters, reports, biographies, rewrites, hometown stories, copyediting, interviewing, research, and special projects.

(Offered as JN390 prior to 1994-95)

JN 491 Presentation Making

3c-0l-3sh

Prerequisite: JN220, JN326

Gives the student practice in writing and making oral presentations based on public relations cases and problems. Familiarizes the student with problem-solving and small-group communication skills necessary for those working in the area of public affairs. (Offered as JN391 prior to 1994-95)

JN 492 Problem-solving in PR

3c-0l-3sh

Prerequisite: JN328

Introduces students to techniques for analyzing and tracking information flow in organizations. Introduces students to creative problem-solving techniques which are standard practice in corporate research groups. (Offered as JN392 prior to 1994-95)

JN 493 Internship

var-6-12sh

Prerequisites: JN102, JN105, JN220, JN328, department approval

On-the-job training opportunities in journalism and related areas. Maximum of 6sh may be applied to 30sh minimum of major.

JN 494 Document Design II

3c-0l-3sh

Prerequisite: JN 328, JN393

Gives students advanced work in preparation of substantial corporate and government documents such as annual reports, lengthy project reports, and research reports, etc. Emphasizes skills in research of public and government documents, data analysis and problem solving, holistic information display, writing, and editing. (Offered as JN394 prior to 1994-95)

Department of Journalism

Patricia Heilman, Chairperson; DeGeorge, Jesick, Mukasa, Russell, Truby; and professors emeriti Furgiuele, Swauger

Students interested in a career in news-editorial or public relations fields, with opportunities in such related areas as advertising, desktop publishing, and marketing, should enjoy this innovative, 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 adviser, what directions his or her education will take for a mass communication career. The two sequences offered are News-Editorial and Public Relations.

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 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. in journalism. Because journalism itself covers all areas of life, the journalism major covers many areas of study preparation. There are only four required courses, so 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 thirty hours required for the major. All journalism majors must complete the intermediate sequence of a foreign language. This may be done in one of three ways: by examination, by earning credit in third and fourth levels of a foreign language, or by completing four levels of a new language. If the last procedure is used, the two beginning foreign language courses may be applied as free electives to the total number of credits needed for graduation.

The Journalism Department offers an 18-credit minor designed to complement any major. Three 3-credit courses are required: JN105: Journalism and Mass media; JN106: Basic Journalistic Skills; and JN120: Journalistic Writing. The remaining nine credits may be taken from the following list of Journalism major courses: JN326, JN338, JN344, JN347, JN375, 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

The journalism faculty offers the following operational policy for its course sequence and prerequisites. The basic idea is for students to take Level I courses prior to Level II courses, etc. We ask that special attention be given to course prerequisites to avoid scheduling students without proper experience into courses. We do retain flexibility of waiving sequence and prerequisites in individual cases.

Level I

JN102 Basic Journalism Skills (required for all journalism majors)

JN105 Journalism and Mass Media (required for all journalism majors)

If they have the prerequisites and if enrollment permits,
nonmajors are welcome in JN105.

JN120 Journalistic Writing (for journalism minors and nonmajors)

JN220 Writing for the Print Media (required for all journalism majors)

Level II

JN243 History of American Press	JN338 News Analysis
JN321 Feature Writing	JN344 Issues and Problems
JN326 Public Relations I	JN345 Sports Journalism
JN327 Layout, Design, and Production	JN375 World New Coverage
JN328 News Reporting	JN393 Document Design I
JN337 Editing	

Level III

JN347 Journalism Law	JN482 Independent Study
JN348 Editorial Page	JN490 Public Relations II
JN423 Management	JN491 Presentation Making
JN446 Advanced Reporting	JN492 Problem Solving in PR
JN449 Public Affairs Reporting	JN493 Internship
JN450 Advertising Writing	JN494 Document Design II

Minor Courses or Free Electives

A number of departments cooperate to make journalism study at IUP a very broad experience. These courses may be considered for dual major, a minor program(s), or as electives.

With the assistance of an adviser, a student may develop a program by choosing from the following electives. Electives shown here have pre- authorization. Any other elective requires adviser approval in writing.

Art: AR218, AR455

Business: AD101, AD321, DE333, MG300, MG401

Marketing: MK320, MK321, MK420, MK421, MK433

Communications Media: CM271, CM404, CM440, CM445, CM451

English: EN208, EN220, EN221, EN310, EN311, EN322

History: HI369, HI346, HI362, HI363, HI364

Philosophy: PH101, PH222, PH323

Political Science: PS111, PS251, PS280, PS285, PS351, PS353,
PS354, PS359, PS370, PS371, PS356, PS361, PS362

Computer Science: CO101 or BE101 or IM101

Educational Psychology: EP304

Criminology: CR101, CR102, CR295

Economics: EC241, EC283, EC332, EC333

Psychology: PC310, PC320, PC330, PC371, PC420

Sociology: SO231, SO339, SO340, SO362, SO380

Bachelor of Arts--Journalism

Liberal Studies: As outlined in Liberal Studies section
with the following specifications:

53-55

Liberal Studies electives: no courses with JN prefix

College:

0-6

Foreign Language Intermediate Level (1)

Major:

30

Required courses:

JN102 Basic Journalistic Skills	3sh	
JN105 Journalism and the Mass Media	3sh	
JN220 Writing for the Print Media	3sh	
JN328 News Reporting		3sh

Controlled electives:

Other JN courses
18sh(2)

Other Requirements:

0

Department recommends a planned program of dual major, minor(s), or electives with special consideration of the preapproved courses listed. (3) (4)

Free Electives:

33-41

Total Degree Requirements:

124

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Minor--Journalism (Implementation date: Fall, 1994)**Minor:****Required Courses:**

JN102 Basic Journalistic Skills	3sh(1)
JN105 Journalism and Mass Media	3sh(1)
JN120 Journalistic Writing	3sh(1)

Three controlled electives from following list:
JN243, 326, 338, 344, 347, 375, 481

Total (2)

18sh

- (1) The above three courses are to be taken in sequence.
- (2) 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.