

Revised 136-UPCh.

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FORMAT 5

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(email electronic copy to fysenat@uaf.edu)

PROGRAM/DEGREE REQUIREMENT CHANGE (MAJOR/MINOR)

SUBMITTED BY:

Department	Journalism	College/School	College of Liberal Arts
Prepared by	Amy Simpson [no longer at dept.]	Phone	7761
Email Contact	aesimpson@alaska.edu	Faculty Contact	Brian O'Donoghue, Chair

See <http://www.uaf.edu/uafgov/faculty/cd> for a complete description of the rules governing curriculum & course changes.

PROGRAM IDENTIFICATION:

DEGREE PROGRAM	Journalism
Degree Level: (i.e., Certificate, A.A., A.A.S., B.A., B.S., M.A., M.S., Ph.D.)	B.A.

A. CHANGE IN DEGREE REQUIREMENTS: (Brief statement of program/degree changes and objectives)

The Journalism Department recognizes that specialization is no longer benefiting our graduates in the workplace. In the proposed single curriculum, all Journalism majors will receive broad training in a range of reporting skills and more rigorous coaching in medium-specific writing conventions. The change will eliminate current concentrations in Broadcast journalism, New Media, News-Editorial, and Photojournalism and revive Public Relations (now titled Public Relations Techniques) as a required course.

B. CURRENT REQUIREMENTS AS IT APPEARS IN THE CATALOG:

2011 - 2012 UAF Catalog

Journalism

College of Liberal Arts
Department of Journalism
907-474-7761

www.uaf.edu/journal/

B.A. Degree; Minor

Downloadable PDF

Minimum Requirements for Degree: 123 - 124 credits

The journalism program offers a solid curriculum designed to prepare students to leave the classroom and be ready to take their places in the nation's newsrooms.

In addition to the solid academic background they receive in the classroom, students get practical experience by working with media on and off campus. On campus, these include public television and public radio stations, a student-owned FM station and the campus newspaper. Off campus, students have opportunities to intern with a variety of radio and television stations, newspapers and other media-related businesses and organizations, both in and out of Alaska.

The department runs several laboratory facilities including a news writing/digital photography lab, a multimedia lab, a digital audio production lab, a digital video editing lab, two photography labs and a photography studio, and an electronic newsroom. The department is accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Major -- B.A. Degree

Concentrations: Broadcast Journalism, New Media, News-Editorial, Photojournalism

1. Complete the general university requirements.
2. Complete the B.A. degree requirements. (As part of the B.A. degree requirements, complete HIST F132*.)
3. Complete the following program (major) requirements: *
JRN F101--Introduction to Mass Communications--3 credits
JRN F202--News Reporting and Writing--3 credits
JRN F400--Professional Media Internship--3 credits
JRN F413--Mass Media Law and Regulation--3 credits
JRN F421--Journalism in Perspective--3 credits
JRN F490--Online Publication: "Extreme Alaska"--3 credits
4. Complete credits outside of journalism**--80 credits
5. Complete one of the following concentrations: *
Broadcast Journalism
 1. Complete the following:
JRN F215--Radio Production--3 credits
JRN F251--Television Production--4 credits
JRN F452W--Radio and Television News Writing--3 credits
JRN F453O--Television News Reporting--3 credits
 2. Complete two courses from the list of approved journalism electives.
 3. Minimum credits required--124 credits

New Media

4. Complete the following:
JRN F250--Website Design--3 credits
JRN F323--Editing for Journalists--3 credits
JRN F390--New Media Toolkit--3 credits
JRN F484--Multimedia Theory and Practice--3 credits
5. Complete two courses from the list of approved journalism electives.***
6. Minimum credits required--123 credits

News-Editorial

7. Complete the following:
JRN F311--Magazine Article Writing--3 credits
JRN F323--Editing for Journalists--3 credits
JRN F401--Beat Reporting (or another beat course as approved by advisor)--3 credits
JRN F444W--Investigative Reporting--3 credits
8. Complete two courses from the list of approved journalism electives.
9. Minimum credits required--123 credits

Photojournalism

10. Complete the following:
JRN F203--Basic Photography--3 credits

JRN F404--Photojournalism I--3 credits
JRN F406--Photojournalism II--3 credits
JRN F407--Inkjet Printing--3 credits

11. Complete two courses from the list of approved journalism electives.

12. Minimum credits required--123 credits

Approved journalism electives:*

JRN F203--Basic Photography--3 credits
JRN F215--Radio Production--3 credits
JRN F220--Adobe Photoshop--3 credits
JRN F240--Foreign Corresponding--3 credits
JRN F250--Website Design--3 credits
JRN F251--Television Production--4 credits
JRN F280--Video Storytelling--3 credits
JRN F311W--Magazine Article Writing--3 credits
JRN F323--Editing for Journalists--3 credits
JRN F324--Typography and Publication Design--3 credits
JRN/THR/FLM F347O--Lighting Design--3 credits
JRN/WMS F380O--Women, Minorities and the Mass Media--3 credits
JRN F390--New Media Toolkit--3 credits
JRN F401--Beat Reporting--3 credits
JRN F402--Advanced Photography--3 credits
JRN F404--Photojournalism I--3 credits
JRN F405--Advanced Photography Seminar--3 credits
JRN F406--Photojournalism II--3 credits
JRN F407--Inkjet Printing--3 credits
JRN F411W--Writing for a Living--3 credits
JRN F440--Ethics and Reporting in the Far North--3 credits
JRN F444W--Investigative Reporting--3 credits
JRN F452--Radio and Television News Writing--3 credits
JRN F453O--Television News Reporting--3 credits
JRN F454--Advanced TV News Production--3 credits
JRN F456W--Science Writing for Magazines and Newspapers--3 credits
JRN F480--Documentary Filmmaking--3 credits
JRN/ART F484--Multimedia Theory and Practice--3 credits
JRN F493--Special Topics--3 credits
JRN F497--Independent Study--3 credits

* Students must earn a C grade (2.0) or better in each course in the major requirements and any course offered through the Department of Journalism.

** To assure the journalist gets a broad liberal arts education, 80 credits must be outside of journalism, 65 of which should be from traditional liberal arts courses offered by any of these departments: AKNP, ALST, ANL, ANS, ANTH, ART, ASLG, ATM, BIOL, CHEM, COMM, ECON, ENGL, ENVE, ESK, FISH, FL, FREN, FSN, GEOG, GEOS, GER, HIST, HONR, HUM, JPN, JUST, LING, LS, MATH, MSL, MUS, NORS, NRM, PHIL, PHYS, PS, PSY, RUSS, SOC, SPAN, STAT, THR, WMS.

*** Either JRN F471O or F472O may be used as approved JRN electives in the New Media concentration.

Note: In order to earn a B.A. degree in journalism, at least 39 credits must be taken in upper-division (F300-level or higher) courses.

Minor*

1. Complete the following:

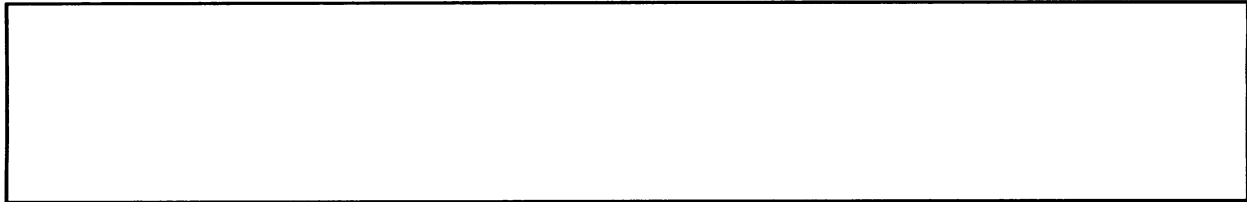
JRN F101--Introduction to Mass Communications--3 credits

JRN F202--News Reporting and Writing--3 credits

Approved JRN electives--9 credits

2. Minimum credits required--15 credits

* Students must earn a C grade (2.0) or better in all department courses used to satisfy minor requirements.



**C. PROPOSED REQUIREMENTS AS IT WILL APPEAR IN THE CATALOG WITH THESE CHANGES:
(Underline new wording strike through old wording and use complete catalog format)**

Journalism

College of Liberal Arts
Department of Journalism
907-474-7761

www.uaf.edu/journal/

B.A. Degree; Minor

Downloadable PDF

Minimum Requirements for Degree: ~~123—124 credits~~ 120

The journalism program offers a solid curriculum designed to prepare students to leave the classroom and be ready to take their places in the nation's newsrooms.

In addition to the solid academic background they receive in the classroom, students get practical experience by working with media on and off campus. On campus, these include KUAC, a public television and public radio stations, a student-owned FM and TV station KSUA, and the Sun Star, the campus newspaper. Off campus, students have opportunities to intern with a variety of radio and television stations, newspapers and other media-related businesses and organizations, both in and out of Alaska.

The department runs several laboratory facilities including a ~~news writing~~ digital newsroom and photography lab, a ~~multimedia lab~~, a digital audio ~~production lab~~ bay, a digital video editing/advanced digital printing lab, two wet photography labs and a photography studio, ~~and an electronic newsroom~~. The department is accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Major -- B.A. Degree

~~Concentrations: Broadcast Journalism, New Media, News Editorial, Photojournalism~~

1. Complete the general university requirements.
2. Complete the B.A. degree requirements. (As part of the B.A. degree requirements, complete HIST F132*.)
3. Complete the following program (major) requirements:*

JRN F101--~~Introduction to Mass Communications~~ Media and Culture--3 credits

JRN F202--~~News Reporting and Writing~~ for the Media--3 credits

JRN F251--Introduction to Video Production—4 credits

JRN F302W—Reporting—3 credits

JRN F400--Professional Media Internship--3 credits

JRN F404—Photojournalism I—3 credits

JRN F413--Mass Media Law and Regulation--3 credits

JRN F421--Journalism in Perspective--3 credits

~~JRN F433W—Public Relations Techniques—3 credits~~

~~JRN 432W Public Relations Techniques—3 credits (number changed)~~

~~JRN F454O—Newscast—3 credits~~

~~JRN F490--Online Publication: "Extreme Alaska"--3 credits~~

4. ~~Complete credits outside of journalism**—80 credits~~ one of the following four courses:

~~JRN F215—Radio Production—3 credits~~

~~JRN F323—Editing for Journalists—3 credits~~

~~JRN F406—Photojournalism II—3 credits~~

~~JRN F480—Documentary Filmmaking—3 credits~~

5. ~~Complete one class from the list of approved journalism electives.**~~ of the following concentrations:*

~~Broadcast Journalism~~

1. ~~Complete the following:~~

~~JRN F215—Radio Production—3 credits~~

~~JRN F251—Television Production—4 credits~~

~~JRN F452W—Radio and Television News Writing—3 credits~~

~~JRN F453O—Television News Reporting—3 credits~~

2. ~~Complete two courses from the list of approved journalism electives.~~

3. ~~Minimum credits required—124 credits~~

~~New Media~~

4. ~~Complete the following:~~

~~JRN F250—Website Design—3 credits~~

~~JRN F323—Editing for Journalists—3 credits~~

~~JRN F390—New Media Toolkit—3 credits~~

~~JRN F484—Multimedia Theory and Practice—3 credits~~

5. ~~Complete two courses from the list of approved journalism electives.***~~

6. ~~Minimum credits required—123 credits~~

~~News-Editorial~~

7. ~~Complete the following:~~

~~JRN F311—Magazine Article Writing—3 credits~~

~~JRN F323—Editing for Journalists—3 credits~~

~~JRN F401—Beat Reporting (or another beat course as approved by advisor)—3 credits~~

~~JRN F444W Investigative Reporting 3 credits~~

~~8. Complete two courses from the list of approved journalism electives.~~

~~9. Minimum credits required 123 credits~~

Photojournalism

~~10. Complete the following:~~

~~JRN F203 Basic Photography 3 credits~~

~~JRN F404 Photojournalism I 3 credits~~

~~JRN F406 Photojournalism II 3 credits~~

~~JRN F407 Inkjet Printing 3 credits~~

~~11. Complete two courses from the list of approved journalism electives.~~

~~12. Minimum credits required 123 credits~~

~~6. Complete credits outside of journalism. To assure the journalist a broad liberal arts education, 80 credits must be outside of journalism, 65 of which should be from traditional liberal arts courses offered by any of these departments: AKNP, ALST, ANL, ANS, ANTH, ART, ASLG, ATM, BIOL, CHEM, COMM, ECON, ENGL, ENVE, ESK, FISH, FL, FREN, FSN, GEOG, GEOS, GER, HIST, HONR, HUM, JPN, JUST, LING, LS, MATH, MSL, MUS, NORS, NRM, PHIL, PHYS, PS, PSY, RUSS, SOC, SPAN, STAT, THR, WMS, **WGS**~~

~~7. Minimum credits required 123 credits~~

Approved journalism electives:**

~~JRN F203 Basic Photography 3 credits~~

~~JRN F284 Basic Digital Photography 3 credits~~

~~JRN F215 Radio Production 3 credits~~

~~JRN F220 Adobe Photoshop 3 credits~~

~~JRN F240 Foreign Corresponding 3 credits~~

~~JRN F250 Web Site Design 3 credits~~

~~JRN F251 Television Production 4 credits~~

~~JRN/FLM F280 Video Storytelling 3 credits~~

~~JRN F311W Magazine Article Writing 3 credits~~

~~JRN F323 Editing for Journalists 3 credits~~

~~JRN F324 Typography and Publication Design 3 credits~~

~~JRN/THR/FLM F3470 Lighting Design 3 credits~~

~~JRN/WMSWGS F3800 Women, Minorities and the Mass Media 3 credits~~

~~JRN F390 New Media Toolkit 3 credits~~

~~JRN F401 Beat Reporting 3 credits~~

~~JRN F402 483 Advanced Photography 3 credits~~

~~JRN F404 Photojournalism I 3 credits~~

~~JRN F405 465 Advanced Photography Seminar 3 credits~~

~~JRN F406 Photojournalism II 3 credits~~

~~JRN F407 487 Inkjet Printing Digital Darkroom 3 credits~~

~~JRN F411W Writing for a Living 3 credits~~

~~JRN F440 Ethics and Reporting in the Far North 3 credits~~

~~JRN F444W Investigative Reporting 3 credits~~

~~JRN F452 Radio and Television News Writing 3 credits~~

~~JRN F453O Television News Reporting 3 credits~~

~~JRN F454 Advanced TV News Production 3 credits~~

~~JRN F4540 Newscast--3 credits~~

JRN F456W--Science Writing for Magazines and Newspapers--3 credits

JRN F480--Documentary Filmmaking--3 credits

JRN/ART F484--Multimedia Theory and Practice--3 credits

JRN F493--Special Topics--3 credits

JRN F497--Independent Study--3 credits

JRN F498--Undergraduate Research --3 credits

~~Minimum credits required--120 credits~~

* Students must earn a C grade (2.0) or better in each course in the major requirements and any course offered through the Department of Journalism.

~~** To assure the journalist gets a broad liberal arts education, 80 credits must be outside of journalism, 65 of which should be from traditional liberal arts courses offered by any of these departments: AKNP, ALST, ANL, ANS, ANTH, ART, ASLG, ATM, BIOL, CHEM, COMM, ECON, ENGL, ENVE, ESK, FISH, FL, FREN, FSN, GEOG, GEOS, GER, HIST, HONR, HUM, JPN, JUST, LING, LS, MATH, MSL, MUS, NORS, NRM, PHIL, PHYS, PS, PSY, RUSS, SOC, SPAN, STAT, THR, WMS.~~

~~*** Either JRN F4710 or F4720 may be used as approved JRN electives in the New Media concentration.~~

Note: In order to earn a B.A. degree in journalism, at least 39 credits must be taken in upper-division (F300-level or higher) courses.

Minor*

1. Complete the following:

JRN F101--~~Introduction to Mass Communications~~ Media and Culture--3 credits

JRN F202--~~News Reporting and Writing for the Media~~ --3 credits

Approved JRN electives--9 credits (Any Journalism course required for the major serves as an approved elective for the minor. Other approved electives for the minor are the same as those listed for the major.)

2. Minimum credits required--15 credits

* Students must earn a C grade (2.0) or better in all department courses used to satisfy minor requirements.

D. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

The proposed revisions bring UAF Journalism's curriculum in line with industry workforce expectations and promote greater efficiency within the department through the elimination of four specialty concentrations. Existing facilities and equipment are sufficient to serve our majors. Nothing changes with respect to the department's request to fill an existing broadcast faculty vacancy.

E. IMPACTS ON PROGRAMS/DEPTS:

What programs/departments will be affected by this proposed action?

Include information on the Programs/Departments contacted (e.g., email, memo)

Journalism is the department directly affected. We do not anticipate any reduction in our ability to support cross-listed classes, including those serving Theatre's film major.

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F. IF MAJOR CHANGE - ASSESSMENT OF THE PROGRAM:

Description of the student learning outcomes assessment process.)

Journalism employs two main methods of outcome assessment: Overall skills of our majors are tracked through interviews and survey data collected from JRN 400 Professional Media Internship newsroom supervisors. In January 2010, the department began monitoring learning outcomes for select JRN courses with the help of external reviewers, who compare pre-semester and post-semester mastery of course objectives. We conduct such external reviews on two to four classes each semester. Eliminating the specialty tracks should provide a larger pool of majors following the same sequence of classes, enhancing the department's ongoing efforts tracking the effectiveness of our curriculum.

JUSTIFICATION FOR ACTION REQUESTED

The purpose of the department and campus-wide curriculum committees is to scrutinize program/degree change applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. If you drop a course, is it because the material is covered elsewhere? Use as much space as needed to fully justify the proposed change and explain what has been done to ensure that the quality of the program is not compromised as a result.

Online information delivery is transforming news and public communications. Traditional distinctions separating print journalists from broadcast counterparts are swiftly eroding. Reporters today routinely cover, write, shoot and package their stories for an array of media. The collapse of business models supporting traditional newspapers and, to a lesser extent, news stations, is propelling many journalists to seek jobs in corporate communications and other related professions.

As a consequence, UAF Journalism Department finds that the specialization available through our four concentration paths-- broadcast, news-editorial (print), new media and photojournalism-- no longer benefits our graduates. Employers bluntly tell us they prefer the generalist able and willing to report through print, video and the web over applicants who might be more polished in a single medium. The proposed single curriculum ensures all Journalism majors will receive broad training in a range of reporting skills, as well as more rigorous coaching in medium-specific writing conventions. Public Relations, a former specialty concentration, is reintroduced as a required class for the major, another step preparing our students for a changing marketplace.

Our small department has changed to suit an evolving profession before. UAF Journalism received accolades from accreditation reviewers and others for instituting JRN 490 Online Publication, a required capstone class that first applied to seniors graduating in 2007. Since that time, faculty have steadily broadened content in many classes, promoting cross-training within News Editorial, Broadcast, Photojournalism and New Media concentrations.

Half steps are no longer adequate to ensure all majors possess the versatility expected by employers. The proposed curriculum changes are the product of years of discussion, faculty review of journalism instruction at other institutions and feedback from employers.

This plan reflects our faculty consensus on how to best teach journalism today. It embodies the mission statement faculty adopted in 2004-05, following the renaming of our department from Journalism and Broadcasting to simply UAF Journalism:

Our mission is to prepare versatile journalists who are ably suited to enhance the profession in Alaska and elsewhere.
The Department is committed to the development of professional skills, critical thinking and journalistic ethics.

APPROVALS:

See attached.

	Date	
Signature, Chair, Program/Department of:		

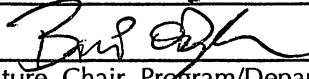
	Date	
Signature, Chair, College/School Curriculum Council for:		

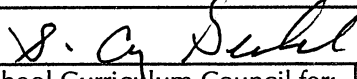
	Date	
Signature, Dean, College/School of:		

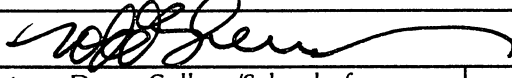
ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

	Date	
Signature, Chair, UAF Faculty Senate Curriculum Review Committee		

APPROVALS:

	Date	3/19/12
Signature, Chair, Program/Department of: <u>Journalism</u>		

	Date	4/23/2012
Signature, Chair, College/School Curriculum Council for: _____		

	Date	01/15/13
Signature, Dean, College/School of: <u>CEA</u>		

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

_____	Date	_____
Signature, Chair, UAF Faculty Senate Curriculum Review Committee		

Two-year Journalism schedule for offering classes required under proposed single curriculum

6/12/2012

Fall year 1

Spring year 1

Fall year 2

Spring year 2

JRN F101
Media and Culture
No req

JRN F 202
News Writing for the Media
Preq:ENGL 111X; ENGL 211X or 213X

JRN F101
Media and Culture
No req

JRN F 202
News Writing for the Media
Preq:ENGL 111X; ENGL 211X or 213X

JRN F 202
News Writing for the Media
Preq:ENGL 111X; ENGL 211X or 213X

JRN 302 W
Reporting
Preq: JRN 101, JRN 202, JRN 251

JRN F 202
News Writing for the Media
Preq:ENGL 111X; ENGL 211X or 213X

JRN 406
Photojournalism 2

JRN F251
Intro to Video Production
No req

JRN 400
Professional Media Internship
Preq: Senior standing

JRN F251
Intro to Video Production
No req

JRN 302 W
Reporting
Preq: JRN 101, JRN 202, JRN 251

JRN 323
Editing for Journalists
Preq: Jrn 202; jr standing

JRN F413/613
Mass Media Law+Regs
Preq: JRN 202

JRN 400
Professional Media Internship
Preq: Senior standing

JRN 400
Professional Media Internship
Preq: Senior standing

JRN 400
Professional Media Internship
Preq: Senior standing

JRN 480
Documentary Filmmaking
Preq: Basic video experience

JRN F421
Perspectives in Journalism
Preq: Junior standing

JRN 413/613
Mass Media Law+Regs
Preq: JRN 202

JRN F404
Photojournalism I
Preq: JRN 203 or JRN 204 or instructor's permission

JRN 490
Online Publication: Extreme Alaska
Preq: JRN 202; senior standing

JRN 433 W
Public Relations Techniques
Preq:ENGL 111X, ENGL 211X or 213X, JRN 202

JRN 454 O
Newscast
Preq: JRN 101; JRN 202; JRN 251; JRN 302.

JRN F421
Perspectives in Journalism
Preq: Junior standing

JRN 215
Radio Production

JRN 490
Online Publication: Extreme Alaska
Preq: JRN 202; senior standing

Four-year major completion sequence (other schedules possible)		
<i>Year 1</i>		
JRN 101 Media and Culture	3 JRN 202 News Writing for the Media	3
<i>Year 2</i>		
JRN 251 Intro to Video Production	4 JRN 302 Reporting W	3
Jrn 404 Photojournalism 1	3	
<i>Year 3</i>		
Option	3 JRN 413 Media law	3
Approved Elective	3 JRN 433W Public Relations Techniques	3
<i>Year 4</i>		
JRN 421 Journalism in Perspective	3 JRN 454 O Newscast	3
JRN 400 Professional media Internship	3 JRN 490 Online Publication: Extreme	3