

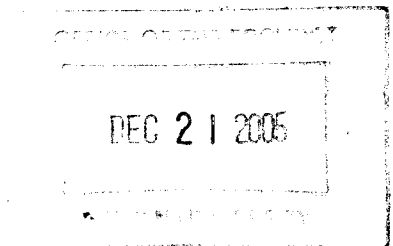
TITLE Journalism Principles and Practices - New course

Sponsor(s) Kathryn Quigley, Assistant Professor e-mail: quigley@rowan.edu
Department of Journalism e-mail:

DEPARTMENT Journalism
College Communication

If LAS -check: History/Humanities Social/Behavioral Sciences
Math/Science

X UNDERGRADUATE GRADUATE
X New non gen-ed Major
Short-Term non gen-ed
Minor curricular changes (fewer than three) to:
Existing non gen-ed course
Non gen-ed degree requirements
Major
Minor, specialization, concentration, track, certificate program



Signatures Required: representing approval before submission to Office of the Senate

Department Chair: [Signature] Date: 10-5-05
Department CURRICULUM Chair: [Signature] Date: 10-5-05
Academic DEAN: [Signature] Date: 10-5-05

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 11/22/05
Approved: [Signature]
Not Approved:

Signature: College Curriculum Chair [Signature]

Signature: SENATE CURRICULUM CHAIR [Signature]
Date: 12/12/05

Comments:

Signature: Executive Vice President/Provost: [Signature]
Date: 10/1/05

Approved:
Not Approved:

Signature: REGISTRAR [Signature]
Date: 2/7/06
Course Description Received & Approved
Hegis Taxonomy & Course # JRN 02205

Notification Forward:
[] SCC CHAIR [] Academic Dean
[] IR [] Department Chair
[] CAP [] VP/Student Affairs
[] Registrar [] Other-

Course Proposal
Journalism Principles and Practices

Proposal prepared by Kathryn Quigley
Assistant Professor, Journalism

Contents of this Proposal

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THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS

The purpose of this form is to provide a channel of communication between the Campbell Library staff and faculty when changing and designing new courses/programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the course/program. The information will also provide the rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

Note: Sponsor(s) complete parts A & B
If assistance is required to complete, please notify the librarian liaison.
Forward this form to the librarian who will complete parts C, D & E

When form is completed, attach to the original curriculum proposal before submitting to the Senate office.

A. College: Communication

Department: Journalism

Proposed by: Kathryn Quigley

Date: 10-5-05

COURSE TITLE: Journalism Principles and Practices

Anticipated Date for Course/Program Offering: Fall 2006

B. List specific resources that should be acquired to support this course.

See Appendix B

C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.

See Appendix A

D. List key periodicals available in the library to support this course/program.

See Appendix B - last part

E. Librarian comments & recommendations:

As noted by the department, the library has sufficient sources to support the course. The recommended additional sources will be ordered.

LIBRARIAN LIAISON: Benjamin Fisher

Signature: Benjamin Fisher, Ph.D.

Journalism Principles and Practices

1. Details of the Proposed Course

This section lists and explains the *title, sponsors, credit hours, course level, prerequisites, time and scale of implementation, curricular effect, adequacy of present resources, and recommended library resources* as they pertain to the proposed course.

Course Title:

Journalism Principles and Practices

Sponsors:

Claudia Cuddy, Chair, journalism; Kathryn Quigley, Assistant Professor of Journalism; Michele Rosen, Instructor in Journalism; Candace Kelley, Assistant Professor of Journalism and Carl Hausman, Professor of Journalism

Credit Hours:

The course will carry 3 credit hours.

Course Level:

Journalism Principles and Practices will be a 200-level course.

Prerequisites:

College Composition I (1501.111)

Suggested Time and Scale of Implementation

The course will first be offered in Fall 2006. This course will be offered each semester.

Curricular Effect:

Journalism Principles and Practices will not duplicate course content in other College of Communication courses or courses outside of the college. The course content is specifically focused on the workings of journalism and the duties and responsibilities of journalism professionals; its purpose is to prepare journalism majors for their upcoming coursework in the sense that they understand the culture, commerce, history, and basic functions of journalism.

Adequacy of the Present Staff, Resources, and Space Needs.

Staff: The course will be taught by faculty from the Department of Journalism.

Resources: Facilities are currently adequate. No special facilities, other than a large classroom equipped to show videotapes, are required.

Space: The department has adequate classroom space to accommodate the course, probably in the Bozorth Auditorium.

Recommended Library Resources

The library currently has a reasonably large collection of books about journalism and media and ethics. The listing of current holdings is attached as Appendix A. We recommend the additional purchase of eight books at an approximate cost of \$600. The proposed additions are listed in Appendix B. Current periodical holdings are sufficient.

2. Rationale for the Course

We are encountering an increasing number of majors who begin their first course in the sequence with a sketchy understanding of what journalism is all about, what career paths are open to them, and what requirements – academic and personal – are essential for success. They also often lack any appreciation of the history and culture of journalism, an understanding of why journalists do what they do, or an awareness of how rapidly changing technologies are altering the field. Some actually seem startled by the concept of deadlines and the methods of journalism.

We believe that an introductory survey course about the world of journalism will better prepare students for their skills classes, help them make better decisions about their future in the field, and – frankly – help them ascertain if journalism is truly the field for them. Conversely, as the course will be open to nonmajors, it may serve as a powerful recruiting tool for undecided students considering journalism as a major.

Journalism Principles and Practices will be the introductory course in our sequence and a prerequisite for News Reporting I, a skills course. This will allow the instructors and professors of the News 1 classes to focus on reporting and writing – the purpose of the class – and less on the overall concept of journalism and the media.

3. Essence of the Course

This section lists and explains the course's *objectives, content, and evaluation procedures.*

Objectives of the Course

When students complete this course, they will be able to:

- Exhibit a more complete understanding of the history of journalism, as well as how the interplay of politics, technology, economics and law and other disciplines have influenced the historical development of journalism.
- Use critical thinking skills as they relate to journalism, cultivating a perception of why reporters operate the way they do – and, in the process, students will become better-informed news consumers.
- Create a personal view of journalism and defend that view in written and oral presentations.
- Research, report and write one journalism article to get a sense of the profession.

Topical Outline and Content

Journalism Principles and Practices can meet twice-weekly during the day or once-weekly at night.

During a typical semester, the course content would be broken down this way:

Week 1: Freedom of the Press: The Profit and the Price. A historical overview of the struggle between expression and repression, and the role of the First Amendment. What's involved in studying and practicing journalism.

Week 2: The World Outside and the Pictures in Our Heads. A discussion of mediated reality and the problems of objectivity, fairness, and accuracy.

Week 3: Newspaper Journalism. An overview of the history of newspapers, how they evolved, and how they function today.

Week 4: How Magazine Journalists Have Cornered the Market on Cornering the Market. Discussion of how magazines have evolved from general-interest publications to narrowly targeted media. The increasing importance of targeted media.

Week 5: Television News: The Business Behind the Box. The way TV news works; emerging TV technologies.

Week 6: The Merging Media. How fundamental changes are affecting journalism.

Week 7: The News Business and the Businesses that Interact with it. Politics, public relations, advertising, and the interplay of influence.

Week 8: What's News? The nature of news; how news becomes news. News gathering and reporting; theories of social responsibility; profit versus responsibility.

Week 9: The Values of Journalism. An examination of the concepts of truth and fairness.

Week 10: Journalism Ethics. The meaning of ethics; relating philosophy to journalism and why this isn't necessarily boring.

Week 11: Career Paths in Journalism. Pursuing a career, changing paths, adapting.

Week 12: What it All Means, and How We Find Out. Putting the Pieces Together. The ways in journalism and our conception of the world around us are linked by social and economic factors.

Week 13: Research and Trends in Journalism. Where do we go from here? What are the economic and social indicators about the future of journalism?

Week 14: An Overview of the Journalism Curriculum. How to integrate what you've learned into choices for study, practice, and internships.

Evaluation and Grading Procedure of Students

Students will be graded on their performance in class discussions, a midterm and a final, and two papers.

Course Evaluation

Standard student evaluations will be administered during the final weeks of the course. Also, members of the departmental curriculum committee will be invited to view the process and the product.

4. Consultation

This course does not substantially duplicate content of any existing courses. Letters from interested parties are attached in Appendix C. A PR department representative was asked to write this letter because of the strong connection between the PR and Journalism fields. Our departments already have a shared course (The Impact of PR on the News).

In addition, all members of our Journalism Department wholeheartedly support this course as the introduction to our curriculum.

5. Catalog Description

Journalism Principles and Practices. This course introduces students to the world of journalism: the culture, commerce, ethics, history, working conditions, rights, responsibilities, standard practices, and effects of evolving technology. Students learn about the nature of a journalism career and gather information that will serve as a foundation for their future journalism skills as well as for their lecture and seminar courses.

Credits: 3

Hegis Level: 200

Prerequisite: College Composition I (1501.111)

Suggested Banner abbreviation: JOURN PRINCIPLES AND PRACTICES

Appendix A

Current Library Holdings

Books About Electronic News Reporting and Writing

Broussard, E. Joseph, Writing and reporting broadcast news. New York: Macmillan; London: Collier Macmillan, 1982.

Fang, Irving E., Television news, radio news. 4th ed., rev. St. Paul: Rada Press. 1985.

The Functions of mass communications [videorecording]. Maumee, Ohio: Instructional Video. 1989.

Mayeux, Peter E., Broadcast news: writing & reporting. 2nd ed [rev.]. Madison [Wis.]: Brown & Benchmark. 1996.

Books about “Authorship” of Television News

Bliss, Edward, Writing news for broadcast. New York: Columbia University Press. 1971.

Block, Mervin, Writing broadcast news: shorter, sharper, stronger : a professional handbook. Chicago: Bonus Books. 1987.

Broussard, E. Joseph, Writing and reporting broadcast news. New York: Macmillan; London: Collier Macmillan. 1982.

Hall, Mark W., Broadcast journalism: an introduction to news writing. [1st ed.]. New York, Hastings House. 1971.

MacDonald, R. H., A broadcast news manual of style, 2nd ed. New York: Longman. 1994.

Smeyak, G. Paul, Broadcast news writing. 2nd ed. New York: Macmillan. 1986.

Zousmer, Steven, TV news off-camera: an insider's guide to newswriting and news people. 1987.

Books About “Authorship” of Radio News

Brooks, William F. , Radio news writing. 1st ed. New York, McGraw-Hill Book Co. 1948.

Howe, Quincy, The news and how to understand it in spite of the newspapers, in spite of the magazines, in spite of the radio. New York: Columbia University Press, 1968.

Books About the General Study of Broadcast News

Carroll, Marie, A study examining the effectiveness of elementary students using commercial television. New York: Perigee, 1993.

Carter, Jimmy, 1924. We are prepared to meet confrontation or cooperation [Sound recording]. 1978.

Efron, Edith, The news twisters. Los Angeles: Nash Pub. 1971.

Green, Maury, Television news; anatomy and process. Belmont, Calif.: Wadsworth Pub. Co. 1969.

Gunter, Barrie, Poor reception: misunderstanding and forgetting broadcast news. Hillsdale, N.J.: L. Erlbaum Associates. 1987.

Neuman, Johanna, Lights, camera, war: is media technology driving international politics? 1st ed. New York: St. Martin's Press. 1996.

Singer, Eleanor. Reporting on risk: how the mass media portray accidents, diseases, disasters, and other hazards. New York: Random House, 1985.

Skornia, Harry Jay, Television and the news; a critical appraisal. Palo Alto, Calif.: Pacific Books. 1968.

Tyrrell, Robert, The work of the television journalist. New York, Hastings House 1972.

Wood, William Almon, Electronic journalism. New York: Columbia University Press, 1987.

Yorke, Ivor, The technique of television news. 2nd ed. Boston: Focal Press. 1987.

Zousmer, Steven, 1942. TV news off-camera: an insider's guide to Newswriting and newspeople. Boston: Houghton-Mifflin, 1987.

Books About Political Aspects of Television News

Barrett, Marvin, The politics of broadcasting. New York, Crowell. 1973.

Graham, Fred P., Happy talk: confessions of a TV journalist. New York: Norton. 1990.

Hosley, David H., Hard news: women in broadcast journalism. New York: Greenwood Press. 1987.

Iyengar, Shanto, Is anyone responsible?: how television frames political issues. Chicago: University of Chicago Press. 1991.

Iyengar, Shanto. News that matters: television and American opinion. Chicago: University of Chicago Press, 1987.

Keirstead, Phillip O., Journalist's notebook of live radio-TV news. Blue Ridge Summit, Pa.: G/L Tab Books. 1976.

Books About Print Journalism and Journalism in General

Barnhart, Thomas Frederick, Weekly newspaper writing and editing. New York, Dryden Press. 1949.

Bernstein, Theodore Menline, More language that needs watching: second aid for writers and editors, emanating from the news room, Boston: Houghton-Mifflin, 1962.

Berry, Thomas Elliott, Journalism in America: an introduction to the news media. New York: Hastings House, 1976.

Brennecke, Ernest, Magazine article writing. New York, Macmillan, 1930.

Campbell, Laurence Randolph, 1903. Newsmen at work; reporting and writing the news. Boston, Houghton Mifflin, 1949.

Cirino, Robert, Power to persuade: mass media and the news. New York: Bantam Pathfinder Editions. 1974.

Click, J. W. , Magazine editing and production. Dubuque, Iowa: W. C. Brown Co. 1974.

Coblentz, Edmond D., comp., Newsmen speak; journalists on their craft. Freeport, N.Y., Books for Libraries Press. 1968.

Copple, Neale, Depth reporting; an approach to journalism. Englewood Cliffs, N.J.: Prentice-Hall. 1964.

Cunliffe, John Williams, ed., Writing of today: models of journalistic prose. 4th and rev. ed. New York: The Century Co., 1925.

Dana, Charles A, The art of newspaper making. New York, Arno. 1970.

Doig, Ivan, News, a consumer's guide. Englewood Cliffs, N.J.: Prentice-Hall, 1972.

English, Earl, Scholastic journalism. Ames: Iowa State University Press. 1962.

Ferguson, Rowena, Editing the small magazine. New York: Columbia University Press 1963.

Gerald, J. Edward, The social responsibility of the press. Minneapolis: University of Minnesota Press, 1963.

Hohenberg, John, Concise Newswriting. New York: Hastings House, 1987.

Hohenberg, John. The professional journalist; a guide to the practices and principles of the news media. Boston: Allyn and Bacon, 1969.

How a magazine is published [videorecording]. Maumee, Ohio: Instructional Video. 1989.

Hudson, Frederic, Journalism in the United States, from 1690-1872. New York: Harper & Brothers, 1873.

Hughes, Helen, News and the human interest story. New York: Greenwood Press. 1968.

Improving Newswriting: the best of The Bulletin of the American Society of Newspaper Editors. New York, American Society of Newspaper Editors, 1982.

Journalism and popular culture. London: Sage Publications. 1992.

Kennedy, Bruce M., Community journalism; a way of life. [1st ed.]. Ames:Iowa State University Press. 1974.

Kobre, Sidney, Backgrounding the news. Oakland, Calif.: Acme Books. 1969.

LeRoy, David J., Mass news: practices, controversies, and alternatives. Englewood Cliffs, N.J.: Prentice-Hall. 1973.

Liberating the media: the new journalism. Washington: Acropolis Books, 1974.

MacDougall, Curtis Daniel, Interpretative reporting. 5th ed. New York: Macmillan,1968.

Mayer, Martin, Making news. Garden City, N.Y.: Doubleday, 1987.

Mayer, Martin, Making news. Rev. and updated [ed.]. Boston: Harvard Business School Press,1993.

Mayeux, Peter E., Broadcast news: writing & reporting. 2nd ed [rev.]. Madison [Wis.]: Brown & Benchmark, 1996.

McClendon, Sarah, Reporting from the White House [sound recording]. 1982.

Media, myths, and narratives: television and the press. Newbury Park, Calif.: Sage Publications, 1988.

Meyer, Philip, Precision journalism: a reporter's introduction to social science methods. Bloomington: Indiana University Press, 1973.

Moyers, Bill D., The human responsibility of journalism [sound recording]. 1982.

Neal, Robert Miller, News gathering and news writing. New York, Prentice-Hall, 1940.

The News media in national and international conflict. Boulder: Westview Press. 1984.

Newsmen's holiday. Nieman essays, first series. Freeport, N.Y.: Books for Libraries Press. 1969.

Patterson, Helen Marguerite, Writing and selling feature articles, 3d ed. Englewood Cliffs, N.J.: Prentice-Hall. 1956.

Peacocke, Emilie Hawkes, Writing for women. London, A. & C. Black, 1956.

Pesmen, Sandra, Writing for the media. Lincolnwood, IL: NTC Business Books, 1983.

Plain talk about the word business. Washington, Public Affairs Press, 1970.

Pray, Isaac Clarke, Memoirs of James Gordon Bennett and his times. New York: Arno. 1970.

Presson, Hazel, The student journalist and interviewing. Rev. ed. New York: R. Rosen Press, 1989.

Reid, Whitelaw, American and English studies. Freeport, N.Y., Books for Libraries Press, 1968.

Rucker, Frank Warren, Newspaper organization and management, 3d ed. Ames: Iowa State University Press, 1969.

Waldrop, Arthur Gayle, Editor and editorial writer, 3d ed. Dubuque, Iowa: W. C. Brown Co. , 1967.

Walker, Stanley, City editor. New York: Frederick A. Stokes, 1967.

Westley, Bruce H., News editing. Boston: Houghton Mifflin, 1972.

Wilhelm, Donald George, . Writing for profit. New York: McGraw-Hill. 1930.

Journalism Periodicals

The Author's & writer's who's who. London: Burke's Peerage, Ltd.

Columbia Journalism Review.

American Journalism Review

Editor & Publisher.

Journalism & mass communication quarterly.

The Journalism quarterly.

Journalism and Mass Communication Educator.

Appendix B

Suggested Additions to the Library's Holdings

Books

Black, Jay, Bob Steele, and Ralph Barney, Doing ethics In journalism, A handbook with case studies. Boston: Allyn and Bacon, 2nd edition, 1995.

Fuller, Jack, News Values : Ideas for an Information Age. University of Chicago Press, 1997.

Goodwin, Eugene, Groping for Ethics in Journalism. Iowa State University Press; 1999.

Hausman, Carl, The Decision-Making Process in Journalism. Chicago: Nelson-Hall.

David Hemmings Pritchard, Holding the Media Accountable : Citizens, Ethics, and the Law. Indiana University Press, 2000

Matthew R. Kerbel, If It Bleeds, It Leads : An Anatomy of Television News. Westview, 2000.

Philip Seib, Journalism Ethics. Harcourt, 1999.

William Serrin (ed.) The Business of Journalism: Ten Leading Reporters and Editors on the Perils and Pitfalls of the Press. New Press, 2000.

Norman Solomon, The Habits of Highly Deceptive Media : Decoding Spin and Lies in Mainstream News. Common Courage Press, 1999.

Colin Sparks, Global Debates over Media Standards. Rowman, 2000.

Appendix C

Letters of Consultation



Oct. 4, 2005

Kathryn Quigley
Assistant Professor
Journalism Department
Rowan University
College of Communication
201 Mullica Hill Road
Glassboro, NJ 08028

Dear Kathryn:

It is a pleasure to support the Journalism department's course proposal titled "Journalism Principles and Practices." I heartily endorse this course because of the features and great benefits it promises to provide to the more than 100 journalism majors in the College of Communication.

As a former journalist with more than 39 years of experience at newspapers and on KYW Newsradio, I know how important it is for young journalists to be thoroughly grounded in their knowledge of the field. The proposed course, "Journalism Principles and Practices," would offer students just that – a thorough overview of the journalism profession. Taking this class would aid students in their introduction to the field and familiarize them with such concepts as writing on deadline, the economics of journalism and why journalists do what they do.

In addition, this course would benefit the College of Communication overall because many non-majors would be interested in taking the class. It would introduce a wider segment of the University population to the tenets of journalism with the residual effect of attracting journalism minors. I would certainly encourage my students in the Public Relations/Advertising department to take this course as an elective.

I support this course proposal and look forward to seeing the concept come to fruition.

Sincerely,

M. Larry Litwin, APR
Associate Professor
Public Relations/Advertising Department
Rowan University
litwin@rowan.edu

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Public Relations/Advertising
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856-256-4312
856-256-4794 fax

Catalog Description

Journalism Principles and Practices

This course introduces students to the world of journalism: the culture, commerce, ethics, history, working conditions, rights, responsibilities, standard practices, and effects of evolving technology. Students learn about the nature of a journalism career and gather information that will serve as a foundation for their future journalism skills as well as for their lecture and seminar courses.

Credits: 3

Hegis Level: 200

Prerequisite: College Composition I (1501.111)

Suggested Banner abbreviation: JOURN PRINCIPLES AND PRACTICES