

CURRICULUM PROPOSAL FORM

***DEADLINES:**

REGULAR COURSE PROPOSALS: OCTOBER 23, 1998 FOR FALL, 1999 AND FEBRUARY 19, 1999 FOR SPRING, 2000
SHORT-TERM COURSE PROPOSALS: DECEMBER 11, 1998 FOR FALL, 1999 AND MARCH 26, 1998 FOR SPRING 2000

1602

PROPOSAL TITLE: Minor in Journalism

SPONSOR/S: Julia Chang and Carl Hausman

DEPARTMENT: Journalism and Creative Writing, College of Communication

CHECK ALL THAT APPLY:
 UNDERGRADUATE GRADUATE

COLLEGE: Communication
If LAS: History/Humanities
 Math/Sciences
 Social/Behavioral Sciences

* * * * *

TYPE OF PROPOSAL (Check ALL that Apply)

<input type="checkbox"/> General Education	<input type="checkbox"/> New Course (NOT Gen. Ed.)
<input type="checkbox"/> <i>New Course in</i> <input type="checkbox"/> <i>Bank</i>	<input type="checkbox"/> Name Change (Dept., School, Major)
<input type="checkbox"/> <i>Existing course, Add To</i> <input type="checkbox"/> <i>Bank</i>	<input type="checkbox"/> Changes in Degree Requirements
<input type="checkbox"/> <i>Multicultural/Global Designation</i>	<input type="checkbox"/> <i>Changes Involve Gen. Ed. requirements</i>
<input type="checkbox"/> <i>Writing Intensive Designation</i>	<input type="checkbox"/> Minor Changes to Existing Courses
<input type="checkbox"/> <i>Literature Designation</i>	<input type="checkbox"/> <i>Course is NOT General Education</i>
<input checked="" type="checkbox"/> New Minor/Concentration/Specialization	<input type="checkbox"/> <i>Course IS General Education</i>
<input type="checkbox"/> New Major/Degree Program	
<input type="checkbox"/> Short Term Course Proposal	

DEPARTMENT
 (SIGNATURE INDICATES APPROVAL)

Committee of the whole dept / David Lloyd 2/2/99

DEPT. CURRICULUM CHAIR / DATE DEPT. CHAIRPERSON / DATE

COLLEGE CURRICULUM COMMITTEE
 DATE OF OPEN HEARING (if necessary) 4/23/99

APPROVED
 NOT APPROVED

COMMENTS:

Walter King 4/23/99
 SIGNATURE DATE

ACADEMIC DEAN (& GRADUATE DEAN, for New Graduate Programs Only)

APPROVED
 NOT APPROVED

COMMENTS:

Libert 4/12/99
 SIGNATURE (Academic Dean) DATE

 SIGNATURE (Graduate Dean) DATE

UNIVERSITY CURRICULUM COMMITTEE

DATE OF OPEN HEARING (if necessary) 5/7/99

APPROVED

NOT APPROVED

COMMENTS:

Francis Reeves 5/12/99
SIGNATURE DATE

SENATE

Date announced at Senate 5/11/99

Voted upon at Senate: Approved Not Approved Date:

EXECUTIVE VICE PRESIDENT/PROVOST

APPROVED

NOT APPROVED If no, reasons are as follows:

*Approved
5/25/99*

STUDENT CREDIT HOURS _____ FACULTY LOAD HOURS _____ EQUALIZED CREDIT HOURS _____

OFFICIAL COPY & APPROVAL SHEET FILED (DATE): _____

DATE/SIGNATURE EXECUTIVE VICE PRESIDENT/PROVOST [Signature] 5/25/99

REGISTRAR

DATE APPROVED COURSE DESCRIPTION RECEIVED _____

HEGIS TAXONOMY & COURSE NUMBER ASSIGNED _____

DATE/SIGNATURE OF REGISTRAR [Signature] 7/2/99

NOTIFICATION FORWARD:

SENATE CURRICULUM COMMITTEE CHAIRPERSON

DEPARTMENT CHAIRPERSONS

ACADEMIC DEAN(S)

REGISTRAR

SPONSOR(S)

*TIM
7/20/99*

CURRICULUM PROPOSAL FORM

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PROPOSAL TITLE: Minor in Journalism

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<input type="checkbox"/> Short Term Course Proposal	

DEPARTMENT
 (SIGNATURE INDICATES APPROVAL)

Committee of the whole dept / David Lloyd 2/2/99

DEPT. CURRICULUM CHAIR / DATE DEPT. CHAIRPERSON / DATE

COLLEGE CURRICULUM COMMITTEE
 DATE OF OPEN HEARING (if necessary) _____

APPROVED
 NOT APPROVED

COMMENTS:

 SIGNATURE DATE

ACADEMIC DEAN (& GRADUATE DEAN, for New Graduate Programs Only)

APPROVED
 NOT APPROVED

COMMENTS:

 SIGNATURE (Academic Dean) DATE

 SIGNATURE (Graduate Dean) DATE

UNIVERSITY CURRICULUM COMMITTEE

DATE OF OPEN HEARING (if necessary) _____

___ APPROVED

___ NOT APPROVED

COMMENTS:

SIGNATURE

DATE

SENATE

Date announced at Senate _____

Voted upon at Senate:

Approved

Not Approved

Date:

EXECUTIVE VICE PRESIDENT/PROVOST

___ APPROVED

___ NOT APPROVED If no, reasons are as follows:

STUDENT CREDIT HOURS _____ FACULTY LOAD HOURS _____ EQUALIZED CREDIT HOURS _____

OFFICIAL COPY & APPROVAL SHEET FILED (DATE): _____

DATE/SIGNATURE EXECUTIVE VICE PRESIDENT/PROVOST

REGISTRAR

DATE APPROVED COURSE DESCRIPTION RECEIVED _____

HEGIS TAXONOMY & COURSE NUMBER ASSIGNED _____

DATE/SIGNATURE OF REGISTRAR

NOTIFICATION FORWARD:

___ SENATE CURRICULUM COMMITTEE CHAIRPERSON

___ DEPARTMENT CHAIRPERSONS

___ ACADEMIC DEAN(S)

___ REGISTRAR

___ SPONSOR(S)

1. ABSTRACT: PROPOSAL FOR A MINOR IN JOURNALISM

The proposed minor, sponsored by the Department of Journalism and Creative Writing, is designed to address the needs of students who wish combine two areas of academic study into one profession (such as business journalism, or writing about the performing arts) or to increase their understanding of journalism from an academic standpoint, an option that we believe will be particularly useful for education majors.

The Journalism Minor will be housed in the College of Communication.

The curriculum will consist of three required courses:

1. Mass Media and Their Influences 0601.203
2. News Reporting 1 0602.311
3. Journalistic Sources of Information 0602.318

And three electives chosen from the following eight courses:

1. News Reporting II 0602.311
2. Special Journalistic Writing 0602.312
3. Copyediting 0602.411
4. Magazine Article Writing 0602.313
5. Photojournalism 0602.314
6. Publication Layout and Design 0602.311
7. Broadcast Journalism 0603.320
8. Communication Law 0607.335

Substitution of one course not on this list of electives may be made with the approval of the student's adviser.

Students pursuing the minor will plan their courses in collaboration with a Journalism adviser and the adviser from their major.

All courses required for the minor are currently offered within the College of Communication.

We plan to begin officially offering the minor in Spring 2000.

We estimate that the maximum additional resources required for implementation of this program will be the addition of five course loads (15 credit hours) per semester, either through permanent or adjunct appointment.

2. DETAILS OF THE PROPOSED MINOR

A. TITLE

Minor in Journalism

B. SPONSOR

The Department of Journalism and Creative Writing, College of Communication. Proposal prepared by Julia Chang and Carl Hausman.

C. SCOPE OR SIZE OF THE PROGRAM

We expect to attract approximately 65 minors.

D. RELATIONSHIP TO CURRICULUM

The minor will be constructed from existing courses within the journalism major. These courses include offerings from other departments within the College of Communication. Minors will cover the same areas of study as students in the journalism major. The course schema proposed for the minor will ensure that they receive an adequate level of progression, flow and completeness within the journalism sequence.

Because the classes required for the minor are currently scheduled, there will be no major curricular effect other than in some cases increasing enrollments in existing courses and opening new sections of courses currently taught.

E. PREREQUISITES OR ELIGIBILITY

Minors must complete College Composition I (1501.111) and College Composition II (1501.112) and achieve an overall 2.5 GPA in order to be admitted to the minor.

F. TIME SCALE

We plan to have the minor officially instituted by Spring 2000. However, we can enroll students in the courses in anticipation of the minor as soon as proper approvals for the minor are granted.

G. RESOURCE REQUIREMENTS

We estimate that the only additional resources required for implementation of this program will be the addition of a maximum of five course loads (15 credit hours) per semester, either through permanent or adjunct appointment.

H. RECOMMENDED LIBRARY RESOURCES

We have surveyed the holdings in the library and find them adequate. The listing of current holdings is attached as Appendix A. However, the collection is dated in parts and we recommend the additional purchase of 15 books and three periodicals, at a cost of approximately \$600 for the books and \$150 yearly for the periodicals. The proposed additions are listed in Appendix B.

3. RATIONALE FOR A JOURNALISM MINOR

The journalism program at Rowan University, housed in the Department of Journalism and Creative Writing, has an illustrious 30-year history of training young journalists to be reporters, writers, editors and copyeditors for the print media. Graduates of the program are employed at newspapers, magazines, newsletters and journals throughout the United States, with a concentration of them in the Northeast, one of the most competitive "print" regions in the United States.

While the journalism major continues to train reporters and editors, recent dramatic changes in the nature of journalism, more specifically its increasingly specialized subject matter, present a compelling reason to develop and offer a journalism minor. Reasons for this increasing specialization are twofold, and both would be addressed by the Rowan journalism minor.

The first is the radical alteration of newspapers in the past 15 years -- that is, the move toward more and more 'soft news' in specialized sections - business, lifestyle, health and fitness, etc. This means more and more features (stories not directly related to breaking news) must be written by journalists with strong backgrounds in those areas. In fact, the only 'news hole' growth in American newspapers in the past 20 years has been in these advertiser-friendly, feature-laden, special sections. The strength of these special sections and their growth is expected to continue for some time.

The second factor resulting in ever more specialized journalistic writing is the recent explosive proliferation of special interest publications in both print and electronic (on-line) formats. Among the many categories of such publications are arts and entertainment, business, health and fitness, psychology, criminal justice, history, the environment and technology. There are now publications to address virtually every interest, hobby or idiosyncrasy consumers might have.

All of these publications require journalists with a depth of knowledge in particular subject areas. But they also require journalists who are skilled in the latest reporting and writing techniques and in the use of appropriate technologies.

The journalism minor at Rowan University would enable students with strong knowledge in a subject area, and the desire to write about it, to do precisely that. It is likely to appeal to, and benefit, students from several colleges.

Among them are:

1. Liberal Arts and Sciences

Political Science, English, Sociology, History, Law and Justice, African-American Studies, Women's Studies

2. Fine and Performing Arts

Music, Theater, Art

3. College of Communication

Public Relations, Communication Studies, Radio/Television/Film

4. College of Business

Accounting, Management, Management Information Systems and Marketing

5. College of Education

Health and Physical Fitness; Exercise Science, Secondary Education

While these majors would continue to provide students with the ability to pursue careers within those fields, the journalism minor would give students the skills they need to write professionally about their area of expertise and to pursue full- or part-time employment as a journalist.

The journalism minor would, at the same time, be serving the needs of the publishing industry for journalists who know what they're talking (writing) about. Because of this, it's likely to become one of the institution's most pragmatic, and sought-after, minors.

In addition, the Department of Journalism and Creative Writing will begin to offer, in Fall 1999, a broadcast journalism sequence. This broadcast sequence, which can be chosen as an option within the minor, will have particular appeal to Radio/Television/Film majors and to students in the College of Fine and Performing Arts.

The journalism minor would not require any new facilities, equipment or library resources. The university currently has in a place an excellent journalism program offering a full schedule of classes each semester. The Department of Journalism and Creative Writing has a computerized news lab with Internet access, an educational membership in the Associated Press Newsfinder Service, and three vibrant student publications. Students choosing the journalism minor would simply utilize, and perhaps revitalize, this existing program.

The journalism minor would constitute one of the most practical within the university because it would enable students from a broad spectrum of majors to develop job skills that are very much in demand.

4. ESSENCE OF THE MINOR

A. MAJOR GOALS OF THE PROGRAM

The proposed minor, sponsored by the Department of Journalism and Creative Writing, is designed to address the needs of students who:

- Wish to combine two areas of academic study into one profession (such as business journalism, or writing about the performing arts)

-and/or-

- Want to enhance their understanding of journalism from an academic standpoint, an option that we believe will be particularly useful for education majors.

B. SPECIFIC OBJECTIVES OF THE PROGRAM

The 10 objectives of the journalism minor reflect those of the major but acknowledge that the student's primary focus will be in another discipline. All objectives in the minor will therefore be achieved with the understanding that they are complementary, and secondary, to those of the student's major.

1. To provide an overview of the professional practice of American journalism in both print and electronic formats
2. To provide knowledge of and insight into standard journalistic ethics particularly as practiced by reporters and writers working 'in the field.'
3. To provide an overview of communication law as it relates to publishing and broadcasting journalism - with an emphasis on libel law and the federal Freedom of Information Act
4. To provide an understanding of multicultural and gender issues as related to the practice of journalism
5. To teach contemporary reporting (information gathering) methods:
 - a. the interview
 - b. the use of public documents and other paper sources
 - c. the use of the Internet
 - d. the use of electronic databases, including Lexis-Nexis

6. To teach how to develop story ideas and present them to editors
7. To teach how to develop and maintain sources
8. To teach contemporary journalistic writing techniques
 - a. feature leads and 'nut grafs'
 - b. organizing and structuring longer stories
 - c. use of narrative strategies
9. To teach current word processing and page design software, particularly QuarkXpress, the predominant layout program in professional publishing
10. To provide insight into the business aspects of contemporary journalism, including ownership of print and electronic news organizations by multi-national media conglomerates

C. STRUCTURE OF ORGANIZATION

Following is a description of the courses and the sequence. Prerequisites, where needed, are listed. All courses carry three credit hours.

All minors will be required to take these three courses:

- 1. Mass Media and Their Influences 0601.203.** Mass Media and Their Influences provides an overview of the mass media system and how media affect politics, consumerism, violence and other societal factors
- 2. News Reporting 1 0602.311.** News Reporting 1 teaches students to write in basic news story structures and reporting techniques.
- 3. Journalistic Sources of Information 0602.318.** Journalistic Sources of Information shows students how to mine information in public records, libraries, and on-line.

All Minors will be required to take three of the following eight courses.

- 1. News Reporting II 0602.311** (Prerequisite: News Reporting I). News Reporting II deals with advanced reporting skills, including investigative reporting and coverage of state and local government.
- 2. Special Journalistic Writing 0602.312.** (Prerequisite: News Reporting 1). Special Journalistic Writing offers training in a wide array of journalism, including features, editorial writing, sports, and entertainment reviews.
- 3. Copyediting and Makeup. 0602.411** (Prerequisite: News Reporting I). Copyediting teaches the skills involved in editing stories for content, logic, spelling and grammar, conformity with the Associated Press Style, as well as layout and headline writing.
- 4. Magazine Article Writing 0602.313.** Magazine Article Writing involves an introduction to the world of freelance magazine writing, teaching feature writing techniques, reporting methods and marketing strategies.
- 5. Photojournalism 0602.314.** Photojournalism teaches students basic techniques of photography for modern newspapers.

6. Publication Layout and Design 0602.311. Publication Layout and Design teaches students the basics of page make-up, typography, and design, using Quark Xpress.

7. Broadcast Journalism 0602.320. Broadcast Journalism teaches the basics of writing for the ear and learning broadcast style.

8. Communication Law 0607.335. Communication Law examines laws that govern broadcasting, print, film, media, public relations and advertising.

Substitution of one course not on this list of electives may be made with the approval of the student's adviser.

D. ADMINISTRATION

The minor will be administered by the Department of Journalism and Creative Writing. Faculty in the department will advise minors and help guide their curricular choices -- as is the current practice with journalism majors.

E. RESULTS OF CONSULTATION

Please see Appendix C

F. NEW COURSES

There will be no new courses proposed for this minor.

Appendix A

Current Library Holdings

Books About Broadcast 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 newspeople. 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 newsroom, 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.

Newsman'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.

Editor & publisher.

Journalism & mass communication quarterly.

The Journalism quarterly.

Nieman reports.

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.

Boyd, Andrew, Broadcast journalism: Techniques of radio and TV news, 4th ed. Boston: Focal Press, 1997.

Brinkley, Joel, Defining vision: The battle for the culture of television. New York: Harcourt Brace and Company, 1997.

Clark, Roy Peter, The American Conversation and the Language of Journalism. St. Petersburg, Fla.: The Poynter Institute, 1994

Cremer, Charles, et al. ENG: Television news. New York: McGraw-Hill, 1995.

Engelman, Ralph, Public radio and television in America: A political history. Thousand Oaks, CA: Sage, 1996.

Jankowski, Gene F. , Television today and tomorrow: It won't be what you think. New York: Oxford University Press, 1995.

Hausman, Carl, Crafting the news for electronic media. Belmont, CA: Wadsworth, 1994.

Hausman, Carl, Crisis of conscience: Perspectives on media ethics. New York: HarperCollins, 1992.

Looker, Tom, The sound and the story: NPR and the art of radio. Boston: Houghton Mifflin, 1995.

Mencher, Melvin, News Reporting and Writing, 7th ed. Madison, Wis.: Brown & Benchmark, 1997

Murray, Donald M. The Writer in the Newsroom, St. Petersburg, Fla.: The Poynter Institute, 1995

Murray, Michael D. and Donald G. Godfrey, eds., Television in America: Local station history from across the nation. Ames: Iowa State University Press, 1997.

O'Dell, Cary, Women pioneers in television: Biographies of fifteen industry leaders. Jefferson, NC: McFarland and Company, 1997.

Rich, Carole, Writing and Reporting News: A Coaching Method, 2nd edition. Belmont, Calif.: Wadsworth, 1997

Scanlon, Christopher, editor, Best Newspaper Writing Series, St. Petersburg, Fla.: The Poynter Institute. 1996, 1997, 1998, 1999, et. al.

Society of Professional Journalists. Tomorrow's broadcast journalists: A report and recommendations. Greencastle, IN: SPJ, 1996.

Van Tassel, Joan M., Advanced television systems: Brave new TV. Boston: Focal Press, 1996.

White, Ted, Broadcast news writing, reporting, and producing. Boston: Focal Press, 1996.

Wulfemeyer, Tim K. , Radio - TV newswriting: A workbook. Ames: Iowa State University Press, 1995.

Periodicals

American Journalism Review

Journalism and Mass Communication Educator.

Television Quarterly

Appendix C
CONSULTATION

About Our Consultations

In assessing the construction of the minor, we sent copies to many administrators and faculty. Some responded by letter, others by telephone.

Attached please find letters from Martin Itzkowitz, Acting Chair of the College Writing Department, Ken Kaleta, Acting Chair of the Radio/TV/Film Department, and Cynthia Corison, Chair of the Department of Communication Studies. All are supportive of the program and offered helpful suggestions.

We also discussed the minor with a faculty member from the Accounting Department, Dr. George Romeo. Dr. Romeo enthusiastically endorsed the concept. His only reservation was his uncertainty as to how many business majors would be attracted to a minor in journalism.

Dr. Cindy Vitto of the English department also lent enthusiastic support. She told us she is confident that many English majors will view the Journalism Minor as an excellent opportunity to enhance their skills and their career options.



Department of Communication Studies

February 15, 1999

Dr. Carl Hausman
Department of Journalism and Creative Writing
College of Communication
Rowan University

Dear Dr. Hausman

I have read your proposal for a new minor in Journalism and want to express my support for your department's proposal. I agree with your position that this would be a useful minor for Communication Studies students.

Your proposal allows students to combine various interests and skills (such as News Reporting, Magazine article writing, and Publications Layout and Design) that would certainly enhance their marketability upon graduation. In addition, this minor would not interfere with completing the Communication Studies degree. Since Communication Studies students have seven free elective courses, there would be no added burden to those students who elect to pursue this minor.

I also believe that this minor would be useful to other major programs in the College of Communication as well as across the University. I support your efforts with this proposal and hope for a speedy passage.

Sincerely,

Dr. Cynthia L. Corison, Chair, Communication Studies
Rowan University
Glassboro, NJ 08028
(609) 256-4327



Department of College Writing

February 15, 1999

Professor Carl Hausman
Professional Writing Department

Dear Carl,

I have read your department's proposal for a minor in Journalism and give it my warmest support.

The document speaks not only to the ongoing changes in journalism but to those in other careers as well. Students in the majors you cite are likely to benefit in their principal professions if they choose a journalism minor and will also be equipped to adjust their professional focus in the future should doing so become either necessary or desirable.

I see no obstacle to your running the program except for the marshaling of resources, but the proposal clearly has merit on its face.

Sincerely,

Martin Itzkowitz, Acting Chair
College Writing Department



TO: Julia MacDonnell Chang
Professional Writing Department

FROM: Dr. Ken Kaleta *KK* Acting Chair
Radio/TV/Film Department

DATE: February 17, 1999

RE: Journalism Minor Proposal

I support your department's proposed journalism minor. I think it will service students across the campus but more particularly, I think it will also enhance the interdisciplinary possibilities within our own college. Thus our students' understanding of print and electronic journalism will be increased and their future professional participation in this area will be founded on a more focused academic program.

The rationale you have proposed is sound and the demands placed on the department, college and library are minimal compared to the gains to the university. My only concern is the Broadcast Journalism course title and possible confusions to Communication students but I, and my colleagues, have yet to find clearer descriptors of this nexus of journalistic and electronic media skills.

I wish you every success with this exciting new minor.

I remain at your disposal for any further consultations you might seek.

KK/jh