



PROCESS A NON-GENERAL EDUCATION CURRICULUM PROPOSAL

SCC #04-05- 225

Deadlines

October 8, 2004 to be implemented Fall 2005 - February 11, 2005 to be implemented Spring 2005

PROPOSAL TITLE: Online Newswriting
Sponsor's: Michele Rosen E-Mail: rosenm@rowan.edu # 4285

DEPARTMENT: Journalism
COLLEGE: Communication

If Liberal Arts & Sciences CHECK: History/Humanities Math/Sciences Social/Behavioral Sciences
 UNDERGRADUATE GRADUATE

THE ATTACHED NON-GEN-ED PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED

- New non-gen-ed course
- Minor curricular changes (fewer than three)
- Existing non-gen-ed course
- Non-gen-ed degree requirements
- Major
- Minor, specialization, concentration, track, certificate program

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: [Signature] Date: 2/17/05
 Department Curriculum Chair: [Signature] Date: 2/17/05
 Academic Dean: [Signature] Date: 2/17/05

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 3/8/05 Approved: Not Approved:

COLLEGE CURRICULUM CHAIR
Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement: 3/28/05

Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 4/4/05

Approved Not Approved

REGISTRAR

Date: 4/11/05 Course Description Received & Approved - Reg's Taxonomy & Course #: 0602321

Registrar Signature: [Signature]

NOTIFICATION FORWARD

SCC Chair Academic Dean Department Chair Registrar R CAP
 VP Student Affairs Others

DB
4-29-05
B

Proposal

ONLINE NEWS WRITING

DETAILS

a. Course Title

Online News Writing

b. Sponsor

Michele Rosen, Instructor, Journalism.

c. Credit Hours

3 sh.

d. Course Level

300; no general education designation is sought. Online News Writing will be an elective in the journalism sequence.

e. Prerequisites

0602.310 News Reporting I

f. Implementation

Spring, 2006; the course will be offered spring and fall semesters.

CURRICULAR EFFECT

Offerings: No course will be dropped or offered less frequently as a result of the implementation of Online News Writing. Because the course is chosen from a bank of electives and not required there will be no impact on the total credits required for the program.

Adequacy of the present staff, resources, space needs, and another other additional requirements for implementation: There are no extra resources needed for implementation of this course. We have three labs currently equipped with computers capable of handling the necessary software, and an additional media lab in Bozorth will open in September, 2005.

Recommended library resources: Because this is an evolving field, resources tend to change from year to year. We recommend the addition of five titles specific to online news writing:

We the Media, Gillmor, O'Reilly, 2004, ISBN: 0596007337

Digitizing the News : Innovation in Online Newspapers, by Pablo J. Boczkowski, The MIT Press, 2004, ISBN: 0262025590

Online Journalism: Principles and Practices of News for the Web, by James C. Foust, Holcomb Hathaway Publishing, 2004, ISBN: 1890871567

Online Journalism: Reporting, Writing, and Editing for New Media, by Richard Craig, Wadsworth Publishing, 2004, ISBN: 0534531466

Blog: Understanding the Information Reformation That's Changing Your World, by Hugh Hewitt, Nelson Books, 2005, ISBN: 078521187X

The general journalism collection is adequate to support this course.

RATIONALE

ESSENCE OF THE COURSE

The mainstream media is facing enormous changes. On one hand, newspaper readership and network news viewership are declining rapidly. On the other hand, reading news online is the third most popular Internet activity (51.9% of users), according to the UCLA Internet Report (2003). The same study found that "60.5% of all users considered the Internet to be a very important or extremely important source of information..."

And according to the Newspaper Association of America's New Media Federation, "a growing number of online consumers interviewed by [Minnesota Opinion Research Inc.] say they use newspaper Web sites as a substitute for reading a printed newspaper, primarily because of the site's breaking news, search capabilities and information not available in print."

These studies and many others indicate the increasing importance of online journalism. In order to provide its students with the skills they will need to thrive in the new media environment, the Journalism department is in the process of developing a number of online journalism courses. Online News Writing is the second of these new offerings.

a. Objectives

- Understand the online news landscape
- Learn which principles of traditional journalism can and should be applied to writing online news, and which should not
- Explore how we can write news in ways that leverage the unique aspects of the online environment

b. Topical Outline

1. Why is online journalism different from traditional journalism?
2. The job of the online journalist
3. Online writing styles
4. Web resources and databases
5. The online news cycle
6. The online editor
7. Introduction to multimedia for news
8. Basic online layout
9. Online vs. traditional journalistic standards
10. Online legal issues
11. Online ethics

c. Evaluation and Grading

Final grades will be calculated as follows:

Blog _____ *30% = _____ (A)

Online news package _____ *30% = _____ (B)

Exercises (average of 5) _____ *30% = _____ (C)

Participation _____ *10% = _____ (D)

Final grade = _____ (Total of A, B, C, and D)

Blog: One of the two major projects for the class will be to create a blog on a very specific, news-oriented topic. Students must choose a topic in which news events are likely to occur that they can report about and discuss on the blog. We will cover how to choose a topic in class.

Online news package: The other major project will be to create a news 'package' - an in-depth, web-based microsite on a specific topic. See below for some professionally produced examples:

<http://www.pbs.org/frontlineworld/elections/indexa.html>

<http://www.delawareonline.com/newsjournal/local/specials/cancer/>
http://news.bbc.co.uk/1/hi/in_depth/world/2003/world_forum/water/default.stm

Exercises: There will be six exercise assignments. I will drop the lowest grade so only five will count.

Participation: The class schedule is designed to accommodate extensive class discussion time. These discussions will almost always be based on the homework due that day or an exercise from the chapter read in the previous class. During each discussion period, I will ask several students to informally present their work and/or thoughts to the class.

The students' participation grades will be based on:

1. Homework presentations
2. Participation in class discussion
3. Postings on fellow students' blog

RESULTS OF CONSULTATION

Please see attached.

CATALOG DESCRIPTION

COURSE NAME: Online News Writing

HEGIS NUMBER TO BE ASSIGNED AT 300 LEVEL

PREREQUISITES: 0602.310 News Reporting I

This course examines the online news landscape. Students learn which principles of traditional journalism can and should be applied to writing online news, and which should not. Students explore how to write news in ways that leverage the unique aspects of the online environment.

DB
4/29/05



February 8, 2005

Dear Curriculum Committee:

The public relations/advertising department recognizes the need for online communication courses in the College of Communication. We currently offer a graduate course in online public relations. As indicated in the proposal, a high percentage of "readers" receive their news online. We need to address this market by educating students on how to produce online news.

We support the proposal for online newswriting and plan to encourage our students to take the course as a non-program elective.

Thank you for consulting us.

Sincerely,

A handwritten signature in cursive script that reads "Suzanne FitzGerald".

Suzanne FitzGerald, Chair
Public Relations/Advertising Department



Department of Communication Studies

February 8, 2005

To: Dr. ^{Carl} Hausman, Chair, Journalism

From: Dr. Cindy Corison, Chair, Communication Studies *CC*

Re: Curriculum Proposals

The Department of Communication Studies supports your proposals for *Television Reporting* and *Online Newswriting*. They are well conceived and do not duplicate course content in our department



Radio/Television/Film Department

February 7, 2005

To: Carl Hausman, Journalism Chair
And Michelle Rosen, Professor

From: Ned Eckhardt, Chair
Radio/TV/Film Department

Subject: New Journalism course: Online News Writing

Dear Carl and Michelle,

This is a letter to enthusiastically endorse your new course proposal, Online News Writing.

The Rationale for the course clearly reflects the need for this type of course. Online journalism is on the rise. The skills needed to learn this new form of journalism are clearly presented. The course outline covers the progression of web-based learning that is necessary to successfully become an online journalist.

The learning strategy of having each student create their own blog seems like an excellent way for students to apply what they are learning.

There are sufficient computer labs in Bozorth to support both the students and the software needs of this course.

As the Journalism Department builds its New Media courses this is an excellent fit.

I give it a strong recommendation.

From: "Stephen J. Hartley" <hartley@elvis.rowan.edu>
Subject: **letter of consultation for Online Newswriting**
Date: February 8, 2005 5:00:42 PM EST
To: rosenm@rowan.edu
Cc: amer@rowan.edu, kay@elvis.rowan.edu, nlt@elvis.rowan.edu, rusu@rowan.edu

Michele,

The Computer Science department supports your proposal for a new course, Online Newswriting.

Steve Hartley
Chair, Curriculum Committee

Rowan University
**CURRICULUM PROPOSAL
 LIBRARY RESOURCE FORM**

The purpose of this form is to provide a channel of communication between the library and faculty 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 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. **THIS FORM MUST BE COMPLETED FOR ALL CURRICULUM PROPOSALS.**

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

This form must be completed and attached to the original curriculum proposal before being approved by the Senate Curriculum Committee

A. College Communication Department Journalism

Proposed by Michele Rosen Date: 1/24/05

Course Title: Online Newswriting

Anticipated Date for Course/Program Offering: Spring 06

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

See "Recommended Library Resources" section in proposal

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 attached

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

See appendix attached

E. Librarian comments and recommendations

The recommended texts have been ordered. The course can also be supported by multiple journals in house and online in the Communication FT and the Communication & Mass Media Complete databases.

Name: LIBRARIAN LIAISON _____

Librarian Signature _____

Benjamin Fisher, Ph.D.

Benjamin Fisher

Campbell Library Books

Title:

Designing portals : opportunities and challenges / [edited by] Ali Jafari, Mark Sheehan.

Primary Material:

Book

Physical Description:

xiv, 302 p. : ill. ; 26 cm.

Publisher:

Hershey, PA : Information Science Pub., c2003.

ISBN/ISSN:

1591401089 (hardcover)

Call Number:

LB1044.87 .D49 2003

Main Author:

Hackos, JoAnn T.

Title:

Content management for dynamic Web delivery / JoAnn T. Hackos.

Primary Material:

Book

Physical Description:

xvi, 415 p. : ill. ; 24 cm.

Publisher:

New York : John Wiley & Sons, c2002.

ISBN/ISSN:
0471085863 (pbk.)

Location:
Main

Call Number:
TK5105.888 .H315 2002

Main Author:
Lowery, Joseph (Joseph W.)

Title:
Dreamweaver MX bible / Joseph W. Lowery.

Primary Material:
Book

Physical Description:
xliv, 1178 p. : ill. ; 24 cm. + 1 computer optical disc (4 3/4 in.)

Publisher:
Indianapolis : Wiley, c2002.

ISBN/ISSN:
0764549316

Location:
Main

Call Number:
TK5105.889 .D74L68 2002

Main Author:
Tyler, Denise.

Title:

Microsoft FrontPage 98 / Denise Tyler.

Primary Material:

Book

Physical Description:

xxxviii, 807 p. : ill. ; 23 cm. + 1 computer laser optical disc (4 3/4 in.).

Publisher:

Indianapolis, Ind. : Sams.net, c1997.

ISBN/ISSN:

1575213729

Location:

Reserve

Call Number:

Computer TK 5105.885 .F76 T96 1997

Main Author:

Collins, Corbin.

Title:

Trellix Web : Web site creation kit / Corbin Collins.

Primary Material:

Book

Physical Description:

xvi, 299 p. : ill. ; 23 cm. + 1 computer optical disc (4 3/4 in.)

Publisher:

Upper Saddle River, NJ : Prentice Hall, c2001.

ISBN/ISSN:

0130412066

Location:

Main

Call Number:

TK5105.8885.T74 C65 2001

Main Author:

Bausch, Paul.

Title:

We blog : publishing online with Weblogs / Paul Bausch,
Matthew Haughey, Meg Hourihan.

Primary Material:

Book

Physical Description:

313 p. ; 24 cm.

Publisher:

Inidanapolis : Wiley, 2002.

ISBN/ISSN:

0764549626

Location:

Main

Call Number:

TK5105.888 .B337 2002

Title:

We've got blog : how weblogs are changing our culture / from the
editors of Perseus Publishing ; [compiled and edited by John
Rodzvilla].

Primary Material:

Book

Physical Description:

xiii, 242 p. ; 22 cm.

Publisher:

Cambridge, MA : Perseus Pub., c2002.

ISBN/ISSN:

0738207411

Location:

Main

Call Number:

TK5105.888 .W48 2002

Main Author:

Lie, Håkon Wium.

Title:

Cascading style sheets : designing for the Web / Håkon Wium Lie, Bert Bos.

Primary Material:

Book

Physical Description:

xvii, 396 p. : ill. (some col.) ; 25 cm.

Publisher:

Harlow, England ; Reading, Mass. : Addison-Wesley, 1999.

ISBN/ISSN:

0201596253

Location:

Main

Call Number:

QA76.76.H94 L54 1999

Main Author:

Frost, Raymond, 1960-

Title:

Building effective Web sites / Raymond Frost, Judy Strauss.

Primary Material:

Book

Physical Description:

xii, 142 p. : ill. ; 28 cm.

Publisher:

Upper Saddle River, N.J. : Prentice Hall, c2002.

ISBN/ISSN:

0130932884

Location:

Main

Call Number:

TK5105.888 .F77 2002

Main Author:

Hackos, JoAnn T.

Title:

Content management for dynamic Web delivery / JoAnn T. Hackos.

Primary Material:

Book

Physical Description:

xvi, 415 p. : ill. ; 24 cm.

Publisher:

New York : John Wiley & Sons, c2002.

ISBN/ISSN:

0471085863 (pbk.)

Location:

Main

Call Number:

TK5105.888 .H315 2002

Main Author:

Hammerich, Irene.

Title:

Developing online content : the principles of writing and editing for the Web / Irene Hammerich, Claire Harrison.

Primary Material:

Book

Physical Description:

xv, 384 p. ; ill. ; 24 cm.

Publisher:

New York : John Wiley & Sons, 2002.

ISBN/ISSN:

0471146110

Location:

Main

Call Number:

TK5105.888 .H36 2002

Main Author:

Kurata, Deborah.

Title:

Doing Web development: client-side techniques / Deborah Kurata.

Primary Material:

Book

Physical Description:

xx, 478 p. : ill. ; 24 cm.

Publisher:

Berkeley, CA: Apress ; New York : Distributed to the book trade in the U.S. by Springer-Verlag, c2002.

ISBN/ISSN:

1893115879

Location:

Main

Call Number:

TK5105.888 .K87 2002

Main Author:

Scharl, Arno, 1970-

Title:

Evolutionary Web development / Arno Scharl.

Primary Material:

Book

Physical Description:

xii, 302 p. : ill. ; 24 cm.

Publisher:

New York : Springer, 2000.

ISBN/ISSN:

1852333103 (alk. paper)

Location:

Main

Call Number:

TK5105.888 .S315 2000

Main Author:

Sachs, David, 1947-

Title:

The 7 keys to effective Web sites / David Sachs, Henry Stair.

Primary Material:

Book

Physical Description:

xxv, 318 p. : ill. (some col.) ; 18 x 23 cm.

Publisher:

Upper Saddle River, NJ : Prentice Hall PTR, c1997.

ISBN/ISSN:

0134900871

Location:

Ref.

Call Number:

Ref TK5105.888 .S23 1997

Main Author:

Warner, Janine, 1967-

Title:

Teach yourself visually Dreamweaver MX / by Janine Warner and Ivonne Berkowitz.

Primary Material:

Book

Physical Description:

307 p. : col. ill. ; 23 cm.

Publisher:

New York, NY : Wiley Publishing, c2002.

ISBN/ISSN:

0764536974 (pbk.)

Location:

Main

Call Number:

TK5105.889.D74W373 2002

Main Author:

Siegel, David, 1959-

Title:

Creating killer Web sites : the art of third-generation site design / David Siegel.

Primary Material:

Book

Physical Description:

xv, 270 p. : col. ill. ; 26 cm.

Publisher:

Indianapolis, Ind. : Hayden Books, c1996.

ISBN/ISSN:

1568302894 (pbk.)

Location:

Main

Call Number:

TK5105.888 .S53 1996

Main Author:

Van Duyne, Douglas K., 1966-

Title:

The design of sites : patterns, principles, and processes for crafting a customer-centered Web experience / Douglas K. Van Duyne, James A. Landay, Jason I. Hong.

Primary Material:

Book

Physical Description:

xxxvii, 762 p. : col. ill. ; 24 cm.

Publisher:

Boston : Addison-Wesley, c2003.

ISBN/ISSN:

020172149X

Location:

Main

Call Number:

TK5105.888 .V36 2003

Main Author:

Donnelly, Vanessa, 1963-

Title:

Designing easy-to-use websites : a hands-on approach to structuring successful websites / Vanessa Donnelly.

Primary Material:

Book

Physical Description:

xxiii, 452 p. : ill. ; 24 cm. + 1 computer optical disc (4 3/4 in.)

Publisher:

Harlow, England ; New York : Addison-Wesley, 2001.

ISBN/ISSN:

0201674688

Location:

Main

Call Number:

TK5105.888 .D66 2001

Title:

Designing interactive web sites / Gong Szeto ... [et al.].

Primary Material:

Book

Physical Description:

x, 457 p. : ill. ; 23 cm. + 1 computer laser optical disc.

Publisher:

Indianapolis, Ind. : Hayden Books, c1997.

ISBN/ISSN:
1568303114

Location:
Reserve

Call Number:
Computer TK 5105.888 D47 1997

Main Author:
Wands, Bruce.

Title:
Digital creativity : techniques for digital media and the internet /
Bruce Wands.

Primary Material:
Book

Physical Description:
xvii, 326 p., [32] p. of plates : ill. (some col.) ; 23 cm.

Publisher:
New York : Wiley, c2002.

ISBN/ISSN:
0471390577 (pbk.)

Location:
Main

Call Number:
QA76.575 .W38 2002

Main Author:

Smith, Colin.

Title:

From Photoshop to Dreamweaver : 3 steps to great visual web design / authors, Colin Smith, Crystal Waters.

Primary Material:

Book

Physical Description:

261 p. : ill. ; 23 cm.

Publisher:

Birmingham, England : Friends of ED, 2002.

ISBN/ISSN:

1903450578

Location:

Main

Call Number:

TK5105.8885.D74 S65 2002

Main Author:

Tollett, John.

Title:

Robin Williams Web design workshop / John Tollett, Robin Williams, David Rohr.

Primary Material:

Book

Physical Description:

x, 372 p. : col. ill. ; 23 cm.

Publisher:

Berkeley, Calif. : Peachpit Press, c2002.

ISBN/ISSN:

0201748673

Location:

Main

Call Number:

TK5105.888 .T65 2002

Main Author:

Siegel, David, 1959-

Title:

Secrets of successful Web sites : project management on the World Wide Web / David Siegel.

Primary Material:

Book

Physical Description:

304 p. : col. ill. ; 26 cm.

Publisher:

Indianapolis, IN : Hayden Books, c1997.

ISBN/ISSN:

1568303823

Location:

Main

Call Number:

TK5105.888 .S534 1997

Main Author:

Teague, Jason Cranford.

Title:

SVG for Web designers / Jason Cranford Teague and Marc Campbell.

Primary Material:

Book

Physical Description:

xix, 388 p., plates : ill. (some col.) ; 24 cm.

Publisher:

Indianapolis, IN : Wiley, c 2003.

ISBN/ISSN:

0764525727 (pbk.)

Location:

Main

Call Number:

T385 .T755 2002

Main Author:

White, Alex.

Title:

Type in use : effective typography for electronic publishing / Alex W. White.

Primary Material:

Book

Physical Description:

207 p. : ill. ; 28 cm.

Publisher:

New York : W.W. Norton, c1999.

ISBN/ISSN:

0393730344 (pbk.)

Location:

Main

Call Number:

Z246 .W57 1999

Main Author:

Anderson-Freed, Susan.

Title:

Weaving a website : programming in HTML, JavaScript, Perl and Java / Susan Anderson-Freed.

Primary Material:

Book

Physical Description:

xvi, 712 p. : ill. ; 24 cm.

Publisher:

Upper Saddle River, NJ ; London : Prentice Hall, 2002.

ISBN/ISSN:

0130282200

Location:

Main

Call Number:

QA76.625 .A53 2002

Main Author:

Niederst, Jennifer.

Title:

Web design in a nutshell : a desktop quick reference / Jennifer Niederst.

Primary Material:

Book

Physical Description:

xviii, 560 p. : ill. ; 23 cm.

Publisher:

Beijing ; Sebastopol, CA : O'Reilly, 1999.

ISBN/ISSN:

1565925157

Location:

Main

Call Number:

TK5105.888 .N542 1999

Main Author:

Holzner, Steven.

Title:

Web developer.com guide to dynamic HTML / Steven Holzner.

Primary Material:

Book

Physical Description:

xii, 484 p. : ill. ; 24 cm.

Publisher:

New York : Wiley, c1997.

ISBN/ISSN:

0471241024 (pbk. : alk. paper)

Location:

Main

Call Number:

QA76.76.H94 H65 1997

Main Author:

Lynch, Patrick J., 1953-

Title:

Web style guide : basic design principles for creating web sites /
Patrick J. Lynch, Sarah Horton.

Primary Material:

Book

Physical Description:

x, 164 p. : ill. ; 26 cm.

Publisher:

New Haven [Conn.] : Yale University Press, c1999.

ISBN/ISSN:

0300076746 (cloth : acid-free paper)

0300076754 (paper)

Location:

Main

Call Number:

TK5105.888 .L96 1999