

Proposal

Change from **Specialization in Journalism** to **B.A. in Journalism**

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Process C
Major Approval Format

Change from *Specialization in Journalism* to ***Bachelor of Arts in Journalism***

ABSTRACT

The Department of Journalism is seeking to change its “Specialization in Journalism” to a “Bachelor of Arts in Journalism.” The current degree structure is a vestige from the past when communication was a department, not a college. When the college was formed in 1996, the old divisions became departments, but the program was unchanged. Currently, all the specializations in the College of Communication award degrees under the umbrella of “B.A. in Communication.”

A student cannot major in one specialization and minor in another. If each specialization becomes a distinct BA program, a student could choose a minor in the College of Communication. This would be especially useful for journalism majors who want to minor in public relations or radio/TV/film, for example, which are two strongly related fields for journalists. In addition, holding a B.A. in Journalism also holds more credibility and specificity when students are seeking jobs.

The main curricular change entails reorganization of the current courses into four sequences, but overall, there are not significant changes in structure. Students will take 39 s.h. in the major, and 30 in free electives (see Appendix A for breakdown of courses).

The B.A. program will go into effect in Fall 2006; all new students entering thereafter will follow the new plan. No new resources are required to make the transition.

Process C
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DETAILS

a. Title

Bachelor of Arts in Journalism

b. Sponsor

Journalism Department

c. Scope and Size of Program

The Journalism specialization currently has 115 students enrolled.

d. Need for Program

The current degree structure is a vestige from the past when communication was a department, not a college. When the college was formed in 1996, the old divisions became departments, but the program was unchanged. Our current structure is certainly not the norm among colleges of communication. A review of the thirty-five schools/colleges of communication listed on the Web site of the National Communication Association (including Rutgers and Temple) revealed that all, except Rowan, offer separate B.A. degrees for their subdisciplinary programs.

e. Requirements for Admission or Graduation

Students must carry a 2.5 GPA to be admitted to the journalism major from another major, and they must maintain a 2.5 GPA to graduate.

f. Suggested Time and Scale

The program will be implemented in Fall 2006. All students entering Fall 2006 or after will follow the new requirements.

g. Resource Requirements

No additional resources are required to make the program change.

h. Recommended Library Resources

Library resources are sufficient. No additional library resources are required.

i. Staffing

No additional staff members are required to make the program change.

RATIONALE

Journalism courses came under the “Communication – Liberal Arts” title in 1970. The name of the concentration was changed to “Professional Writing” in 1996 , and then to “Journalism and Creative Writing” in 2000. In 2004, the Creative Writing courses moved to the Writing Arts concentration, and the journalism specialization was renamed simply “Journalism.” The resulting program funnels into four branches: Print Journalism, Broadcast Journalism, Online Journalism, and Editing and Publishing.

One of our goals is to seek accreditation by the Association of Educators of Journalism and Mass Communication (AEJMC). While the other specializations share a degree program with journalism, they would be subject to the same accreditation limitations and requirements, such as internship credit hours, number of communication courses that count toward graduation, and so forth. Accreditation almost necessitates journalism to exist as its own degree program.

As all the specializations award degrees under the umbrella of “Communication,” a student cannot major in one and minor in another. If each specialization becomes a distinct BA program, a student could choose a minor in the College of Communication. This would be especially useful for journalism majors who want to minor in public relations or radio/TV/film, for example, which are two strongly related fields for journalists.

Graduates have reported that they often have to explain or defend their degree in “Communication” in job interviews since the coursework under the same title differs from institution to institution. Earning a BA in Journalism will more clearly indicate the focus of a graduate’s expertise.

ESSENCE OF THE PROGRAM

a. Major Goals of the Program

The goals of the overall journalism program remain the same, but the main goal of the change to a B.A is a stronger definition of student accomplishment: the student will earn a B.A. in Journalism, as opposed to a B.A. in Communication. A secondary goal of the change is to encourage minors.

b. Specific Objectives of the Program

Our journalism program’s objectives have not changed. Some of these objectives include, but are not limited to:

- Students will demonstrate a broad understanding of journalism principles and practices.
- Students will be able to write effectively in various media styles.
- Students will demonstrate ethical practices in reporting.
- Students will complete a specialized sequence: print, broadcast, online, or editing/publishing.

c. Structure of Program

Students will complete 52-53 credits of general education requirements (see Appendix A), 39 credits of journalism requirements, and 30 credits of journalism electives.

Five of the seven required major courses remain the same as the old structure. One course is new: *Journalism Principles and Practices*, which will serve as the introductory course. *Media Ethics*, previously a related elective, is replacing *Mass Media* for two reasons: (1) Ethics is our highest priority for all our majors, and (2) All our courses deal with various forms of media, thus making the Mass Media course redundant.

The sequences (print, broadcast, online, editing/publishing) help a student develop knowledge and expertise in a specialized area. A student may choose to take more than one sequence.

d. Identification of Courses with Brief Description and Credit Hours for each

See Appendix A

e. Sequence of Courses

See Appendix A

f. Courses from other units

See Appendix A

g. Comparison of program with similar programs

A review of the thirty-five schools/ colleges of communication listed on the Web site of the National Communication Association (including Rutgers and Temple) revealed that all, except Rowan, offer separate B.A. degrees for their subdisciplinary programs.

h. Administration organization

No change.

i. Program Evaluation

At the end of the first year, the department will evaluate the program and make recommendations. We will evaluate the curriculum on a continual basis.

RESULTS OF CONSULTATION

See Appendix B. All the departments in the College of Communication are seeking the same change from specialization to bachelor of arts. In addition, the members of the Journalism Department have discussed all changes to the curriculum and unanimously agree to the proposal.

NEW COURSES

a. Proposals for new courses needed for the program

Included are copies of the proposals for three new courses. These course proposals have been sent for approval concurrently with this proposal.

1. Journalism Principles and Practices
2. On-Camera Field Reporting
3. Field Experience II

Appendix A

Gen Ed courses and Journalism Major Courses

BACHELOR OF ARTS, COMMUNICATION

GENERAL EDUCATION REQUIREMENTS

52-53 S.H.

(Parentheses indicate prerequisites)

CHECK TO BE SURE THE FOLLOWING REQUIREMENTS ARE COMPLETED:

- | | |
|---|--|
| <input type="checkbox"/> Writing Intensive Course (WI)
<input type="checkbox"/> Multicultural/Global Course (M/G)
<input type="checkbox"/> Lab Science Course (LAB) | <input type="checkbox"/> Broad Based Literature Course (LIT)
<input type="checkbox"/> Computer Competency Exam or Computer Literacy Course (0/3 s.h.)
<input type="checkbox"/> Rowan Seminar (RS) – <i>Freshmen Only</i> |
|---|--|

Transfer	Rowan	Hegis #	COMMUNICATIONS BANK	9-10 S.H.
		1501.111	College Composition I (3 s.h.) or	3-4 s.h.
		1501.105	Integrated College Composition I (4 s.h.)	
		1501.112	College Composition II (<i>College Composition I</i>)	3 s.h.
		1506.202	Public Speaking (<i>College Composition II</i>)	3 s.h.

Transfer	Rowan	Hegis #	SCIENCE/MATHEMATICS BANK	9-10 S.H.
			Math	3-4 s.h.
			LAB Science	4 s.h.
			SM Elective	3 s.h.

Transfer	Rowan	Hegis #	SOCIAL & BEHAVORAL SCIENCES BANK	12 S.H.
			Psychology Choice	3 s.h.
			Sociology Choice	3 s.h.
			Economics or Political Science Choice	3 s.h.
			SBS Elective	3 s.h.

Transfer	Rowan	Hegis #	HISTORY/HUMANITIES/LANGUAGE BANK	12 S.H.
			Literature Choice	3 s.h.
			History or Philosophy Choice	3 s.h.
			HHL Elective	3 s.h.
			HHL Elective	3 s.h.

Transfer	Rowan	Hegis #	ARTISTIC & CREATIVE EXPERIENCE BANK	3 S.H.
			ACE Elective	3 s.h.

Transfer	Rowan	Hegis #	NON-PROGRAM COURSES	6 S.H.
			Choice	3 s.h.
			Choice	3 s.h.

- ◆ This information has been provided by the department listed above as of the date listed below and is subject to change.
- ◆ To declare this major go to the CAP Center in Savitz Hall, or
- ◆ If this is a restricted major, Requirements for entering this major are attached.
- ◆ A suggested sequence of courses is also attached.

Appendix A

Bachelor of Arts in Journalism

General Education Courses	20 courses	52-53 s.h.
Required all majors =	7 courses	21 s.h.
Required per sequence =	4 courses	12 s.h.
Related electives =	2 courses	6 s.h.
Free electives =	10 courses	30 s.h.
TOTAL	40 courses	121-122 s.h.

MAJOR REQUIREMENTS (7 courses = 21 s.h.) All students in Journalism must take these 7 courses.

0602.000	Journalism Principles and Practices (CCI) – <i>NEW COURSE</i>
0602.310	News Reporting 1 (Journalism Principles and Practices)
0602.319	Media Ethics (Journalism Principles and Practices)
0602.318	Enterprise Journalism (formerly Sources) (News Reporting 1)
0602.000	Communication Law (45 s.h.)
0601.300	Communication Theory (CCII)
0602.410	Problems in Contemporary Journalism (90 s.h. or by permission)

SEQUENCES (4 courses = 12 s.h.) Each student must choose a sequence.

PRINT JOURNALISM

0602.311	News Reporting II (News Reporting I)
0602.312	Newspaper Feature Writing (News Reporting II)
0602.411	Copy Editing (News Reporting I)
0602.317	Publication Layout and Design (45 s.h.)

BROADCAST JOURNALISM

0602.341	Broadcast News Writing (News Reporting I)
0602.000	On-Camera Field Reporting (Broadcast News Writing) – <i>NEW COURSE</i>
0603.321	TV Production I (by permission)
0602.305	Broadcast Journalism: TV Newscast (News Reporting I and TV Production I)

ONLINE JOURNALISM

0602.311	News Reporting II (News Reporting I)
0602.321	Online News Writing (News Reporting I)
0602.325	Web Production and Editing for Mass Media (Computer Literacy or comp. exam)
0602.314	Photojournalism (45 s.h.)

EDITING AND PUBLISHING

0602.411	Copy Editing (News Reporting I)
0602.317	Publication Layout and Design (45 s.h.)
0602.425	Advanced Publication Layout (Publication Layout and Design)
0602.313	Magazine Article Writing (45 s.h.)

RELATED ELECTIVES: (2 courses = 6 s.h.) Each student must take 2 courses from this list.

0602.425	Advanced Publication Layout (Publication Layout and Design)
0602.320	Broadcast Journalism: Radio (News Reporting I)
0602.305	Broadcast Journalism: TV Newscast (News Reporting I and TV Production I)
0602.341	Broadcast News Writing (News Reporting I)
0602.411	Copy Editing (News Reporting I)
0602.356	Journalism Field Experience I (75 s.h. and adviser's permission)
0602.000	Journalism Field Experience II (75 s.h. and adviser's permission)– <i>NEW COURSE</i>
0602.355	Journalism Practicum
0602.313	Magazine Article Writing (45 s.h.)
0602.420	Newspaper Laboratory (30 s.h.)
0602.312	Newspaper Feature Writing (News Reporting II)
0602.311	News Reporting II (News Reporting I)
0000.000	On-Camera Field Reporting (Broadcast News Writing)
0602.321	Online News Writing (News Reporting I)
0602.314	Photojournalism (45 s.h.)
0602.317	Publication Layout and Design (45 s.h.)
0606.354	The Impact of PR on the News
0603.220	The TV Industry
0603.321	TV Production I (by permission)
0602.325	Web Production and Editing for the Mass Media (Computer Literacy or Comp. Exam)

FREE ELECTIVES: (10 courses = 30 s.h.)

(Try to use at least 12 s.h. to build an area of expertise relevant to your program. These free electives can also be used to build a minor from another program, which is 18 s.h.)


Appendix B

Letter of Consultation

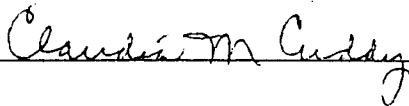


The five departments of the College of Communication have consulted on the proposed six specialization "BA degrees" and have concurred that we fully support the effort to become individual majors. Because of the need in our disciplines to differentiate between a general communication degree and a particular knowledge base, the proposed BA degrees will add value to the ability of our students to enter the workplace or pursue graduate education. All five departments commit to this endeavor and will work toward its speedy enactment.

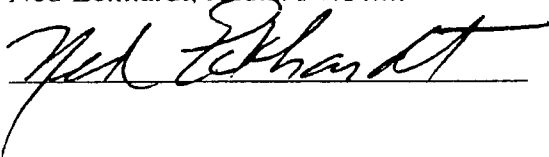
Cindy Corison, Communication Studies



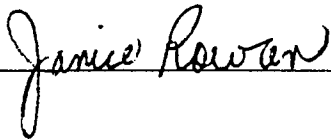
Claudia Cuddy, Journalism



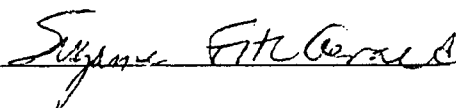
Ned Eckhardt, Radio/TV/Film



Janice Rowan, Writing Arts



Suzanne FitzGerald, Public Relations/Advertising



September 29, 2005

Department of
Public Relations/Advertising
College of Communication
Bozorth Hall
201 Mullica Hill Road
Glassboro, NJ 08028-1701

856-256-4312
856-256-4794 fax

Appendix C

Current Course Listing

College of COMMUNICATION

Communication Depts.

- ▶ [Communication Studies](#)
- ▶ [Composition & Rhetoric](#)
- ▶ [Journalism/Creative Writing](#)
- ▶ [Public Relations/Advertising](#)
- ▶ [Radio/Television/Film](#)

Current Students

- ▶ [Advising Information](#)
- ▶ [Awards, Student](#)
- ▶ [Campus Portal](#)
- ▶ [Campus Events Calendar](#)
- ▶ [Computer Labs](#)
- ▶ [Contact Information](#)
- ▶ [Course Catalogs](#)
- ▶ [Faculty/Staff](#)
- ▶ [Internships](#)
- ▶ [Communication News & Events](#)
- ▶ [Student Organizations](#)

- ▶ [Communication Home](#)
- ▶ [Rowan University Home](#)

Journalism Specialization

>> [Back to Journalism/Creative Writing](#)

I. General Education60 s.h.

Requirements are the same for all Communication students

II. Major Requirements27 s.h.

- 0601.203 Mass Media
- 0601.300 Communication Theory
- 0602.310 News Reporting I
- 0602.311 News Reporting II
- 0602.312 Special Journalistic Writing
- 0602.318 Journalistic Sources of Information
- 0607.335 Communication Law
- 0602.410 Problems in Contemporary Journalism
- 0602.411 Copy editing

III. Related Electives.....12 s.h.

- 0602.313 Magazine Article Writing
- 0602.314 Photojournalism
- 0602.317 Publication Layout and Design
- 0699.363, 364, 365 Communication Field Experience
- 1507.290 Creative Writing I
- 1507.291 Creative Writing II (permission of instructor needed)
- 0601.400 Writing for the Workplace
- 0602.420 Newspaper Production Lab
- 0603.220 Introduction to Electronic Media
- 0603.320 Electronic Journalism I: Radio
- 0602.305 Electronic Journalism II: TV

IV. Free Electives21s.h.

V. Total Credits in Program.....120 s.h.

Minor in Journalism

This minor 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) or to increase their understanding of journalism from an academic standpoint, an option that we believe will be particularly useful for education majors. The program consists of 18 credits, and students must complete College Composition I and II and achieve an overall 2.5 GPA in order to be admitted to the minor.

I. Required courses9 s.h.

- 0601.203 Mass Media and Their Influences
- 0602.311 News Reporting I
- 0602.318 Journalistic Sources of Information

II. Three electives from the following:.....9 s.h.

- 0602.311 News Reporting II
- 0602.312 Special Journalistic Writing
- 0602.411 Copy editing
- 0602.313 Magazine Article Writing
- 0602.314 Photojournalism
- 0602.317 Publication Layout and Design
- 0603.320 Electronic Journalism I: Radio
- 0603.305 Electronic Journalism II: TV
- 0607.335 Communication Law

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

III. Total credits in Minor.....18 s.h.

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:

Date: 10-5-05

COURSE TITLE: Bachelor of Arts in Journalism

Anticipated Date for Course/Program Offering: Fall 2006

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

No additional resources are needed.

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.

Sufficient resources.

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

Sufficient resources.

E. Librarian comments & recommendations:

As this is a name change, the current resources should be sufficient to continue to support the program.

LIBRARIAN LIAISON: Benjamin Fisher

Signature: Benjamin Fisher, Ph.D.