

PROCESS A NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL

SCC #02-03- 203

(R)

Deadlines:

Regular proposals: October 18, 2002 to be implemented Fall 2003; Short-Term proposals: December 6, 2002 to be implemented Fall 2003
Regular proposals: February 14, 2003 to be implemented Spring 2004; March 21, 2003 short-term courses to be implemented Spring 2004

PROPOSAL TITLE: Add Media Ethics to Bank of Related Electives for Journalism Specialization

Sponsor(s): Carl Hausman E-Mail: hausman@crowan.edu Ext: 3-577
E-Mail: _____ Ext: _____
E-Mail: _____ Ext: _____

DEPARTMENT: Journalism and Creative Writing

COLLEGE: _____

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
- Short-term 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: 11/25/03

Department Curriculum Chair: [Signature] Date: 10-16-03

Academic Dean: [Signature] Date: 10-23-02

College Curriculum Chair: [Signature] Date: 2/2/03

College Curriculum Committee OPEN HEARING Date: 2/4/03 Approved Not Approved

UNIVERSITY CURRICULUM COMMITTEE

Senate Curriculum Chair Signature: [Signature] Date: Senate Announcement/Vote: 11-10-2003

Comments: Received new rationale

EXECUTIVE VICE PRESIDENT/PROVOST Signature: [Signature] Date: 11/17/03

Approved ~ Not Approved due to the following: Student Cr Hrs Faculty Load Hrs Equalized Cr Hrs

REGISTRAR

Date: 11/25/03 Course Description Received & Approved ~ Hegis Taxonomy & Course #: _____

Registrar Signature: [Signature]

NOTIFICATION FORWARD

SCC Chair Academic Dean Department Chair Registrar Sponsor(s)

[Signatures]



PROCESS A

NON-GENERAL EDUCATION Curriculum Proposals

- New non-general-education courses
- Short-term non-general-education courses
- Minor curricular changes (fewer than three) to:
 - a. existing non-general-education courses
 - b. non-General-Education degree requirements
 - c. majors
 - d. minors, specializations, concentrations, tracks, certificate programs

✓ CHECKLIST FOR ACCURATE FORMAT:

- _____ Check Correct Course Title
- _____ Correct Hegis Number
- _____ Letters of Consultation
- _____ New Course: Catalog Description on **separate page**
- _____ Changes to Programs: Attach new Advising Sheet (should show structure of program; **not** chronological order of classes taken)

PROCEDURES:

- **Department Curriculum Chair** will review all proposals for completeness, necessary changes and/or additions;
- **Department Chair** will review all proposals for completeness, necessary changes and/or additions;
- **College Dean** will review all college curriculum proposals for completeness, necessary changes and/or additions.
- **College Curriculum Chair** will meet with *College Curriculum Committee* to review and discuss proposals for completeness, necessary changes and/or additions, attach original letters of recommendation and forward to;
- **Senate Curriculum Committee Chair** and announcement to Senate

All Department signatures, College Curriculum Chair signature, and signature of the Dean must appear on the cover sheet.

THE ABOVE PROCESS MUST BE COMPLETE BEFORE SUBMITTING TO THE SENATE.

Submit ONLY the ORIGINAL PROPOSAL, COVER SHEET & ORIGINAL LETTERS to the Senate

SEND A DUPLICATE OF YOUR PROPOSAL via e-mail to: curriculum@rowan.edu

Please include: TITLE OF PROPOSAL

Upon receipt of the original curriculum proposal in the senate office, it will be assigned a reference number for tracking throughout the processing stages. Copies sent via e-mail will be assigned the same reference number as the original hard copy for tracking.

Copies of the cover sheets will be available in the Senate office, or can be sent upon request via e-mail for download and printing.

Curriculum Proposals will be sent via e-mail for open hearings so recipients can print a hard copy.

Original copy of Curriculum Proposals will remain in the Senate office until sent to the Provost.

SCC#02-03-203

Minor Curricular Change
Add Media Ethics to Bank of Related Electives in Journalism Specialization

Details

- a. **Change Requested:** Add a new course, Media Ethics (0602.319), into the bank of Related Electives for the Journalism Sequence.
- b. **Sponsor:** Carl Hausman

Rationale

- a. **Need:** Media Ethics, a journalism course, has been approved by the College and Senate Curriculum Committees and by the Provost, and was officially introduced into the curriculum last year. As the course directly applies to our program in journalism, we would like to enter it into our bank of related electives, alongside such courses as Magazine Article Writing, Photojournalism, Creative Writing, Writing for the Workplace, Introduction to Electronic Media, and Electronic Journalism. The course was designed to meet a perceived need for more specialized education in ethics, and is a valuable addition to our elective sequence.
- b. **Curricular Effect:** There will be no curricular effect other than adding an additional elective that can apply toward the specialization. The course is currently being taught.
- c. **Summary of the Change From and To:** The change requested simply allows students to use Media Ethics, if they so desire, as one of the four courses required from the bank of Related Electives.

No other departments or programs will be affected by the inclusion of Media Ethics as a related elective in our department.

For reference, the syllabus for the course is attached.

which has previously been approved by the curriculum committees of the College and University, and approved by the Provost and officially entered into the curriculum,

MEDIA ETHICS
Journalism 0602.319-01
Rowan University
Fall 2002

Instructor: Ms. Kathryn Quigley
quigleyk@rowan.edu
(856) 256-4132

Class times: 2 p.m. Tues/Thurs
Bunce Hall, Room 322

Office hours:

Mondays from 2 p.m.-3:30 p.m.
Tuesdays from 3:30 p.m.-5 p.m.
Thursdays from 1 p.m. – 2 p.m.

Course description:

Journalism is a profession with deadlines at its core. Journalists often must make split-second decisions about issues – whether to show footage of an accident victim, to publish sensitive military information or to pursue a story that could end an official’s career. This course will analyze media ethics cases, including some of the most well known episodes in the past 50 years. This course will also examine the views of various philosophers and their approach to ethics, therefore providing an ethical framework in which to make and analyze decisions.

Required texts:

1. Media Ethics: Issues & Cases. By Philip Patterson and Lee Wilkins. McGraw Hill Publishing.
2. Crisis of Conscience: Perspectives on Journalism Ethics. By Dr. Carl Hausman. Addison-Wesley Publishing Co.

Class Format:

This course includes lectures, discussions and critiques. Attendance is important and will be counted towards your grade. Of course weather, health and personal problems may arise but you need to speak to me if you must miss more than three classes in a semester. If you miss a total of six classes, you will get an F, according to the attendance policy of the College of Communications.

Assignments and Grading:

You will be required to read assignments in two textbooks, as well as articles, which I will hand out. The schedule is rigorous. Start thinking about story topics now, especially the topic of your final project. Participation is important. Come to class PREPARED by doing the readings and voicing your opinions, questions and ideas.

Deadlines and Standards:

Turn OFF the ringer on your cell phones and pagers during class

This is a journalism class. Journalism involves writing stories on deadline. Therefore, YOUR stories must be handed in on deadline – which is the BEGINNING of class. Any assignment

handed in late will be penalized. Any assignment handed in more than one day late will receive a grade not higher than a C.

Cheating of any kind and plagiarism will also result in an automatic F grade. This includes information obtained from the Internet, but not properly credited.

Stick to the parameters of the assignments – i.e. don't turn in two pages for a five-page assignment, or even twenty pages for a 10-page assignment. An important tenet of journalism is writing to the required length.

Copy Guidelines:

Stories MUST be typed and double-spaced. No handwritten papers will be accepted. Always put your name and slug (Profile #1 Draft, etc.) on the top of the first page. Number all the pages. Please STAPLE or PAPERCLIP the pages. Double-check all facts, names, grammar and spelling. Points will be deducted for stories with excessive grammar and spelling mistakes. Rule #1 of Journalism: Get Names Right.

Do NOT use "I," "me," "you" or "my." Write in third person, objective voice.

If you must miss class and have to e-mail me your assignment, make sure it arrives by the time and day of class. Send the document in Microsoft Word ONLY. If you do not have Microsoft Word, cut and paste the text into the body of the e-mail. You need to receive an e-mail from me confirming that I got your article in one piece.

Assignments:

- 1) Case studies. Five-page paper examining various issues in the Media Ethics textbook. Cases will be assigned and papers will be handed in after being presented in class.
- 2) Mid-term take home exam. You will get a week in which to complete the exam. More details to come.
- 3) Media ethics in the past. Five-page paper examining notorious media ethics cases in the past. The cases are found in Appendix C. Cases will be assigned. Provide a detailed and researched description of each case and an analysis from the view of at least two different philosophers and ethicists from the Media Ethics text, as well as codes of Professional Journalists.
- 4) Recent media ethics. Seven-page term paper examining a recent media ethics case from 1990-2002. Come up an issue that interests you. Thoroughly research the issue through published articles or transcripts of broadcasts and provide ethical analysis and examination of which codes of Professional Journalists were violated. Hand in a one-page description of the topic by Dec. 3.
- 5) Final exam. Multiple choice and essay questions. Date to be determined.

Grading:

Attendance and participation – 15 percent

Case study– 10 percent

Mid-term take home exam- 15 percent

Media ethics in the past term paper– 15 percent

Recent media ethics term paper– 20 percent

Final exam– 25 percent

“A” quality writing is:

- Clear, concise and interesting, without major spelling or grammatical errors.
- Logical, with well-supported arguments.
- Thoroughly researched.
- Interesting to read, with anecdotes, illustrative examples and captivating quotes.
- Well-structured, with a clear sense of flow, and formatted to the correct style and length.

CLASS SCHEDULE:

Sept. 5: Introduction and course requirements

Sept. 10: Reading due: Chapter 1 of Crisis...

Sept. 12: Reading due: Chapter 3 of Crisis... and Codes of Professional Conduct

Sept. 17: Reading due: Chapter 1 of Media Ethics

Sept. 19: Reading due: Chapter 1 Essay in Media Ethics by Deni Elliott

Sept. 24: Reading due: Chapter 2 in Media Ethics

Sept. 26: Assignment due: In-class case analyses.

Oct. 1: Reading due: Chapter 4 in Media Ethics, especially the "Potter Box."

Oct. 3: Reading due: Chapter 3 in Media Ethics

Oct. 8: Mid-term take home exam is distributed

Reading due: Chapter 5 of Crisis...

Oct. 10: Reading due: Chapter 6 of Crisis...

Oct. 15: Assignment due: Completed mid-term exam

Oct. 17: Reading due: Chapter 8 of Crisis...

Oct. 22: Reading due: Chapter 9 in Crisis...

Oct. 24: Reading due: Chapter 10 in Crisis...

Oct. 29: Reading due: Chapter 11 in Crisis...

Oct. 31: Assignment due: Five-page paper on a significant past event in media ethics

Nov. 5: Reading due: Chapter 5 in Media Ethics

Nov. 7: Reading due: Movie "Absence of Malice"

Nov. 12: Reading due: Chapter 6 in Media Ethics

Nov. 14: Assignment due: One-page description of topic for term paper due Dec. 3.

Reading due: Chapter 7 in Media Ethics

Nov. 19: Reading due: Chapter 8 in Media Ethics

Nov. 21: Reading due: Chapter 9 in Media Ethics

Nov. 26: Reading due: TBA

Nov. 28: *No class. Happy Thanksgiving!*

Dec. 3: Assignment due: Seven-page paper on interesting and recent media ethics case.

Dec. 5: Reading due: TBA

Dec. 10: Reading due: TBA

Dec. 12: Last class. Review of semester.

Dec. 17: *Finals weeks. Exam to be scheduled.*