

NEW, REVISED, OR DELETED PROGRAM COVER SHEET
2002-2003
University Curriculum Committee
Undergraduate Programs (Majors, Minors, Sequences)

DEPARTMENT/SCHOOL _____ Communication _____ DATE
 _____ 11/2202 _____

A. **Proposed Action:** (more than one item may be checked if a revision).

- _____ New Major CIPS CODE 09.0401 (obtain from Planning, Policy Studies and Info Systems)
- _____ New Minor CIPS CODE _____ (obtain from Planning, Policy Studies and Info Systems)
- X New Sequence **Broadcast Journalism Sequence in Journalism Major**
- _____ Change in requirements for major
- _____ Change in requirements for minor
- _____ Change in requirements for sequence
- _____ Other program revisions
- _____ More than 50% of courses in this program are distance education.
- _____ Program deletion

B. **Summary of proposed action** (see Part A), including title and exact *Undergraduate Catalog* copy for a new or altered program. (See *Catalog* and Program Checklist for format and examples.) Provide a summary of the revisions in addition to the exact current *Catalog* copy.

SUMMARY: This proposal requests the creation of a new **Broadcast Journalism Sequence** in a new **Journalism Major** in the Department of Communication. (The Major will contain a total of three sequences.)

C. **Routing and action summary:**

1. _____ Department/School Curriculum Committee Chair	_____ Date Approved	4. _____ College Dean	_____ Date Approved
2. _____ Department Chair/School Director	_____ Date Approved	5. _____ Teacher Education Council Chair if appropriate (10 copies to the Dean of the College of Education)	_____ Date Approved
3. _____ College Committee Chair	_____ Date Approved	6. _____ University Curriculum Committee Chair (8 copies to the Undergraduate Studies)	_____ Date Approved

Submit 20 copies of **NEW** Undergraduate proposals to University Curriculum Committee
 Submit 8 copies of **REVISED** Undergraduate proposals to University Curriculum Committee

All new and deleted programs (majors, minors, sequences) are routed by the U.C.C. to the Academic Senate. **The Senate rules mandate electronic submission (in MS Word or HTML format) of all materials for Web site posting.**

5/02

PART A: Program Description and Explanations (New or Revised Programs)

Institution: Illinois State University

Responsible Department: Communication

Proposed Program Title: Broadcast Journalism Sequence, Journalism Major

Previous Program Title: n/a

CIPS classification: 09.0401

Date of Implementation: 2004-2005 Undergraduate Catalog

Description of Proposed Program or Name Change: This proposal requests the creation of a new **Broadcast Journalism Sequence** in a new **Journalism Major** in the Department of Communication. (The Major will contain a total of three sequences.)

Exact Catalog Copy:

Journalism Program

Degrees Offered: B.A., B.S.

Major in Journalism

Students majoring in journalism select one of three sequences in addition to a core of basic courses. Core courses give students grounding in theory, research and legal and ethical issues confronting practitioners in mass media.

- 39 hours required
- Required courses: COM 111, 160, 161, 260 or 360, 297, 361, 367
- A minimum of 24 senior hours including at least 12 hours at the 300 level (excluding 398)
- Journalism majors must complete a minor or second major in a department other than Communication.
- Sequences: Journalism majors must complete 18 hours in one of the following sequences:

Broadcast Journalism: The Broadcast Journalism Sequence offers courses in television reporting, management and announcing.

- COM 167, 257, 267, 271 or 364 required plus six hours of communication electives.

News Editorial: The News Editorial Sequence offers courses in news reporting, editing and advanced news writing.

- COM 165, 166, 265, 385 required plus six hours of communication electives.

Visual Communication: The Visual Communication Sequence offers courses in photography, graphics, design and production for print and online media.

- COM 165 or 167, 241, 269 or 362, 365, 366 required plus three hours of communication electives.

Rationale for Proposal: Broadcast journalism is currently one of six non-binding concentrations in the Mass Communication Major, and all courses in the proposed program are currently offered.

The creation of a Journalism Major better identifies to students, the university and outside constituents the nature of the curriculum. A distinct journalism major would also allow the department to work towards obtaining AEJMC (Association for Education in Journalism and Mass Communication) accreditation, an advantage both for recruiting well-qualified students and for program alumni seeking employment.

The core courses common to all journalism sequences assure a broad background in the field of communication that is shared with the revised Mass Communication major (separate proposal). The core differs from the current Mass Communication core only in allowing a choice between COM 260 and COM 360 where both were required in earlier catalogs and in allowing up to 6 hours of professional practice. While the content of both COM 260 and COM 360 is important to mass communication scholars, department

faculty believe students should have the option of choosing a critical/qualitative (COM 260) or quantitative (COM 360) approach to mass communication theory. Allowing three additional hours of professional practice will accommodate students needing both on-campus and off-campus internships in their areas of specialization.

The new sequence will provide adequate specialized preparation in broadcast journalism, recognized officially on University transcripts, to allow students to obtain entry-level employment in the field. Two new courses, COM 257 and COM 271, were added to the new Broadcast Journalism sequence. These courses were just approved this past year and would have been proposed as changes to the old catalog structure of concentrations if not for this proposal. These two courses provide students additional capabilities in on- and off-air broadcast reporting and more directly address the skills—reporting and presentation—sought by media in the market for broadcast journalists. COM 364, a broadcast management course, also provides training for broadcast journalists looking to go into a management role down the road. The two courses dropped as requirements, COM 162/163 and COM 264 are production and programming courses that would not be as practical in terms of basic skills expected by an employer for an entry-level broadcast journalism hire.

See attached materials for complete rationale.

COE Conceptual Framework: n/a

Expected Impact of Proposal on Existing Programs: This sequence mirrors existing course expectations in the broadcast journalism concentration (in Mass Communication) that will be deleted from the catalog through a separate proposal currently under consideration. All courses are regularly offered by the Department.

Expected Curricular Changes: As discussed above, the proposed changes are internal to the Communication Department. Students in earlier catalogs will have continued access to all courses required for their programs.

Milner contacted to Determine Sufficient Resources: All courses required are currently supported by existing resources.

Anticipated Staffing Arrangements: No changes to current staffing are anticipated. All courses are in place and taught regularly.

Anticipated Funding Needs and Source of Funds: n/a

PART B: Other Requirements

Letters of concurrence from affected departments: See attached letters of support.

Program does not require more than 124 semester hours of course work.

Major for B.A., B.S., B.E.Ed. does not require more than 55 semester hours.

Major does not mandate more than 76 semester hours excluding General Education.

Major program does not stipulate a specific general education course from Communication as part of major requirement.

Minors are not impacted by this proposal.

CURRENT CATALOG COPY (for Mass Communication Major):

MAJOR IN MASS COMMUNICATION PROGRAM

-39 hours required.

-Required Courses: COM 111, 160, 161, 260, 297, 360, 361, and 367

-A minimum of 24 senior hours including at least 12 hours at the 300 level (excluding 398).

-Mass Communication majors must complete a minor or second major in a department other than communication.

-A maximum of 9 hours can be counted concurrently toward the Mass Communication major and other majors or minors within the Department of Communication.

-15 hours of electives, to be chosen in consultation with a departmental advisor. Students are encouraged, but not required, to choose electives from a concentration that reflects their career options.

-Students may include a maximum of 3 hours of Professional Practice 398 toward their major electives.

-Concentrations: Mass Communication majors must choose five additional mass communication courses as electives in order to complete their major plan of study. Students may choose these from groups of courses called concentrations. The elective concentrations represent various media career options such as print or broadcast journalism, radio and television broadcast production, international communication, and visual (graphics) communication. Students may choose one or more concentrations or choose from additional mass communication electives to complete their plan of study. Recommended courses for each concentration are listed below.

Broadcast Journalism: COM 162 or 163, 167, 264, 267.

Radio Production: COM 162, 264, 364, 398

Television Production: COM 163, 263, 362, 398

International Communication: COM 165 or 167, 218, 369, 372

Print Journalism: COM 165, 166, 265, 269, 385

Visual Communication: COM 240, 241, 365, 366

-Additional electives: COM 228, 266, 268, 304, 324, 329, 355, 363, 370, 371, 398.

-Students may repeat COM 263 or 267 one additional time, but only three hours of the course may count toward the major.