

## UNIVERSITY CURRICULUM COMMITTEE

Minutes #10 approved (2013 Supplement and 2014-2016 Undergraduate Catalog)

January 30, 2013

**Members Present:** Barroqueiro, Cook, Fontes, Kaesberg, Kennedy, Murphy, Park, Rolando, Standard, Temple, Walstrom, Wood

**Members Absent:** Rosenthal, Schendel

**Guests Present:** Larry Long and John Huxford, the School of Communication; Joe Neisler, School of Music

1. Standard convened the meeting at 3:05 p.m. Introductions were made. Joe Neisler will be joining the committee after his appointment has been approved by the Academic Senate.
2. **APPROVAL OF MINUTES:** Minutes #9, January 16, 2013.

Temple moved to approve the minutes, Walstrom seconded; the minutes were approved by acclamation of the committee.

### 3. PROPOSAL ACTION:

<b>COM</b>	<b>MAJOR IN JOURNALISM (Revise)</b>	<b>Barroqueiro and Murphy</b>
	<b>BROADCAST JOURNALISM SEQUENCE (Delete)</b>	
	<b>NEWS EDITORIAL SEQUENCE (Delete)</b>	
	<b>VISUAL COMMUNICATION SEQUENCE (Delete)</b>	

With no further discussion needed, Barroqueiro moved to suspend the committee's practice of "discussion one week-action the next" to take action on the proposals today, Murphy seconded, and the committee approved by acclamation. Barroqueiro moved to approve the proposal to revise the Major in Journalism and the proposals to delete the Broadcast Journalism Sequence, the News Editorial Sequence, and the Visual Communication Sequence; Murphy seconded, and the committee approved by acclamation. The proposal to delete the sequences will be forwarded to the Academic Senate for their review. Catalog copy follows:

#### MAJOR IN JOURNALISM

**Students majoring in journalism select from courses offering a range of multimedia skills, in addition to a core of basic courses. Core courses give students grounding in fundamental reporting skills and news technologies as well as theory, research and legal and ethical issues confronting practitioners in mass media.**

- **45 total hours required.**
- **A minimum of 24 senior hours including at least 12 hours at the 300-level (excluding 398).**
- **Journalism majors are encouraged to complete a minor or second major in a department/school other than Communication.**
- **Students are strongly encouraged to complete at least one field experience.**
- **Students take the following. All Group A (core) courses are required. Five courses must be selected from Group B, with an additional two chosen from Group C.**

**Group A: Journalism Core (required courses): COM 111, 161, 165, 167, 180, 297, 361, 374.**

**Group B: Professional Applications (five courses, 15 hours minimum, from the following):**

**COM 162, 163, 166, 228, 240, 241, 263, 265, 266, 267, 269, 271, 277, 285, 352, 365, 366, 385, 398.**

**Group C: Professional Theory (two courses, 6 hours, from the following): COM 270, 304, 320, 360, 367, 382.**

Catalog copy for the sequences to be deleted follows:

**Broadcast Journalism Sequence:**

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

- **Required courses: COM 167, 257, 267, 271 or 364; plus**
- **Six hours of communication electives.**

**News Editorial Sequence:**

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

- **Required courses: COM 165, 166, 265, 385; plus**
- **Six hours of communication electives.**

**Visual Communication Sequence:**

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

- **Required courses: COM 165 or 167, 240, 241, 269 or 365, 366; plus**
- **Three hours of communication electives.**

**4. PROPOSAL DISCUSSION:**

<b>COM</b>	<b>MAJOR IN JOURNALISM (Revise)</b>	<b>Barroqueiro and Murphy</b>
	<b>BROADCAST JOURNALISM SEQUENCE (Delete)</b>	
	<b>NEWS EDITORIAL SEQUENCE (Delete)</b>	
	<b>VISUAL COMMUNICATION SEQUENCE (Delete)</b>	

John Huxford and Larry Long were present from the School of Communication. Barroqueiro distributed a handout and presented a review of the proposals.

- The School of Communication proposes revising the Major in Journalism and as part of the revision, three sequences within the major will be deleted.
- The major will go from 39 to 45 hours, which is still under the 60 hour limit.
- The rationale that the School provided was clearly stated: “The profession’s rapid progression towards “convergence” (combining of news media technologies...) has rendered the old sequences obsolete. They are too narrowly specialized. Students need to be prepared in all areas, across the board as they enter this changing industry.”
- The revision of the major includes three new course proposals and two revise course proposals.

Comments/Questions:

- The reviewers suggested two small edits. Ryburn will edit the proposal.

- Murphy noted that the librarian in the discipline had not been contacted to make sure that there are adequate resources for the new courses. Standard added that contacting the librarian is meant to be helpful. Huxford said that he will contact the librarian.
- Standard invited Huxford and Long to speak to the committee about the reasons for the changes in the major and the deletion of the sequences. Long explained that even though they are adding six hours, the program is more flexible for students; the revised degree is more like what is generally offered at other institutions; students will be more versed in media and will find improved job placement. Huxford added that many journalism programs have made the move to “convergence” with students having a wide range of skills to be more marketable.
- Park asked about the new courses being added. Huxford answered that each one of the new courses deals with convergence in different ways (basic, film, online).
- Standard inquired about the change from requiring a minor or second major to recommending one and asked if they recommended specific minors. Long answered that they point them in the direction of minors in their area of interest (theatre, business, politics, etc).
- Walstrom asked if Long anticipated needing extra resources. Long answered that the faculty is currently expected to keep up with new technology and advances in journalism and the School must buy new equipment every year to keep up with the technology, so this revision will not create added financial burden. (The School’s response about additional expenses is also on the Financial Implication Form for Adding Hours that has been submitted.)
- Kaesberg asked if the graduate program in journalism was moving in the same direction (of convergence) and Long answered not at this time. Huxford added that the revised journalism major contained more journalism theory better preparing students for graduate work.

With no further discussion needed, Barroqueiro moved to suspend the committee’s practice of “discussion one week-action the next” to take action on the proposals today, Murphy seconded, and the committee approved by acclamation. (See “Proposal Action” above.)

## 5. LIAISON REPORTS:

- a. **Council on General Education:** No Report.
- b. **Council for Teacher Education:** Standard reported that the CTE curriculum subcommittee met and approved new Teaching and Learning courses for secondary education that will go to the full CTE at their next meeting.
- c. **Academic Affairs Committee:** Fontes – No Report.

6. **STAFF REPORT:** Standard reported that there are two reviews of Interdisciplinary Studies Minors scheduled for the meeting on February 6. There is also a proposal to review from Finance, Insurance and Law.
7. **MISCELLANEOUS:** Standard asked if anyone would be able to fill the position of liaison to the Academic Affairs Committee that is being vacated by Fontes who has a time conflict. Academic Affairs meets on Wednesdays at 6:00 p.m. No one responded.
8. **ADJOURNED:** Cook moved to adjourn, Walstrom seconded. The meeting adjourned at 3:39 p.m. The next meeting will be held on February 6, 2013.

9. **INFORMATION:** The University Curriculum Committee Executive Secretary approved the following:

New Courses:

**COM**

**180 INTRODUCTION TO NEWS TECHNOLOGY**  
3 sem. hrs.

**This course provides students with basic experience in the use of multimedia technologies for news gathering and presentation. Prerequisites: Journalism majors only.**

**285 NEWS AND FEATURE ONLINE PRODUCTION**  
3 sem. hrs.

**Students will produce an online magazine, gaining experience in writing, editing, illustrating and laying out news and feature articles. Prerequisite: Consent of instructor.**

**382 THEORETICAL ISSUES IN NEWS CONVERGENCE**  
3 sem. hrs.

**This course explores theoretical and practical issues involving the impact of convergence on journalism, and on the news we consume.**

Editorial Requests:

**COM**

*(changed prerequisites)*

**162 INTRODUCTION TO RADIO**  
3 sem. hrs.

**Introduction to radio industry. Development of skills needed to create, announce and produce radio scripts and programming. Examination of radio field. 2 hour lecture, 2 hour lab. Formerly *RADIO PRODUCTION*. Materials charge optional. Prerequisite: COM 160 or 167 or concurrent registration.**

*(changed prerequisites)*

**163 TELEVISION PRODUCTION**  
3 sem. hrs.

**Development of skills necessary in producing a television program. Function of television equipment and facilities. Evaluation of current production techniques. Producing and directing included. 2 hours lecture, 2 hours lab. Materials charge optional. Prerequisite: COM 160 or 167 or concurrent registration.**

*(changed title, prerequisites)*

**166 PRINT AND ONLINE EDITING**  
3 sem. hrs.

**Training in rewriting and editing stories, headlines, writing, page layouts, and work on a campus publication. Formerly *COPY EDITING*. Prerequisites: COM 160 or 165, and 161.**

**COM***(changed title, description, prerequisites)***257 ADVANCED BROADCAST JOURNALISM**  
**3 sem. hrs.**

**Introduction to advanced concepts of news gathering for television and radio to enhance all aspects of experiential learning offered in the School. Formerly *BROADCAST REPORTING*. Materials charge optional. Prerequisites: COM 111, 160 or 167, and 267.**

*(changed title, prerequisites)***265 ADVANCED PRINT AND ONLINE REPORTING**  
**3 sem. hrs.**

**Advanced training in newsgathering and newswriting with practical application. Formerly *REPORTING II*. Prerequisites: COM 111, 160 or 165.**

*(changed title, prerequisites)***267 ADVANCED BROADCAST NEWSWRITING**  
**AND REPORTING**  
**3 sem. hrs.**

**Refinement of skills in broadcast news through laboratory work on daily television newscasts. Formerly *BROADCAST NEWS II*. Materials charge optional. Prerequisites: COM 111, 160 or 167, or consent of instructor.**

*(changed prerequisites)***271 BROADCAST PERFORMANCE**  
**3 sem. hrs.**

**Introduction to basic concepts of on-air performance for television and radio to enhance students' experiential learning in broadcast concentrations. Materials charge optional. Prerequisites: COM 111, 160 or 167, 161.**

*(changed prerequisites)***320 MASS MEDIA: CULTURAL**  
**CRITICISM AND PROBLEMS**  
**3 sem. hrs.**

**Critiquing mass media's influence on cultural and economic life and its influence on public policy and social change. Formerly COM 260 *MASS COMMUNICATION: CULTURAL CRITICISM AND PROBLEMS*. Prerequisites: COM 111 and 160 or 165.**

*(changed prerequisites)***352 DOCUMENTARY PRODUCTION ON**  
**SOCIAL AND POLITICAL ISSUES**  
**3 sem. hrs.**

**Social and political documentary video production with an overview of the history and trends in documentary. Formerly COM 389.58. Prerequisites: COM 161, 163 or 167, 263 or 267.**

*(changed prerequisites)***360 MASS COMMUNICATION: THEORY AND EFFECTS**  
**3 sem. hrs.**

**Critical examination of channel and receiver variables and their effects on the act of moving information through a given medium. Students participate in at least one research project of their design. Prerequisites: COM 111, 160 or 165.**

**COM**

*(changed prerequisites)*

**361 MASS MEDIA LAW, POLICY AND ETHICS**

**3 sem. hrs.**

**Examines statutes, policy, and case law affecting media operations along with ethical guidelines for practitioners and industry self-regulation guidelines. Formerly *REGULATION OF THE COMMUNICATION INDUSTRY*. Prerequisites: COM 111, 160 or 165, and 297.**

*(changed prerequisites)*

**367 ETHICAL PROBLEMS IN MASS COMMUNICATION**

**3 sem. hrs.**

**Analysis of ethical problems in news, entertainment, and persuasive media. Students develop analytical skills using cases and research projects. Prerequisites: COM 111, 160 or 165, and 297.**