

Broadcast Journalism Course Change Proposal 2009-2010

Proposals are being made jointly by the Department of Communication and Theatre and the Department of Literature, Journalism and Modern Languages.

DEPARTMENT OF COMMUNICATION AND THEATRE

Proposal I: Change COM 445 Television News Production to COM313 Television News Production in the Broadcast Journalism major. This change primarily involves a change in course number. It also makes the course entirely field news production rather than also including studio newscast production.

Proposal II: Add COM413 Advanced Television News Production to the Broadcast Journalism major. Whereas COM313 Television News Production is a field reporting course, COM413 Advanced Television News Production is a studio-based course.

Proposal III: Replace WRI311 Radio News Writing with COM414 Long-Form Broadcast News in the Broadcast Journalism major.

Proposal IV: Remove the following courses from the Broadcast Journalism major requirements: COM195 Media Literacy, COM350 Electronic Media in Communication, and COM435 Advanced Audio Production. Remove COM442 Field Television Production and COM443 Studio Production from the communication electives list in the Broadcast Journalism major. All five of these courses will still be taught in the Media Communication major.

Proposal V: Move TRE250 Voice and Diction from an elective in the Broadcast Journalism major to a required course.

Total course additions to major: 3 (Two of the 3 courses replace existing courses, one of which had been housed in LJML.)

Total course deletions from major: 6 (Total course deletions from department = 1)

Total unit additions to major: 9 (Total course additions to department =

Total unit deletions from major: 12

Staffing increase/decrease: -1 unit [Department will eliminate 1 of 2 COM195 sections each year. In Even-numbered years this will cover the addition of COM413. In Odd-numbered years, Com/Theatre faculty who taught WRI311(2) will now teach COM414(3). With the elimination of a COM195 section, the alternate year course COM414 is -1 unit subtraction on a two year cycle.]

Library Collection Impact: None

DEPARTMENT OF COMMUNICATION AND THEATRE

APC PROPOSALS

Proposal I: Change COM 445 (3) Television News Production to COM 313 (3) Television News Production.

Rationale: At present in the broadcast journalism major, only one course enables students to hone their skills at television news production. In addition, the existing course (COM 445) attempts to fit both field production and studio production into a single semester. The revision to this course, along with the proposed addition of COM 413 Advanced Television News Production, will provide students with in-depth work in reporting for television news.

This course will be offered in alternating years with COM 413 Advanced Television News Production. It has the following prerequisites: WRI 250 Introduction to Journalism and COM 235 Introduction to TV and Film Production. It also is a co-requisite with WRI 312 Television News Writing.

Catalog Copy:

COM 313 (3) TELEVISION NEWS PRODUCTION

Combines principles of journalistic writing and reporting with field production techniques of television news. Students learn the basic concepts of reporting and producing a variety of television news stories, from simple anchor readers to complex packages.

Prerequisites: WRI 250; COM 235. Co-requisite: WRI 312. Offered in the fall semester of odd years.

Units Added/Dropped: 0

Staffing Impact: None

Proposal II: Add COM 413 (3) Advanced Television News Production to the Broadcast Journalism major. This course is offered in alternating years with COM 313 Television News Production.

Rationale: Adding COM 413 provides students with a course that focuses primarily on the production of television newscasts. Specifically, students will have in-depth training in the theory and organization of newscasts, live news remotes, coordination of newscasts and news personnel as a producer, anchoring, and the use of EZ News newscast production software. This course has the following prerequisites: WRI 312 and COM 313.

Catalog Copy:

COM 413 (3) ADVANCED TELEVISION NEWS PRODUCTION

Provides students with the theory and organization of newscasts, as well as skills in conducting live news remotes, coordinating newscasts, supervising news personnel, anchoring, using news production software, and applying advanced reporting skills in various news situations.

Prerequisites: COM 313; WRI 313. Offered in the fall semester of even years.

Units Added/Dropped: +3

Staffing Impact: None

Proposal III: Replace WRI 311 (3) Radio News Writing with COM 414 (3) Long-Form Broadcast News.

Rationale: The goal of this course is to provide students with the skills to write and produce in-depth, long-form news stories for both radio and television. It is offered during the spring semester of odd years.

The first half of the semester will involve writing and producing NPR-style (e.g., *All Things Considered*) radio news stories. During the second half of the semester, students will research, write and produce *60-Minutes* style television stories. At present, no course enables and requires students to develop long-form stories. Because the course instructs students in both radio and television, it enhances students' flexibility in news writing and production skills. Since the new course deals with radio as well as television news, content that was formerly taught in WRI 311 will be included in COM 414.

Catalog Copy:

COM 414 (3) LONG-FORM BROADCAST NEWS

Focuses on the development of skills at in-depth storytelling through radio and television news production. Students learn to research, script and produce stories, while applying aural and visual news presentation techniques.

Prerequisites: COM 313; WRI 313. Offered in the spring semester of odd years.

Units Added/Dropped: -2/+3

Staffing Impact: None

Proposal IV: Remove the following courses from the Broadcast Journalism major requirements: COM 195 (3) Media Literacy, COM 350 (3) Electronic Media in Communication, and COM 435 (1) Advanced Audio Production. Remove COM 442 (2) Field Television Production and COM 443 (2) Studio Production from the communication electives list in the Broadcast Journalism major.

Rationale: Removing these courses does two things. First, it compensates for the number of hours needed for changes in the major. Second, the new courses being proposed are more closely aligned with the journalism major overall.

Relative content from COM 442 Field Television Production and COM 443 Studio Production is included in COM 313 Television News Production and COM 413 Advanced Television News Production (respectively). The TV news classes also are more news specific.

Catalog Copy:

LOWER-DIVISION REQUIREMENTS

COURSE	TITLE	UNITS
COM 150	Introduction to Media Communication	3
COM 243	Introduction to TV and Film Production	3
TRE 250	Voice and Diction	2
COM 275	Audio Production	2
WRI 215	Newspaper Workshop	1
WRI 250	Introduction to Journalism	3
	TOTAL	14

UPPER-DIVISION REQUIREMENTS

COURSE	TITLE	UNITS
COM 313	Television News Production	3
COM 413	Advanced Television News Production	3
COM 414	Long-Form Broadcast News	3
COM 425	Advanced Television Workshop (1)	2
WRI 312	Television Newswriting	3
WRI 340	Media Ethics and Law	3
WRI 430	Multimedia Journalism	3
WRI 470	Writing Internship* (2) OR	
COM 421	Communication Internship (2-3)	2-3

TOTAL **22-23**

(Note: Writing 312 and Communication 313 are co-requisites and must be taken in the same semester.)

**WRI470 requires prerequisites of WRI250, 310, 340, and 350, or consent of instructor.*

ELECTIVES

COURSE	TITLE	UNITS
Take two (2) courses from the following:		
WRI 310	Advanced Reporting	3
WRI 313	Electronic Journalism	3
WRI 323	Creative Writing: Creative Non-Fiction	3
WRI 330	Photojournalism	3
WRI 350	Writing for the Mass Media	3
	One literature course beyond general education	2-3
TOTAL		5-6

Units Added/Dropped: -7

Staffing Impact: None

Proposal V: Move TRE 250 (2) Voice and Diction from an elective in the Broadcast Journalism major to a required course.

Rationale: Moving TRE 250 Voice and Diction from an elective to a required course provides students with necessary media performance skills for television and radio broadcasting.

Units Added/Dropped: 0

Staffing Impact: None

Broadcast Journalism Course Change Proposals 2009-2010

Proposals are being made jointly by the Department of Communication and Theatre and the Department of Literature, Journalism and Modern Languages.

DEPARTMENT OF LITERATURE, JOURNALISM AND MODERN LANGUAGES

Proposal I: Change WRI 445 (3) Television News to WRI 312 Television News Writing (3) to reflect changes in the course as it serves as a co-requisite with a renumbered and refocused COM 313 Television News Production.

Proposal II: Add WRI 430 Multimedia Journalism (3) to the LJML curriculum and require it for the Broadcast Journalism major.

Proposal III: Eliminate WRI 311 Radio News Writing (3) and replace with COM 414 Long-Form Broadcast News (3).

Proposal IV: Move WRI 323 Creative Writing: Creative Non-Fiction (3) from a required course to an elective choice among several other electives and make the requirement for one upper-division course in literature (other than General Education literature) into an elective option of any one literature course (2-3) beyond general education.

~~**Proposal V:** Update the course description for WRI 350 Writing for the Mass Media~~

Proposal VI: Alter configuration of electives in the major so that students select two courses from a number of offerings rather than one each from two categories of offerings.

Total course additions:	1
Total course deletions:	1
Total unit additions:	3
Total unit deletions:	3
Staffing increase/decrease:	0
Library Collection Impact:	Minimal

Broadcast Journalism Course Change Proposals 2009-2010

DEPARTMENT OF LITERATURE, JOURNALISM AND MODERN LANGUAGES

Proposal I: Change WRI445 (3) Television News to WRI 312 Television News Writing (3) to reflect changes in the course as it serves as a co-requisite with a renumbered and refocused COM 313 Television News Production (3).

Rationale: WRI 445 (3) Television News has been paired with COM 445 Television News (3), which served as both a field production and studio production course in television news. The proposal from Communication and Theatre is to have COM 313 Television News Production (3) as a field production class. (COM 413 Advanced Television News Production (3) will serve as the studio production class.) WRI 312 will be co-requisite with COM 313, engaging students in writing to pictures and sounds in the field.

Catalog Copy:

WRI 312 (3) TELEVISION NEWS WRITING

This course concentrates on writing news to pictures and sounds. Students will do electronic newsgathering (ENG) in the field. They will write, rewrite, and edit conversational hard news and feature news stories with the distinctive journalistic and production values of television in mind.

Prerequisites: Writing 250; COM 242. Co-requisite: COM 313. Offered in the fall semester of odd years.

Units Added/Dropped: 0

Staffing Impact: None

Proposal II: Add WRI 430 Multimedia Journalism (3) to the LJML curriculum and require it for the Broadcast Journalism major.

Rationale: With changes in the journalism industry caused by the World Wide Web, it is crucial for journalists to have experience in thinking, writing, and producing across a variety of media platforms. This course will likely become a part of the journalism major as well.

Catalog Copy:

WRI 430 (3) MULTIMEDIA JOURNALISM

This course gives students extensive practice in multimedia storytelling. Students plan, storyboard, research, create, and produce story packages with text, video,

audio, photos, graphics, and interactive elements designed to complement one another in the most compelling and informative manner.

Prerequisites: COM 243; WRI 250. Offered in the fall semester of even numbered years starting in 2010.

Units Added/Dropped: +3

Staffing Impact: None, as Proposal III eliminates a 3 unit course from the LJML curriculum—see below.

Proposal III: Eliminate WRI 311 Radio News Writing (3) and replace with COM 414 Long-Form Broadcast News (3).

Rationale: The new course COM 414 Long-Form Broadcast News (3) absorbs radio news writing within its content; WRI 311 will no longer be needed.

Units Added/Dropped: -3

Staffing Impact: None—See Proposal II, above. WRI 311 is being eliminated from the LJML curriculum.

Proposal IV: Move WRI 323 Creative Writing: Creative Non-Fiction (3) from a required course to an elective choice among several other electives and make the requirement for one upper-division course in literature (other than General Education literature) into an elective option of any one literature course (2-3) beyond general education.

Rationale: This move keeps the Broadcast Journalism major from growing in course requirements yet retaining this solid non-fiction writing option as an elective .

Units Added/Dropped: 0

Staffing Impact: None

Proposal V: Update the course description for WRI 350 Writing for the Mass Media

~~Current course description: WRI 350 (3) WRITING FOR THE MASS MEDIA
An advanced writing course which incorporates studying editorial policies in addition to writing longer features for newspapers and magazines. Stories are~~

submitted for publication. May be repeated up to a total of two units.
Prerequisite: Writing 250.

~~Proposed course description: WRI 350 (3) WRITING FOR THE MASS MEDIA
An advanced writing course which includes writing longer features for
newspapers and magazines, as well as developing those stories for the Web. Print
stories are submitted for publication. Class assignments also will address writing
for radio and TV news. A multimedia component will allow students to learn the
basics of new media and gain hands-on experience in publishing work to the Web.
Prerequisite: Writing 250.~~

~~**Rationale:**—The updated course description reflects the multimedia component of the
course as it is most recently being taught.~~

~~**Units Added/Dropped:** 0~~

~~**Staffing Impact:** None~~

Proposal VI: Alter configuration of electives in the major so that students select two courses from a number of offerings rather than one each from two categories of offerings. They will be able to select two courses from the following: WRI310 Advanced Reporting (3); WRI 313 Electronic Journalism (3); WRI323 Creative Writing: Creative Non-Fiction (3); WRI 330 Photojournalism (3); WRI 350 Writing for the Mass Media (3); one literature course beyond general education (2-3).

Units Added/Dropped: 0

Staffing Impact: None

Broadcast Journalism Change Rationale

Support Service Impact:

The changes in the major should have little significant impact on support services, chief of which is technology used for television field and studio production. Students in the Broadcast Journalism major currently share cameras and associated equipment with the Media Communication major. TV studio space and time is also shared with no problems. The addition of WRI 430 Multimedia Journalism means that students will be working with PLNU's creative services web designer so that projects can be designed for placement on the World Wide Web. This creative collaboration has already begun.

Student Learning Outcomes Impact:

At present, the Broadcast Journalism major has only one production class specifically devoted to television news (COM 445). Offering both field news production and studio news production courses will enable students to focus more specifically on each element of news content and therefore enhance their skills. Adding both a long-form news course and a multimedia journalism course will provide students with experience in news development that goes beyond simple story production. In addition to academic benefits, students will have a higher level of material for prospective internships and future employment.

Department/School Mission Fit:

According to its mission statement, PLNU seeks to engage and challenge its students. The changes proposed for the Broadcast Journalism help to facilitate advanced critical perspectives on the convergent news world.

Impact on Program Quality:

Changes to the Broadcast Journalism major will enhance the quality of the program. The changes will add breadth to the course offerings, while corresponding to similar programs at major universities across the country and to the growing demands of the broadcasting and journalism industries for those who can communicate effectively across several media platforms.

Impact on Department/School/University Enrollments:

In the short term, there will be little change in enrollments overall. Most changes listed in the proposal are simply changes to existing classes. COM 414 Long-Form Broadcast News will be a required class, compared with the course it replaces (COM 311 Radio News Writing), so there should be a more consistent number of students each time it is offered (every other spring). The number of students in each course will likely remain relatively small (about a dozen), but this is necessary for individual attention with projects.

Impact on Department/School Staffing:

PLNU's Broadcast Journal program is a joint effort between the Department of Literature, Journalism and Modern Languages, and the Department of Communication

and Theatre. Changes to the major have been designed with minimal impact on staffing. Courses have been scheduled in alternating years to retain the current scheduling scheme. The Multimedia Journalism course may require the hiring of an appropriate professional to teach the class.

Impact of Proposal on Size of the Major:

The immediate impact on enrollment will be negligible. At present approximately 25 students have declared Broadcast Journalism as their major. As the changes are implemented, an increase in the number of majors in the program may occur. An increase is likely, given the expansion of courses at PLNU, which parallel major university journalism programs, and the promotion of PLNU's program in churches and high schools.