

APC PROPOSAL

From THE DEPARTMENT OF LITERATURE, JOURNALISM, AND MODERN LANGUAGES

Section I: List of Proposed Changes:

Proposal I: To add WRI 430 (3) Multimedia Journalism to the upper-division requirements of the journalism major. [NOTE: WRI 430 was approved last year as a new offering for the broadcast journalism major and will be taught for the first time in the fall 2010.]

Proposal II: To remove the required option of ART 221 Photography I (3) OR WRI 330 Photojournalism (3) OR LIN 365 English Grammar and Usage (3) from the journalism major.

Proposal III: To drop WRI 330 Photojournalism as an offering in the LJML Department.

Proposal IV: To remove WRI 330 Photojournalism from the writing electives for the broadcast journalism major.

Proposal V: To add COM 243 Introduction to TV and Film Production (3) to the courses required of the journalism major. This serves as a pre-requisite to WRI 430 Multimedia Journalism.

Proposal VI: To remove LIT 250 Introduction to Literature (3) from the courses required of the journalism major.

Proposal VII: EDITORIAL ONLY: To change the course name of WRI 313 (3) ELECTRONIC JOURNALISM to COMPUTER-ASSISTED REPORTING and to provide a catalog description that better reflects its content for both the journalism and broadcast journalism majors.

Section II. Rationales

For Proposal I: To add WRI 430 Multimedia Journalism to the journalism major:

The 2002 journalism alumni survey gave high marks to the journalism program for career and life preparation that graduates had received. 83 percent had experienced at least three years in media jobs at the time of the survey. Of 12 who responded, some worked in print, some in broadcast, some in PR, two went to law school, one became a teacher.

Several key recommendations made by these alumni have already been put in place. We have strengthened the broadcast journalism major course offerings, joined two other departments in creating the popular public relations minor, made WRI 345 Editing a requirement for all journalism majors to prepare them for entry-level jobs as copy editors and for better use of journalistic conventions, and adjusted WRI 313 Electronic Journalism to enhance its value as a class in investigative and computer-assisted reporting.

However, no one in that 2002 survey predicted the major changes now occurring throughout the business of journalism: the closing and shrinking of newspapers and magazines, staff reductions and content redesigns at both print and broadcast media, and increased use of web-based media both on their own and in “converged” print and broadcast operations.

See, for example, the report just issued by Columbia University, Oct. 19, 2009, “The Reconstruction of American Journalism” by Leonard Downey, Jr., and Michael Schudson: “The report, commissioned by Columbia Journalism School takes full account of the well-known problems caused by deep cutbacks in reporting on public issues, especially in local newspapers. Yet even as advertising revenues continue to fall, budgets are further reduced and more news outlets shutter their doors, the authors also identify ‘abundant opportunity in the future of journalism’ — especially in the very online medium that has caused the economic disruption of traditional media models. In particular, they point to a growing number of innovative online journalistic endeavors that can be developed on a broader scale to provide Americans with a diverse mix of for-profit, low-profit and non-profit sources of news and public affairs.” Interestingly, the report features voiceofsandiego.org, the San Diego News Network, and the Watchdog Institute here in San Diego as exemplary innovative media models.

Large and small journalism programs across the country have been scrambling to adjust to these rapid changes. While the skills of storytelling, solid research, and ethical reasoning are still primary areas of study, most quality programs have begun offering students more focused training and experience in the techniques needed to report and produce stories suited to a variety of media. They have also recognized the need to enhance student skills in investigative journalism, often with a local focus as this has become a growth area of community watch-dog journalism.

Recent PLNU graduates with media jobs in the San Diego area alone are experiencing the demands of learning on the job as they practice multimedia community journalism at outlets such as Voice of San Diego, the San Diego News Network, the Daily Transcript, as well as local radio and broadcast stations where they are expected to tell stories with sights and sounds, interactive charts and graphs, as well as in-depth interviews and research.

The journalism major is still dedicated to its storytelling focus, but it is changing with market demands. Most of its courses now have segments on reporting and writing for a variety of media, and the *Point Weekly* is enhancing its web presence. When WRI 430 Multimedia Journalism was designed, it was with the intention to have students in both the broadcast journalism and the journalism major benefit from it, so, before it is offered in the fall of 2010, it is time to add it to the journalism program.

For Proposal III to drop WRI 330 Photojournalism as a course offering (linked to Proposals II, IV, V):

WRI 430 Multimedia Journalism will absorb many of the functions of WRI 330 Photojournalism, and, with COM 243 Introduction to TV and Film Production and WRI 250 Introduction to Journalism as pre-requisites, it will provide a solid multimedia journalism experience for the journalism majors.

For Proposal VI to remove LIT 250 Introduction to Literature from the journalism major:

We removed the LIT 250 Introduction to Literature to clear an additional three hours for the addition of the pre-requisite to WRI 430 of COM 243 Introduction to TV and Film Production, maintaining the current unit size of this B.A. in Journalism degree at 47 hours above general education.

For Proposal VII, Editorial Only, to rename WRI 313:

It is also time to rename WRI 313 Electronic Journalism as Computer-Assisted Reporting and provide a description that more clearly distinguishes it from the WRI 430 Multimedia Journalism and to indicate its valuable course content. This content has not substantially changed, but it has been focused and enhanced.

Course Rationale

News organizations nationwide are demanding journalists to do more sophisticated analytical work – work requiring database management, GIS mapping, statistical analysis and the development of web applications. In the news industry, this type of journalism is called computer-assisted reporting (CAR), an emergent branch of investigative and watchdog journalism. CAR gives a journalist unique and powerful toolkit that provides a distinct advantage over news market competition, increases salary and compensation, and makes the reporter an indispensable resource in the newsroom. Coupled with solid training in investigative research and backgrounding, a reporter has the toolkit to do watchdog and investigative journalism and thus tell more compelling stories that bring change to communities.

PROPOSAL VII: EDITORIAL CHANGE ONLY:

Old course title and description:

WRI 313 (3) ELECTRONIC JOURNALISM

A course designed to show the variety of ways computers are used in the practice of journalism. Areas covered include on-line publishing, computer-assisted reporting, internet research methods, and writing for electronic media. *Prerequisite: Writing 250.*

New course title, description, and learning outcomes:

WRI 313 (3) COMPUTER-ASSISTED REPORTING

Introduces students to investigative journalism through hands-on laboratory work, including advanced Web research, public records requests, statistical analysis, databases, mapping, visuals and data interactives. *Prerequisite: Writing 250*

Learning Outcomes

By the end of the course, students should be able to demonstrate proficiency in internet research, spreadsheets, database managers, mapping techniques, statistical analysis and math for journalists, as well as prove they are well-versed in the history, philosophy and expert community of CAR journalism.

Section III: Catalog Copy and Student Learning Outcomes for WRI 430 (3) Multimedia Journalism:

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. Offered in the fall semester starting in 2010. *Prerequisites: Communication 243; Writing 250.*

The student will:

1. Research, plan, write, and produce stories designed in multimedia elements that are especially compelling and informative on particular media platforms.
2. Produce story packages with complementary text, video, audio, photo, graphic, and interactive elements.
3. Exhibit ethical standards for the best practice of multimedia journalism.

Section IV: Recorded Department Vote: The department passes these proposals after much discussion but with no dissent. The Communication and Theatre Department also approves, and the Art Department has been apprised of the changes that affect them as well.

Section V: Library Impact: Materials in these fields tend to be very current and often web-based, so the library impact should be minimal.

Section VI: Technological Impact: The increasing need for multimedia and web-based applications and technologies in several academic areas has been recognized by PLNU. 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 in several classes and co-curricular activities.

Section VII: Final Summary:

Total course additions/deletions: +2/-2

Total unit additions/deletions: +6/-6

Staffing impact/increase or decrease: none

The Old Journalism Major:

Journalism Major

LOWER-DIVISION REQUIREMENTS

COURSE	TITLE	UNITS
WRI 215*	Newspaper Workshop	3
WRI 250	Introduction to Journalism	3
LIT 250	Introduction to the Study of Literature [REMOVE]	3
COM 150	Introduction to Media Communication	3
<i>Two courses from the following:</i>		
LIT 201	Masterpieces of World Literature I	3
LIT 202	Masterpieces of World Literature II	3
LIT 203	Masterpieces of World Literature III	3
<i>One course from the following:</i>		
LIT 254	British Writers I	3
LIT 255	British Writers II	3
LIT 256	American Writers I	3
LIT 257	American Writers II	3
TOTAL LOWER-DIVISION		21

**Three units of Newspaper Workshop. Writing 216 or 217 may substitute for two of those units.*

One course from the following:

WRI 220	Creative Writing: Mixed Genre	3
WRI 315	Advanced English Composition	3
WRI 321	Creative Writing: Poetry	3
WRI 322	Creative Writing: Fiction	3
WRI 323	Creative Writing: Creative Non-Fiction	3
TOTAL		3

UPPER-DIVISION REQUIREMENTS

COURSE	TITLE	TITLE
WRI 310	Advanced Reporting	3
WRI 313	Electronic Journalism [RENAME]	3
WRI 340	Media Ethics and Law	3
WRI 345	Editing	3
WRI 350	Writing for the Mass Media	3
WRI 440	Magazine Editing and Concepts	3
WRI 470	Writing Internship	2

Two additional upper-division courses in literature listed under Literature, Spanish, or French.	6
Completion of one of the following two components: [REMOVE]	
Print Journalism:	
ART 211 Photography I <i>OR</i>	3
WRI 330 Photo Journalism	
Editing:	
LIN 365 English Grammar and Usage	3
TOTAL UPPER-DIVISION	32
TOTAL MAJOR UNITS	53

The New Journalism Major:

Journalism Major

LOWER-DIVISION REQUIREMENTS

COURSE	TITLE	UNITS
WRI 215*	Newspaper Workshop	3
WRI 250	Introduction to Journalism	3
COM 150	Introduction to Media Communication	3
	[ADD]	
	COM 243 Introduction to TV and Film Production	3

Two courses from the following:

LIT 201	Masterpieces of World Literature I	3
LIT 202	Masterpieces of World Literature II	3
LIT 203	Masterpieces of World Literature III	3

One course from the following:

LIT 254	British Writers I	3
LIT 255	British Writers II	3
LIT 256	American Writers I	3
LIT 257	American Writers II	3
	TOTAL LOWER-DIVISION	21

***Three units of Newspaper Workshop. Writing 216 or 217 may substitute for two of those units.**

One course from the following:

WRI 220	Creative Writing: Mixed Genre	3
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WRI 315	Advanced English Composition	3
WRI 321	Creative Writing: Poetry	3
WRI 322	Creative Writing: Fiction	3
WRI 323	Creative Writing: Creative Non-Fiction	3

TOTAL 3

UPPER-DIVISION REQUIREMENTS

COURSE	TITLE	TITLE
WRI 310	Advanced Reporting	3
WRI 313	Computer-Assisted Reporting [RENAME]	3
WRI 340	Media Ethics and Law	3
WRI 345	Editing	3
WRI 350	Writing for the Mass Media	3

[ADD]
**WRI 430 Multimedia
Journalism 3**

WRI 440	Magazine Editing and Concepts	3
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WRI 470	Writing Internship	2
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Two additional upper-division
courses in literature listed under
Literature, Spanish, or French. 6

**TOTAL UPPER-
DIVISION 32**

TOTAL MAJOR UNITS 53