

**ACADEMIC POLICIES COMMITTEE
LONG FORM PROPOSAL TEMPLATE**

- Proposals should use this long form if they:
 - Need faculty and/or WASC approval;
 - Request elimination, addition or revision of multiple courses and/or courses impacting other departments or schools.
 - Request elimination, addition or revision of a major, minor, concentration or credential program.
- All submitted proposals need to adhere to the following template in order to facilitate the work of the Academic Policies Committee.
- **Please read the attached “APC Proposal Reference Information” before completing this form.**
- **For ease of APC Committee reading, please submit your responses in BLUE text.**

SECTION ONE: WHO

1. **Academic Unit Name:** *Literature, Journalism, and Modern Languages in cooperation with Communication and Theater*
2. **Recorded Department/School Vote** (Please provide the number and percentage of department/school faculty who voted in approval for this proposal):
LJML 13-0 (100%) in favor (two faculty did not vote due to sabbatical and London Semester commitments).
3. **Impact on Other Department(s)/School(s)** (Are there other departments/schools impacted by this proposal? If so, how did the other department[s]/school[s] vote on this proposal?): *The Communication and Theater Department will be impacted because the Journalism and Broadcast Journalism programs are being combined. No opposition was reported by the chair of Com and Theater.*
4. **Impact on Services:**
 - a. Ryan Library:
 - i. What new library acquisitions, if any, will be needed to support the proposed changes (if none, please state that):
No library acquisitions are needed.
 - ii. Person and Date of Contact: *Frank Quinn, January 15, 2016*
 - b. Instructional Technology:
 - i. How many new online/hybrid courses does this proposal include:
None
 - ii. How many instructors will need online training or course development assistance over the first two sessions if this proposal is approved:

None

- iii. Person and Date of Contact: Since no additional training is required, we have no one to contact.

SECTION TWO: WHAT

1. **Overall Proposal Description** (In one sentence, describe the nature of the proposed changes or the proposed new academic offering): In the prioritization memo, the Department of Communication and Theater was instructed to examine the overlap between the Media Communication program and the Broadcast Journalism program (a program shared with LJML) and LJML was instructed to support Com and Theater in that conversation; the result has been the decision to recombine the Broadcast Journalism program with the Journalism program (the two programs were combined until 2001)—the new major will be staffed without the need for hiring a new full time faculty member in either department; thus, the goal of reduced cost for the two programs will be at least partially achieved.
2. **Items** (Please describe each item of the proposal with a phrase or one-sentence abstract. Examples might be, “Item 1: To drop XXX course from XX program. Item 2: To add XX course as a requirement”, etc. Some proposals will only have 1 item. Add item lines as needed.):
 - a. Item 1: Eliminate the programs in Journalism and Broadcast Journalism
 - b. Item 2: Add the program in Multimedia Journalism
 - c. Item 3: Adopt the prefix JRN for selected courses in the Multimedia Journalism program, and cross list selected COM courses as JRN courses.
 - d. Item 4: Add COM 275 as a workshop option along with WRI 215, JRN 216, and JRN 217 in the curriculum
 - e. Item 5: Change the name of JRN 340 to Media Law and Ethics
 - f. Item 6: Change the prefix of WRI 355 Public Relations Writing to JRN 355 Public Relations Writing
 - g. Item 7: Drop WRI 350 Writing for the Mass Media (3) from the curriculum
 - h. Item 8: Add JRN 218 Multimedia Workshop (1) (2 load unit credits) to the curriculum
 - i. Item 9: Add JRN 350 Special Topics in Journalism (3) to the curriculum
 - j. Item 10: Add JRN 495 Senior Seminar in Multimedia Journalism (3) to the curriculum

SECTION THREE: WHY

1. **General Rationale** (Please provide a one-sentence rationale for this proposal.):

The rationale is two-pronged: 1) to keep pace with changes in the profession of journalism, and 2) to respond to the PLNU presidential cabinet's concern about the overlap between the Media Com and Broadcast Journalism programs and the cost of those two programs.

2. **Mission** (How do the proposed changes support the mission of the university?):

To the extent that the Broadcast Journalism and Journalism programs align with the university's mission, the new Multimedia Journalism program will align with the university's mission. The program will strive to continue to graduate students prepared to enter the various careers available in journalism and contribute to the Christian formation of these graduates.

3. **Internal Factors** (Please provide additional rationale by answering the following questions as applicable: How does the proposal(s) ...address the PLNU strategic plan? ...address factors arising from assessment data or program review findings? ...accommodate the department or school's learning outcomes for the major, minor, concentration, etc.? ...increase departmental effectiveness/efficiency? ...enhance enrollment or generate new revenue? What impact will it have on the size of the major, minor, etc.? Other internal rationale?):

I. The proposal supports the strategic plan by aligning with the prioritization memo from the cabinet. Assessment data suggests that both programs have been graduating students well-prepared to enter the field of journalism; the new program will enhance that preparation. In addition, it should address costs concerns by functioning with one fewer faculty member than has been the case for the last few years. The learning outcomes for the two programs can be easily combined and aligned. Departmental efficiency will be enhanced in a number of ways. Advising majors can now be consolidated so that LJML faculty are doing all of the advising. With the departure of a key faculty member in Com and Theater and with no plans to replace that faculty member, this consolidation is essential to continue to provide majors with coherent advising and a coherent program.

II. The combined major programs will have greater visibility which may result in increased ability to recruit students into the major. The integrity of the courses offered in Com and Theater will be maintained because the bulk of those courses will continue to be required in one track of the Multimedia Journalism program.

III. In an additional move designed to increase visibility for the new Multimedia Journalism program, writings courses primarily associated with the Multimedia Journalism program will be given the JRN prefix.

IV. Three new courses are being proposed. The first, JRN 350 Special Topics in Journalism is essentially replacing WRI 350 Writing for the Mass Media. The second, JRN 495 Senior Seminar in Multimedia Journalism, is essential to both fully prepare graduates for entering the profession and for the gathering of assessment data. The third course is the 1 unit JRN 218 Multimedia Workshop. The course is related to maintaining the LomaBeat website. Currently, the website is being maintained by a faculty member who is not getting load credit for the work. The course will allow the faculty member to adequately train students to maintain the website. The course is designed as a companion course to Newspaper Workshop, Literary Magazine Workshop, and Yearbook Workshop.

4. **External Factors** (Please provide additional rationale by answering the following questions as applicable: To what extent have external factors motivated this proposal, for example what comparable colleges and universities are doing? ...improvements

suggested by alumni or outside reviewers? ...stipulations imposed by outside accrediting agencies? ...other external rationale?.): The field of journalism has gone through tremendous changes in the last twenty years. Gone are the days when a strong line existed between those journalists who work solely for newspapers and magazines and journalists who work exclusively for television and radio stations. Now all journalists are expected to produce web-based journalism as well. The alumni of the two programs provide ample evidence of these changes. All top journalism schools are making these curricular adjustments to prepare graduates for a new marketplace, even if they aren't changing the name of the degree to Multimedia Journalism as we are. Missouri, USC, Northwestern, NYU, and others have made this shift in emphasis in their curriculum.

SECTION FOUR: HOW

Course Learning Outcomes – For each new course, please provide the course learning outcomes. (If not needed, please state as such.)

We found it easier to provide the CLOs for all the courses included in the new program. Most of these courses are already in the existing programs.

A. Course Learning Outcomes

JRN 215: Newspaper Workshop

Students who complete JRN 215 will be able to:

1. produce (application, synthesis) a professional news publication in print and online that complements the mission of PLNU;
2. employ (application) the practices of reporting, writing, editing, and publishing in order to produce that publication;
3. collaborate (synthesis) with others to accomplish the shared task of bringing a publication to completion;
4. evaluate (evaluation) the newsworthiness of various events in light of the demands of audience, deadline, access to information, and material publication concerns;
5. develop (comprehension) an understanding of working in the field of journalism;
6. ensure (application) a means of student expression and publication on the PLNU campus.

WRI 216: Literary Magazine Workshop

Students who complete WRI 216 will be able to:

1. produce (application, synthesis) a professional literary journal that complements the mission of PLNU;
2. engage (application, synthesis) aspects of editing and publishing through evaluation of multi-genre works submitted for publication;
3. collaborate (synthesis) with others to accomplish the shared task of bringing a publication to completion;
4. develop a (comprehension) greater understanding of the issues faced by Christian writers and artists;
5. ensure (application) a means of student expression and publication on the PLNU campus.

JRN 217: Yearbook Workshop

Students who complete JRN 217 will be able to:

1. produce (application, synthesis) a professional yearbook that complements the mission of PLNU;
2. employ (application, synthesis) the practices of reporting, writing, editing, photography, and publishing in order to produce that yearbook;
3. collaborate (synthesis) with others to accomplish the shared task of bringing a publication to completion;
4. evaluate (evaluation) the importance of various events in light of the demands of audience, deadline, access to information, and material publication concerns;
5. ensure (application) a means of student expression and publication on the PLNU campus.

JRN 218 Multimedia Production

Students who complete JRN 218 will be able to:

1. Demonstrate (application) proficiency using audio and video editing software and equipment.
2. Demonstrate (application) proficiency using presentation software and equipment to produce a presentation suitable for streaming via the Web.
3. Demonstrate (application) the ability to apply digital tools, concepts and technology appropriate for the presentation of images and information in the profession.

JRN 250: Introduction to Journalism

Students who complete JRN250 will be able to:

1. demonstrate (comprehension, application) in theory and practice an understanding of what the 1st Amendment to the Constitution means in society and how that amendment is applied in the news media;
2. develop (comprehension) an understanding of and appreciation for the news media in a democracy;
3. exhibit (application) increasing competence in gathering and reporting news as a means for developing professional writing ability.

COM 150: Introduction to Media Communication

At the end of this semester, students shall be able to:

1. Identify and articulate the historical development, content and audiences of U.S. media
2. Display an understanding of basic mass communication theories applied to real world media messages
3. Analyze and critique media messages
4. Identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.
5. Display basic techniques of print-journalism writing OR television/film documentary writing—as noted in the journalism, broadcast journalism, and media communication majors’ “program learning outcomes.”
6. Identify and connect media-related skill-sets and aptitudes to specific jobs/careers in the different media, and begin to develop the appropriate skill-sets and aptitudes for one (or more) jobs/careers in the media.

COM 243: Introduction to TV and Film Production

As a result of this course, students will display knowledge and/or skill in the following areas:

1. Basic technical and creative skills in the following areas: studio and field camera operation, audio production, video switching, graphics, teleprompter operation, lighting, make-up, basic engineering, camera and performer/actor staging, studio and field directing, scriptwriting and script breakdowns, digital-non-linear editing (Final Cut Pro software), and the writer-producer and performer roles in television/film production;
2. Basic principles of video and audio signal monitoring and processing;
3. Television production language and processes, and the unique demands and challenges of the production process; and
4. Through all of this, students will begin to exhibit a professional attitude and a sense of professional production values.

LIT 201 World Literatures: Ancient and Medieval Literatures/254 British Writers I/255 British Writers II/256 American Writers I/257 American Writers II

At the Conclusion of the Course Students will be able to:

1. Closely read and critically analyze texts in their original languages and/or in translation.
2. Recall, identify, and use fundamental concepts of literary study to read and discuss texts
 - a. Standard literary terminology
 - b. Modes/genres of literature
 - c. Elements of literary genres
 - d. Literary periods (dates, writers, characteristics, and important developments)
 - e. Contemporary critical approaches
 - f. Extra-literary research
3. Analyze the social, cultural, ethnic, gendered, and/or historical contexts of the works and their authors, and connect the texts with their own lives.
4. Create detailed and informed textual analysis of literary works that examine several of the fundamental concepts of literary study.

JRN 310: Advanced Reporting

Students who complete JRN 310 will be able to:

1. develop their own distinctive and personal storytelling styles that can be used in various newspaper, magazine, electronic and online media outlets;
2. make use of (application) interviewing and other reporting techniques;
3. employ (application) a variety of writing styles and techniques;
4. compose (application) news features, profiles, magazine narrative features;
5. develop (application, synthesis) a complete multimedia story using appropriate visuals, audio, and text.

JRN 312: Television News Writing

Students who complete JRN 312 will be able to:

1. create (synthesis) news copy clearly and accurately according to values appropriate to a variety of formats and platforms;
2. create and edit (synthesis) a news story based on accepted industry standards;
3. employ (application) aural and delivery skills appropriate to various news performance

situations;

4. exhibit (application) ethical decision making in story selection and content;
5. exhibit (application) behavior appropriate to TV news professionals, including leadership, teamwork, dependability and responsibility.

COM/JRN 313: Television News Production

Students who complete COM/JRN 313 will be able to:

1. Create (synthesis) news copy clearly and accurately according to news values appropriate to a variety of formats and platforms;
2. Create and edit (synthesis) a news story based on accepted industry standards for the appropriate medium;
3. Employ (application) aural and delivery skills appropriate to various news performance situations;
4. Select (evaluation) stories and content based on ethical decision making;
5. Exhibit (application) behavior appropriate to TV news professionals, including leadership, teamwork, dependability and responsibility.

JRN 314: Computer-assisted Reporting

Students who complete JRN 314 will be able to:

1. demonstrate (application) proficiency in internet research, spreadsheets, database managers, mapping techniques, statistical analysis and math for journalists;
2. read and report on (knowledge, comprehension) the history, philosophy, and expert community of computer-assisted and investigative reporting.

JRN 340: Media Law and Ethics

Students who complete JRN 340 will be able to:

1. discuss and debate (comprehension, analysis) the freedoms and responsibilities of mass media in society;
2. identify (knowledge, comprehension) legal and ethical problems in the media and the systems of shared values and social practices that frame them;
3. demonstrate (application) in case studies a systematic approach to making ethical decisions based on sound principles and reasoned analysis;
4. formulate and defend (analysis, evaluation) ethical standards by which one can operate with Christian integrity as a media practitioner.

JRN 345: Editing

Students who complete JRN 345 will be able to:

1. demonstrate (comprehension, application) a mastery of grammar, spelling and other basic language skills;
2. demonstrate (comprehension, application) the ability to improve their own writing and the writing of others through effective and appropriate editing;
3. articulate the roles and tools editors employ and apply (comprehension, application) them in various forms of editing common in the industry;
4. understand (knowledge) the legal ramifications inherent in the practice of editing.

JRN 350 Special Topics in Journalism

Students who complete JRN 350 will be able to:

1. develop (comprehension familiarity with specific topic within which journalism can be practiced
2. demonstrate (comprehension, application) ability to gather and report news as it relates to special topic.
3. read and report (comprehension, application) on place of special topic in society and the need for professional journalistic practices in the topic.

COM/JRN 413: Advanced Television News Production

Students who complete JRN 413 will be able to:

1. Create (synthesis) news copy clearly and accurately according to news values appropriate to a variety of formats and platforms;
2. Formulate and build (synthesis) television news stories commensurate with advanced production abilities;
3. Employ (application) aural and delivery skills appropriate to various news performance situations;
4. Select (evaluation) stories and content based on ethical decision making;
5. Validate (evaluation) individual behavior appropriate to TV news professionals through leadership, teamwork, dependability and responsibility in TV newscast production.

COM/JRN 414: Long-Form Broadcast News

Students who complete JRN 414 will be able to:

1. Choose (evaluation) news stories and content that correctly align with news values;
2. Critically analyze (analysis) radio and television long form news stories;
3. Investigate (analysis) news topics for radio and television long-form news using appropriate research techniques;
4. Create (synthesis) radio and television long-form stories using industry-accepted production methods;
5. Employ (application) ethical standards in producing news stories.

JRN 430: Multimedia Journalism

Students who complete JRN 430 will be able to:

1. write (application, synthesis) news copy clearly and accurately according to news values appropriate to online journalism.
2. create and edit (synthesis) hard news, feature, and opinion content based on accepted industry standards for online journalism.
3. exhibit (application) ethical decision making in story selection and content.

4. exhibit (application, synthesis) behavior appropriate to news professionals, including leadership, teamwork, dependability and responsibility.

JRN 440: Magazine Editing and Concepts

Students who complete JRN 440 will be able to:

1. develop and present (application, synthesis) a magazine prototype as a part of a collaborative team;
2. compose and copy-edit (application, synthesis) magazine stories;
3. create (application, synthesis) page layouts with design software such as InDesign;
4. demonstrate (knowledge, comprehension) an understanding of the key roles of a magazine staff and the industry.

JRN 470: Journalism Internship

Students who complete JRN 470 will be able to:

1. develop (knowledge, comprehension) a working knowledge of the practical and ethical demands of a professional environment;
2. demonstrate (application) mastery of planning, writing, and editing practices in a professional environment;
3. analyze (analysis) their performance and aptitude in light of the professional standards of the workplace.

JRN 495: Senior Seminar in Multimedia Journalism

Students who complete JRN 495 will be able to:

1. Students will exhibit effective research and reporting practices including the creation (Synthesis) and editing (Application) of a news story based on accepted industry standards and values.
2. Students will display strong interpretive (Application) analytic (Analysis), and critical thinking skills by writing (Synthesis) news copy clearly and accurately, demonstrating quantitative and qualitative reasoning in forms appropriate to the purpose, medium, and audience.
3. Students will identify (Knowledge) and apply (Application) appropriate ethical and legal

standards in their service to their communities and cultures.

4. Employ (Application) delivery skills appropriate to various news performance situations.
5. The student will be able to describe (Knowledge) how technologies shape the way people perceive and interact with the world and apply (Application) these digital tools and technologies appropriately for the communications professions in which they work.

WRI 315: Advanced Composition

Students who complete WRI 315 will be able to:

1. identify (comprehension) aspects of writing theory and craft in the works of professional essayists;
2. analyze (analysis) written professional and peer compositions to determine efficacy of authors' writing techniques for target audiences;
3. apply (application) professional writing techniques, including targeted research, as a strategy to increase reader interest in original essays;
4. craft (application, synthesis) essays using descriptive and evocative language in the "show don't tell" method, scenes, dialogue and other advanced writing conventions;
5. identify and demonstrate (knowledge, comprehension) teaching methods for advanced writing techniques to others via peer groups and presentations;
6. position and format (analysis, evaluation) submissions for publication in a professional manner.

WRI 321: Creative Writing: Poetry

Students who complete WRI321 will be able to:

1. identify aspects of theory, style, and structure in works of poetry;
2. analyze poetry written by professionals and peers to determine authors' writing techniques in relationship to target audiences;
3. craft poems using descriptive and evocative language, imagery, rhyme, meter, form, and other advanced writing conventions;
4. demonstrate ability to improve the quality of their own work and the work of others via practices of editing and revision;

5. position and format submissions for publication in a professional manner.

WRI 322: Creative Writing: Fiction

Students who complete WRI322 will be able to:

1. identify aspects of theory, style, and structure in works of fiction;
2. analyze fiction written by professionals and peers to determine authors' writing techniques in relationship to target audiences;
3. craft stories using descriptive and evocative language in the "show don't tell" method, scenes, dialogue, characterization, conflict, and other advanced writing conventions;
4. demonstrate ability to improve the quality of their own work and the work of others via practices of editing and revision;
5. position and format submissions for publication in a professional manner.

WRI 323: Creative Writing: Creative Nonfiction

Students who complete WRI323 will be able to:

1. identify aspects of theory, style, and structure in works of literary and commercial creative non-fiction;
2. analyze creative non-fiction written by professionals and peers to determine authors' writing techniques in relationship to target audiences;
3. craft stories using descriptive and evocative language in the "show don't tell" method, scenes, dialogue, characterization, conflict, and other advanced writing conventions;
4. employ advanced research techniques that address the demands of story, form, and audience;
5. demonstrate ability to improve the quality of their own work and the work of others via practices of editing and revision;

Upper-Division Non-GE Literature

Students will be able to:

1. Closely read and critically analyze texts in their original languages and/or in translation.
2. Recall, identify, and use fundamental concepts of literary study to read and discuss texts
 - a. Standard literary terminology
 - b. Modes/genres of literature
 - c. Elements of literary genres
 - d. Literary periods (dates, writers, characteristics, and important developments)
 - e. Contemporary critical approaches
 - f. Extra-literary research
3. Analyze the social, cultural, ethnic, gendered, and/or historical contexts of the works and their authors, and connect the texts with their own lives.
4. Create detailed and informed textual analysis of literary works employing secondary sources and applying concepts of literary study and literary theory.

- B. Assessment Plan** – For new programs, please provide an assessment plan. (If not needed, please state as such.) With the addition of the capstone course, the assessment plan can be altered so that all assessment can be tied to the portfolio and the completion of the general ETS exam. In the spring of the senior year, students in the capstone course will compile a portfolio of current work and revised earlier work. This portfolio will include an oral component to demonstrate oral competency. The portfolio will be supplemented with the completion of the ETS exam. Together, the portfolio and ETS exam will measure competencies in all PLOs and the WASC Core Competencies.
- C. Teach-Out** – Provide a plan detailing how students who begin this program will be able to finish if the institution determines that the program is to be closed. (If not needed, please state as such.) No teach-out strategy is needed beyond advising continuing students. With the removal of only one course from the curriculum, this should not be a problem.
- D. Catalog Copy** – In this section, please demonstrate in a two-step process how the department/school would like the change to be made. Keep in mind academic policies with regard to number of units for major, minors, certificates, etc. See Academic Proposal Resource Information at the end of this template.

- **Step 1:** In the applicable set of boxes below:
 - For revision, addition or elimination of courses only, complete Section 1-A, entering current and/or proposed catalog text as indicated in the section instructions.
 - For revision, addition or elimination of majors, minors, concentrations or certificates, complete Section 1-B, entering current and/or proposed catalog text as indicated in the section instructions.

Section 1-A--Courses Only: Proposals for course elimination should complete the shaded (left) side only, proposals for course addition should complete the unshaded (right) side only, and proposals for course revision should complete both sides of Section 1-A.

Current course code and description (including units, prerequisites and grade type):	Proposed new course code and description (including units, prerequisites and grade type):
<p>WRI 215 Newspaper Workshop (1) WRI 217 Yearbook Workshop (1) WRI 250 Introduction to Journalism (3) WRI 310 Advanced Reporting (3) WRI 312 Television News Writing (3) WRI 313 Computer-Assisted Reporting (3) WRI 340 Media Ethics and Law (3) WRI 345 Editing (3) WRI 430 Multimedia Journalism (3) WRI 440 Magazine Editing and Concepts (3)</p> <p>COM 313 Television News Production (3) COM 413 Advanced Television News Production (3) COM 414 Long-Form Broadcast News (3)</p>	<p>Change the prefix of the following courses from WRI to JRN</p> <p>JRN 215 Newspaper Workshop (1) JRN 217 Yearbook Workshop (1) JRN 250 Introduction to Journalism (3) JRN 310 Advanced Reporting (3) JRN 312 Television News Writing (3) JRN 314 Computer-assisted Reporting (3) JRN 340 Media Ethics and Law (3) JRN 345 Editing (3) JRN 430 Multimedia Journalism (3) JRN 440 Magazine Editing and Concepts (3) JRN 495 Senior Seminar in Multimedia Journalism (3)</p> <p>Cross list the following courses using the COM prefix for the Media Com program and the JRN prefix for the Multimedia Journalism program. COM/JRN 313 Television News Production (3) COM/JRN 413 Advanced Television News Production (3)</p>

	COM/JRN 414 Long-Form Broadcast News (3)
Course 1: Click here to enter text.	Course 1: Click here to enter text.
Course 2: Click here to enter text.	Course 2: Click here to enter text.
Course 3: Click here to enter text.	Course 3: Click here to enter text.
Section 1-B--All Other Proposals: Proposals for elimination of a major, minor, concentration or certificate should complete the shaded (left) side of this section only, proposals for addition of any of these should complete the unshaded (right) side only, and proposals for revision of any of these should complete both sides of Section 1-B.	
Current Program (or major, minor, concentration, certificate) Name and Introductory Text: Eliminate the Broadcast Journalism Program	Proposed Revised or New Program (or major, minor, concentration, certificate) Name and Introductory Text: Click here to enter text.
Current Program Learning Outcome: Students who complete the program in Broadcast Journalism will be able to: <ol style="list-style-type: none"> 1. Identify and articulate the historical development, content, audiences and function of U.S. media. 2. Write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning. 3. Create and edit a news story based on accepted industry standards and values. 4. Employ aural and delivery skills appropriate to various news performance situations. 5. Demonstrate professional socialization skills in various news media environments. 6. Identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator. 	Proposed Revised or New Program Learning Outcomes (needed for new majors only): Click here to enter text.

<p>Current Lower Division Requirements and Unit Numbers for Majors. All requirements for minors, concentrations or certificates:</p> <ul style="list-style-type: none"> • COM 150 - Introduction to Media Communication (3) • COM 243 - Introduction to TV and Film Production (3) • COM 275 - Audio Production (2) • TRE 250 - Voice and Diction (2) • WRI 215 - Newspaper Workshop (1) • WRI 250 - Introduction to Journalism (3) 	<p>Proposed Revised or New Lower Division Requirements and Unit Numbers for Majors. All requirements for minors, concentrations or certificates: Click here to enter text.</p>
<p>Current Total Lower Division Units:</p> <p>Total: 14 Units</p>	<p>Proposed Total Lower Division Units: Click here to enter text.</p>
<p>Current Upper Division Requirements and Unit Numbers for Majors. (Highlight new or revised classes in red.)</p> <ul style="list-style-type: none"> • 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 Units required • WRI 312 - Television News Writing (3) • WRI 340 - Media Ethics and Law (3) • WRI 430 - Multimedia Journalism (3) • WRI 470 - Internship in Writing (2) OR • COM 421 - Internship in Communication (3) 	<p>Proposed Upper Division Requirements and Unit Numbers for Majors. (Highlight new or revised classes in red.) Click here to enter text.</p>
<p>Current Total Upper Division Units:</p>	<p>Proposed Total Upper Division Units:</p>

<p>Total: 22-23 Units</p>	<p>Click here to enter text.</p>
<p>Current Elective Options (Highlight new or revised classes in red.):</p> <p>Take two (2) courses from the following:</p> <hr/> <ul style="list-style-type: none"> • WRI 310 - Advanced Reporting (3) • WRI 313 - Computer-Assisted Reporting (3) • WRI 323 - Creative Writing: Creative Nonfiction (3) • WRI 350 - Writing for the Mass Media (3) • One literature course beyond general education: (3) 	<p>Proposed Elective Options (Highlight new or revised classes in red.):</p> <p>Click here to enter text.</p>
<p>Current Total Required Elective Units:</p> <p>Total: 5-6 Units</p>	<p>Proposed Total Required Elective Units:</p> <p>Click here to enter text.</p>
<p>Current Names and Course Titles of Concentration #1 (if any—use additional boxes for each concentration.):</p> <p>Click here to enter text.</p>	<p>Proposed Names and Course Titles of Concentration #1 (if any—use additional boxes for each concentration.):</p> <p>Click here to enter text.</p>
<p>Current Total Program Units:</p> <p>Major Total: 41-43 Units</p>	<p>Proposed Total Program Units:</p> <p>Click here to enter text.</p>

<p>Current Notes (if any) at the bottom of program catalog copy:</p> <p>WRI 312 and COM 313 are corequisites and must be taken in the same semester.</p>	<p>Proposed Notes (if any) at the bottom of program catalog copy:</p> <p>Click here to enter text.</p>
<p>Section 1-B--All Other Proposals: Proposals for elimination of a major, minor, concentration or certificate should complete the shaded (left) side of this section only, proposals for addition of any of these should complete the unshaded (right) side only, and proposals for revision of any of these should complete both sides of Section 1-B.</p>	
<p>Current Program (or major, minor, concentration, certificate) Name and Introductory Text: Eliminate the Journalism Program</p>	<p>Proposed Revised or New Program (or major, minor, concentration, certificate) Name and Introductory Text: Multimedia Journalism</p>
<p>Current Program Learning Outcome:</p> <p>Students who complete the program in Journalism will be able to:</p> <ol style="list-style-type: none"> 1. Exhibit effective research and reporting practices. 2. Display strong interpretive, analytic, quantitative reasoning, and critical thinking skills in their assignments. 3. Communicate ideas clearly and accurately in forms appropriate to the purpose, medium, and audience. 4. Employ appropriate ethical and legal standards and professional codes in their service to their communities and cultures. 	<p>Proposed Revised or New Program Learning Outcomes (needed for new majors only): Students who complete the program in Multimedia Journalism will be able to:</p> <ol style="list-style-type: none"> 1. Exhibit effective research and reporting practices including the creation (Synthesis) and editing (Application) of a news story based on accepted industry standards and values. [Written Communication, Information Literacy, Critical Thinking] 2. Display strong interpretive (Application) analytic (Analysis), and critical thinking skills by writing (Synthesis) news copy clearly and accurately, demonstrating quantitative and qualitative reasoning in forms appropriate to the purpose, medium, and audience. [Written Communication, Information Literacy, Quantitative Reasoning/Literacy] 3. Identify (Knowledge) and apply (Application) appropriate ethical and legal standards in their

	<p>service to their communities and cultures. [Critical Thinking] 4. Employ (Application) delivery skills appropriate to various news performance situations. [Written Communication, Oral Communication] 5. Describe (Knowledge) how technologies shape the way people perceive and interact with the world and apply (Application) these digital tools and technologies appropriately for the communications professions in which they work. The terms inside the parenthesis shows the relationship of the learning outcomes to Bloom's Taxonomy. The terms inside the brackets indicate the relationship of the learning outcome to WASC's five Core Competencies: Written Communication, Oral Communication, Information Literacy, Critical Thinking, and Quantitative Reasoning.</p>
<p>Current Lower Division Requirements and Unit Numbers for Majors. All requirements for minors, concentrations or certificates:</p> <ul style="list-style-type: none"> • WRI 215 - Newspaper Workshop (1) * 3 units total • WRI 250 - Introduction to Journalism (3) • COM 150 - Introduction to Media Communication (3) • COM 243 - Introduction to TV and Film Production (3) <p>One course from the following:</p> <hr/> <ul style="list-style-type: none"> • LIT 254 - British Writers I (3) 	<p>Proposed Revised or New Lower Division Requirements and Unit Numbers for Majors. All requirements for minors, concentrations or certificates:</p> <p>JRN 215 Newspaper Workshop (1) * 3 units total Two units can be substituted from WRI216, JRN217, JRN 218, or COM 275 JRN 250 Introduction to Journalism (3) COM150 Introduction to Media Communication (3) COM 243 Introduction to TV and Film Production (3)</p>

<ul style="list-style-type: none"> LIT 255 - British Writers II (3) LIT 256 - American Writers I (3) LIT 257 - American Writers II (3) 	<p>One Course From: (3)</p> <p>LIT 201 World Literatures LIT 254 British Writers I LIT 255 British Writers II LIT 256 American Writers I LIT 257 American Writers II</p>
<p>Current Total Lower Division Units: Total: 15 Units</p>	<p>Proposed Total Lower Division Units: Total: 15 Units</p>
<p>Current Upper Division Requirements and Unit Numbers for Majors. (Highlight new or revised classes in red.)</p> <ul style="list-style-type: none"> WRI 310 - Advanced Reporting (3) WRI 313 - Computer-Assisted Reporting (3) WRI 340 - Media Ethics and Law (3) WRI 345 - Editing (3) WRI 350 - Writing for the Mass Media (3) WRI 430 - Multimedia Journalism (3) WRI 440 - Magazine Editing and Concepts (3) WRI 470 - Internship in Writing (2) Two additional upper-division courses beyond GE in literature listed under Literature, Spanish, or French. (6) 	<p>Proposed Upper Division Requirements and Unit Numbers for Majors. (Highlight new or revised classes in red.)</p> <p>JRN 314 Computer Assisted Reporting (3) JRN 340 Media Law and Ethics (3) JRN 350 Special Topics in Journalism (3) JRN 430 Multimedia Journalism (3) JRN 470 Internship (2) JRN 495 Senior Seminar in Multimedia Journalism (3) 1 Additional Upper Division Literature Course beyond GE (3)</p>
<p>Current Total Upper Division Units:</p> <p>Total: 29 Units</p>	<p>Proposed Total Upper Division Units: 20 Units</p>

<p>Current Elective Options (Highlight new or revised classes in red.):</p> <ul style="list-style-type: none"> • WRI 220 - Introduction to Creative Writing (3) • WRI 315 - Advanced English Composition (3) • WRI 321 - Creative Writing: Poetry (3) • WRI 322 - Creative Writing: Fiction (3) • WRI 323 - Creative Writing: Creative Nonfiction (3) 	<p>Proposed Elective Options (Highlight new or revised classes in red.): Click here to enter text.</p>
<p>Current Total Required Elective Units:</p> <p><i>Total: 3 Units</i></p>	<p>Proposed Total Required Elective Units: Click here to enter text.</p>
<p>Current Names and Course Titles of Concentration #1 (if any—use additional boxes for each concentration.): Click here to enter text.</p>	<p>Proposed Names and Course Titles of the Writing Concentration (if any—use additional boxes for each concentration.):</p> <p>Concentration in Writing (12 Units) JRN 310 Advanced Reporting (3) JRN 345 Editing (3) JRN 440 Magazine Editing and Concepts (3) One course from the following: WRI 315 Advanced English Comp (3) WRI 321 Creative Writing: Poetry (3) WRI 322 Creative Writing: Fiction (3) WRI 323 Creative Writing: Creative Nonfiction (3)</p> <p>Concentration in Visual Storytelling (12 Units) JRN 312 Television News Writing (3) COM/JRN 313 Television News Production (3)</p>

	COM/JRN 413 Advanced Television News Production (3) COM/JRN 414 Long-Form Broadcast News (3)
Current Total Program Units:	Proposed Total Program Units:
Major Total: 47 Units	47 Units
Current Notes (if any) at the bottom of program catalog copy: *Three units of Newspaper Workshop. WRI 216 or WRI 217 may substitute for two of those units.	Proposed Notes (if any) at the bottom of program catalog copy: *Three units of Newspaper Workshop. WRI 216, JRN 217, or JRN 218 may substitute for two of those units.

- **Step 2:**

- Arrange a meeting: Arrange a meeting with the APC chair to review the completed portion of the proposal and to receive assistance from the Records liaison in submission of current and/or draft proposed catalog copy called for.
- Attach Catalog copy:
 - For proposed revisions to existing programs, majors, minors, courses, etc, after this page attach the following supplied by Records: 1) The current year catalog copy for that program, major, etc, and 2) the proposed revised catalog pages for your proposal, based on the information from Step One.
 - For entirely new programs, majors, minors, courses, etc, after this page attach the draft new catalog pages for your proposal supplied by Records based on the information in Step One.

STEP TWO: ATTACH CURRENT AND/OR PROPOSED CATALOG COPY AFTER THIS PAGE AS SEPARATE PAGES.

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SECTION FIVE: SUMMARY CHECKLIST

5-A: Review course and staffing impact with your academic unit's direct report (College Dean or Provost).

- Total course additions: 3
- Total course deletions: 1
- Total unit additions: 7
- Total unit deletions: 3
- Staff impact (increase or decrease): Increase by 4 units
- Rotation of courses or deletions of sections to accommodate additions:

With the elimination of a faculty line in Communication and Theater Department, the university accrued significant savings. But the load of faculty in LJML had to incorporate aspects of the faculty teaching and advising loads. The modest increase in staffing accompanied by this proposal should be seen in light of the overall reduced staffing in faculty teaching journalism students. In addition, the future of the Yearbook is uncertain. If ASB decides to no longer sponsor the Yearbook, LJML staffing will be reduced by 4 units annually.

I have reviewed this proposal and the items above and believe the proposal meets all university requirements and is ready for APC review.

Department or School Direct Report:

_____ Date _____

College Dean or Provost as applicable

APC Proposal Reference Information

DEADLINES:

1. Review any Long Form proposal drafts in person with your College Dean or appropriate administrator by **October 2**, prior to submitting the proposal to APC;
2. Submit a short narrative to the APC chair highlighting the proposed changes by **October 9**;
3. Final Long Form proposals are due no later than **November 6** ..., **MEETING THE APPROPRIATE DEADLINES WILL ENSURE THAT APC WILL HAVE ENOUGH TIME TO PROCESS YOUR PROPOSAL(S). PROPOSALS SUBMITTED AFTER THAT DATE MOST LIKELY WILL BE CONSIDERED FOR THE 2017-2018 CATALOG.**

BASIC ASSUMPTIONS:

1. May be generated by any faculty member within a department;
2. Are made as a result of a department or school program review and assessment data or due to external requirements made by outside accrediting agencies (provide appropriate documentation);
3. Are voted on and approved by all full time department members;
4. Will be thoroughly discussed with other departments who are directly affected by the proposed changes (a written response must be received by affected schools or departments and included in the proposal);
5. Will be reviewed by the dean of the College of Arts & Humanities or the Dean of Natural and Social Sciences or appropriate administrator before the proposal is sent to APC;
6. APC chair will consult with Institutional Research and Institutional Effectiveness to determine any potential external reporting problems;
7. Will be recommended for consideration by APC to the faculty at large;
8. Are finally voted on by the entire faculty.

ACADEMIC POLICIES INFORMATION:

Majors:

1. Maximum number of units for a B.A. major: **49 units beyond G.E.**
2. Maximum number of units for a B.S. major: **59 units beyond G.E.**

3. Minimum number of upper division units in any major: **24 units**, half of which must be completed in residency.

Minors:

1. Minimum number of units for a minor: **16 units**
2. Minimum number of upper division units: **12 units**
3. Minimum number of units completed in residency: **9 units**
4. Of the 16+ units in the minor, **9 units** must be distinct from the major.

Certificates:

1. Only academic certificates are acceptable for approval.
2. Certificates vary in size: **6-15 units** when associated with a major but up to **24 units** when not aligned with a major.
3. 50% of the units must be unique to that certificate.