

Brothers, Sheila C

From: Hippisley, Andrew R
Sent: Thursday, March 21, 2013 4:04 PM
To: Brothers, Sheila C
Cc: Jones, Davy
Subject: Minor Journalism Studies
Attachments: Minor NEW JOU.doc; Minor_Journalism_responses.docx; updated JOU assessmt grid.pdf

This is a recommendation that the University Senate approve the establishment of a new undergraduate minor: Journalism Studies, in the School of Journalism and Telecommunications, within the College of Communication and Information.

- form
- answers to SAPC queries
- assessment grid

Andrew Hippisley

NEW UNDERGRADUATE MINOR / CHANGE UNDERGRADUATE MINOR FORM

Please fill out Section I.

SECTION I: GENERAL INFORMATION

Program: Journalism

Minor: Journalism Studies

College: College of Communication and Information

Department: School of Journalism and Telecommunications

Bulletin PP: 181-187

CIP Code: 09.0401.0000

Accrediting Agency (if applicable): Accrediting Council on Education in Journalism and Mass Communication

⇒ Fill out Section II if you are proposing a NEW minor.

Section II: New Minor

Minor Prerequisites (list course prefix, number and title): JOU 101 Introduction to Journalism and JOU 204 Writing for the Mass Media

Minor Requirements (list course prefix, number and title): JOU 455 Diversity in the Mass Media and JOU 531 Mass Media Law and Ethics

Minor Electives (list course prefix, number and title): JOU 415 Layout and Design (Subtitle required); JOU 497 Special Topics:(Subtitle Required); JOU 532 Ethics; JOU 541 The First Amendment, Internet and Society; JOU 535 History of Journalism

Total Hours Required: 18

Rationale for Proposal: Journalism is undergoing a number of changes. Students in every major would benefit from knowledge of how information is gathered and disseminated in a democracy. A number of Education majors have expressed interest in advising student media in either middle or high school. This minor will provide them with both the theory and hands-on experience to be effective, informed media advisers. Also, there is flexibility within the electives to accommodate those who might want to focus on media law as a basis for future legal study. An informed electorate is essential to civil discourse and democracy. Learning about the point of view journalists have of the First Amendment and freedom of information will contribute to an informed citizenry. In addition to the theoretical knowledge of law, ethics and diversity, students will learn to write in journalistic style. If they choose, they will learn the basics of print and online design as well as the basics of broadcast theory and style.

⇒ Fill out Section III if you are CHANGING requirements for an existing minor.

Section III: Change in Minor Requirements

Current

Proposed

NEW UNDERGRADUATE MINOR / CHANGE UNDERGRADUATE MINOR FORM

Current Total Hours: _____

Proposed Total Hours: 18

Rationale for Proposal: _____

Will this program be printed in the Bulletin?

Yes

No

NEW UNDERGRADUATE MINOR / CHANGE UNDERGRADUATE MINOR FORM

Signature Routing Log

General Information:

Proposal Name: Journalism Studies Minor

Proposal Contact Person Name: Scoobie Ryan Phone: 7-4362 Email: scoobie@email.uky.edu

INSTRUCTIONS:

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

Internal College Approvals and Course Cross-listing Approvals:

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
School of Journalism & Telecommunication Academic Affairs Committee	February 2012	Scoobie Ryan / 7-4362 / scoobie@email.uky.edu	
School's Faculty	March 2012	Beth Barnes / 7-4275 / bbarnes@email.uky.edu	
College Faculty Council		/ /	
		/ /	
		/ /	

External-to-College Approvals:

Council	Date Approved	Signature	Approval of Revision ¹
Undergraduate Council			
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

Comments:

¹ Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

Response to Academic Programs Committee Questions

1. Faculty: The School's entire journalism faculty will be available to teach courses in the minor. A separate document outlines the structure of the minor requirements. There, specific faculty members are listed with specific courses. Those are not permanent course assignments, but represent which faculty currently are teaching courses that make up the minor.

2. Description: The journalism studies minor prepares students to better understand the role of the journalist in today's democracy as the media environment undergoes rapid changes. The minor requires a strong core of journalism courses designed to foster analytical and critical thinking skills. Students will also learn how to communicate effectively with both mass and niche audiences and how to determine which technologies are best suited for specific types of journalistic styles of writing. Journalism minors will learn about media law, ethics and history, and about the media's role in an increasingly diverse society.

3. Structure of the minor: The minor consists of 18 hours and has four required courses, JOU 101, JOU 204, JOU 455 and JOU 531. The remaining six hours are selected from a mix of theory, skills and special topics classes. A separate document—Journalism Studies Minor Requirements-- is attached. It outlines the required courses and electives, describes them and lists faculty currently teaching the courses.

Please note: once the minor is approved, we will be making minor course changes to JOU 415 Design and Layout (subtitle required). It's a one-credit course that may be repeated up to three times as long as the subtitle changes. We propose to limit it to minors to ensure they will be able to acquire basic skills while completing the minor in a timely fashion.

4. SLO: The minor's specific student learning objectives are based on the values and competencies mandated by the School of Journalism and Telecommunication's national accrediting body, the Accrediting Council on Education in Journalism and Mass Communications. Attached is a grid that lists each of the values or competencies, the course(s) that addresses the values and competencies, whether the course is required by the minor or is an elective and whether the assessment is direct or indirect.

The grid does not spell out the details of the assessment process. Indirect assessment is done by individual faculty and reported to the journalism faculty. Grade reports for each class and faculty member are reported to the director and the associate director. Both monitor for satisfactory performance and grade inflation. Where there are multiple sections of one course, syllabi are developed collaboratively and extra measures are taken to be sure the classes are congruent.

JOU 204 requires that students find a venue to publish a minimum of two stories while they are taking the class. There are some parameters to this assignment. These may not be first-person stories, opinion pieces, reviews or letters to the editor. This assignment lends itself to direct assessment. Majors compile their publications into an electronic portfolio and professionals

assess it. We will ask minors to turn in their publications and a faculty committee will use the same scale to judge the quality of their writing. Some other classes have projects or required publications; however, those assignments might be optional or for extra credit. The classes may be electives, so every minor would not necessarily enroll. JOU 204 is required and the publication requirement applies to every section. It is likely, though, that every skills-based class would have a project appropriate for direct assessment.

5. Program assessment: At present, we assess our majors in a variety of ways: performance in national contests; job placement; starting salaries and exit interviews. This minor is designed to enhance a student's primary course of study, so student satisfaction will be one of the program's top goals. Some will come to the minor for ideas, others for skills. The minor has been designed so that students may take almost all theory classes, except for one writing class. Or, if the student chooses, all the electives could be skills-type classes (JOU 497 special topics and JOU 415 skill-specific courses).

One way to measure success is to attract students and keep them but as was pointed out in an email, that's not a true measure of success. The better measure is whether students find value in what they have learned. Has it enriched their time on campus? Will it continue to enrich their personal and professional experiences? We intend to ask them.

We will assess the minor by evaluating the skills and knowledge the students acquire plus by surveying them to see how they value the experience.

6. Target audience: I believe that you've already heard from the College of Education stating they have a great deal of interest in this minor. We've heard anecdotally that others do as well. We would prefer to start small, make any necessary changes and proceed carefully so we succeed rather than take on more students than we can handle. We are confident this is a good proposal and we can handle existing interest.

Journalism Studies Minor Requirements

SUMMARY: The Journalism Studies Minor will consist of 18 hours. The core is 12 hours: two required three-hour, lower division courses and two required three-hour, upper-division courses. The remainder is six hours of other upper-division courses (listed here) or others that will be designated as open to minors in the course catalog.

The two REQUIRED minor courses to be taken before any upper-division courses (6 hours)

JOU 101: Introduction to Journalism (currently taught by Associate Professor Buck Ryan)

This course surveys the history and social theories of journalism and introduces students to contemporary journalistic practice. Students will learn about the function and operation of print, electronic and on-line news media. Issues and concepts to be covered include the relationship of government to media; press freedom and controls; media ethics, and the impact of global communications. The course also covers the relationship of journalism to advertising, public relations and telecommunications, particularly with regard to new technologies.

JOU 204: Writing for the Mass Media (course sections coordinated by Associate Professor Scoobie Ryan, who teaches at least one section each semester.)

An introduction to the concepts and techniques of media writing. This course offers hands-on instruction in information gathering, organization, and writing for print, broadcast and on-line media. Lecture, one hour; laboratory, four hours per week. Prereq: JOU 101

The two REQUIRED minor upper-division courses (6 hours)

JOU 455: Diversity in the Mass Media (currently taught by Associate Professor Deborah Chung, Ph.D.)

This course will examine gender and minority issues in the media. The course offers a critical framework for analysis of socio-cultural issues pertaining to women, ethnic groups, disabled persons, and others, and of their presentation in the media. May be repeated to a total of nine hours under different subtitles. Pre-req: major or minor standing

JOU 531: Mass Media Law (Currently taught by Associate Professor Mike Farrell, Ph.D., and Professor Richard Labunski, Ph.D., J.D.)

A study of the legal and ethical issues facing the mass media. The course will focus on the rights, constraints and responsibilities under the U.S. Constitution, federal and state statutes, administrative law, common law and voluntary codes of ethics. Specific topics include libel, privacy, contempt, copyright, broadcast regulation, the court systems, commercial speech, prior restraint, access, the civil and criminal judicial processes and obscenity. Pre-req: major or minor standing

Select from the following five electives for a total of 6 credits:

JOU 415: Layout and Design (subtitle required) Each JOU 415 is 1 credit. (Currently taught by Associate Professors Deborah Chung, Ph.D.; Alyssa Eckman, Ph.D.; Assistant Professors Mel Coffee; Yung Soo Kim, Ph.D.; Kakie Urch.)

This one-credit course will familiarize students with computer programs used in publication design. Students develop their skills through hands-on exercises and projects. May be repeated to a maximum of three credits under different subtitles. Prereq: Will be determined by topic of course. Subtitles include: Photoshop; InDesign; Principles of Web Design. **Note: for minors only.**

OR

JOU 497: Special Topics: subtitle required (Currently taught by Associate Professors Deborah Chung, Ph.D.; Alyssa Eckman, Ph.D.; Mike Farrell, Ph.D.; Buck Ryan; Scoobie Ryan)

Course will focus on selected topics drawn from journalism and related fields. Title assigned each time course is offered. May be repeated with different subtitles to a maximum of six credits.

OR **JOU 532: Ethics** (Currently taught by Associate Professor Mike Farrell, Ph.D.)

An examination of ethics in journalism and mass communication focusing on the social, political and economic context of ethical issues. Students will reason through issues of value that arise in the practice of journalism.

OR **JOU 541: The First Amendment, Internet and Society** (Currently taught by Professor Richard Labunski, Ph.D., J.D.)

The focus of this class is how the Internet is regulated and the free expression issues that such regulations raises. Particular attention will be paid to libel, obscenity and copyright cases as well as the increasingly complex problem of privacy in the cyberspace era.

OR **JOU 535: History of Journalism** (currently taught by Associate Professor Mike Farrell, Ph.D.)

A study of the development of American journalism, with emphasis on the evolution of newspapers and electronic news media. Examination of principles and social theory underlying the practice of journalism.

SLO/ Assessment Journalism Studies Minor

ACEJMC values & competencies	Applicable course(s)	Required?(Y/elective)	How Assessed?
understand/apply principles and laws of freedom of speech and press	JOU 101 JOU 531	Y Y	Tests; papers; projects: indirect & direct Tests; papers: indirect
demonstrate understanding of history and role of professionals and institutions in shaping communications	JOU 101 JOU 535	Y elective	Tests; papers; projects: indirect & direct Tests; papers: indirect
demonstrate an understanding of gender, race, ethnicity, sexual orientation, and as appropriate, other forms of diversity in domestic society in relation to mass comm	JOU 101 JOU 204 JOU 455 JOU 541	Y Y Y elective	Tests; papers; projects: indirect & direct required publications: direct Tests; papers; projects: direct & indirect Tests; papers: indirect
demonstrate an understanding of the diversity of groups in a global society in relation to communication	JOU 101; JOU 455 JOU 204	Y Y	Tests; papers: indirect required publications: direct
understand concepts/apply theories in use and presentation of images and information	JOU 204 JOU 415 JOU 497	Y elective elective	required class assignments: indirect class projects: indirect Tests; papers; projects: indirect
demonstrate understanding of professional ethical principles/work ethically in pursuit of truth, accuracy, fairness and diversity	JOU 101; JOU 531 JOU 204 JOU 532; JOU 415	Y Y electives	Tests; papers: indirect Required publications: direct Tests; papers; projects: indirect
think critically, creatively and independently	JOU 101; JOU 455; JOU 531 JOU 204	Y Y	Tests; papers: indirect required publications: direct
conduct research/evaluate info by methods appropriate to the comms professions	JOU 101; JOU 531 JOU 204	Y Y	Tests; papers: indirect Required publications: direct
write correctly and clearly in appropriate forms and styles	JOU 101; JOU 455; JOU 531 JOU 204 JOU 415	Y Y elective	Tests; papers: indirect required publications: direct projects: indirect
critically evaluate own work and that of others for accuracy, fairness, clarity, style, grammar	JOU 101 JOU 204 JOU 497	Y Y elective	projects: indirect in-class writing; projects; publications: direct & indirect depends on subtitle: indirect and/or direct
apply basic numerical and statistical concepts	University core	Y	tests: indirect
apply appropriate tools and technologies	JOU 101 JOU 204 JOU 415 JOU 497	Y Y elective elective	Tests; papers; projects: indirect in-class multimedia projects: indirect; required publications: direct in-class projects: indirect; in-class projects: indirect; publications possible, depending on subtitle: direct

Thursday, March 21, 2013 2:14:38 PM Easter Daylight Time

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Subject: Support for Journalism minor

Date: Monday, March 4, 2013 11:33:02 AM Eastern Standard Time

From: Burns, Les

To: Arthur, Mary

CC: Ryan, Scoobie

Dear Dr. Arthur,

My name is Les Burns, and I am an Associate Professor and the Chair of English Education in UK's Department of Curriculum and Instruction. I am writing to offer my strong support for approval of the Journalism Department's proposed Minor in Journalism Studies. Such a program would be of both interest and benefit to our majors as they prepare for work as language arts and literacy teachers in the public schools.

My rationale for supporting this program is twofold. First, such a minor would prepare many of my students who seek to become English teachers with a specialization in Journalism, enabling them to successfully teach elective courses and supervise student publications such as newspapers and yearbooks--still vital parts of most school cultures. Right now, UK and most other institutions have few if any formal avenues for such preparation, and this program would provide that in ways that set our graduates apart from their peers at other universities and make them highly competitive on the job market.

Second, a minor in Journalism Studies would prepare any prospective English language arts teacher in important ways. Contrary to perception, most English majors receive little explicit instruction or coursework in writing, editing, style, and composition. This Journalism minor would provide significantly more and better educational background for majors in our program--all of whom will be expected to teach their students how to write well in a variety of genres and for a variety of audiences in high stakes situations. Our state's accountability systems and standardized writing tests are robust and highly emphasized in the public schools. As such, my students would absolutely benefit from studying journalistic techniques that will sharpen their knowledge and skills related to composition and teaching writing to adolescents.

According to our records in the College of Education, the program I chair averages 125 students each year, freshmen-senior. We average 20-30 new majors per year, and 15 graduates each semester. Many of these students come to me with backgrounds in high school journalism, and others have come from professional careers as journalists seeking to work as English teachers. All of these could contribute to healthy, steady enrollment in the Journalism Department's courses and program overall. While I cannot promise a specific number or guarantee a particular percentage who will enroll each year, I am confident that students in the program I chair would be attracted by this option if and when it becomes available.

I am currently revising the Secondary English Education Program, and have contacted Dr. Scoobie Ryan in order to consult with her about adding this proposed program to a menu of formal minors my students would be

required to choose from in order to deepen their content knowledge and skills in ways relevant to the work they will actually do after graduation. Please accept this message as my formal endorsement of the proposed Journalism Studies minor. If you would like to discuss the possibility more, I am happy to do so at any time. Thank you for your time and attention.

Sincerely,

Les Burns

Leslie David Burns, Associate Professor of Literacy

Program Chair of English Education

313 Dickey Hall

University of Kentucky

Lexington KY 40506

L.burns@uky.edu

Brothers, Sheila C

From: Ett, Joanie M
Sent: Friday, December 21, 2012 2:21 PM
To: Ellis, Janie
Cc: Brothers, Sheila C
Subject: Journalism Studies Minor, Geology BA/BS
Attachments: GLY BA-change.pdf; GLY BS-change.pdf; Journalism Studies Minor-new.pdf

Hi Janie,

Undergraduate Council has reviewed and recommends approval of the following:

Journalism Studies Minor-new
Geology BA/BS-change

Thanks,
Joanie

Joanie Ett-Mims
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