



Proposal to the Senate Educational Policy Committee

PROPOSAL TITLE: Revise the Bachelor of Science in Journalism

SPONSOR: Nancy Benson, professor and interim head, Department of Journalism, 217-333-0709, nbenson@illinois.edu

COLLEGE CONTACT: Julian Parrott, associate dean, College of Media, 217-244-4329, jparrott@illinois.edu

BRIEF DESCRIPTION: To further adjust to changing media technologies and realities and to fine-tune previously adopted revisions, the Department of Journalism seeks to:

- simplify its course requirements outside the College of Media
- resume requiring a course in the history of journalism (or an alternative in the literature of journalism)
- require a course in journalism ethics and diversity
- require a statistically focused course in media research or public opinion
- eliminate remaining vestiges of an outmoded requirement that forced students to choose between broadcast and print rather than a converged curriculum focused on digital media.

JUSTIFICATION: Nationwide, journalism programs have struggled to maintain a balance between breadth and depth of professional instruction while also preserving a commitment, required by accreditation, to expose students to traditional arts and sciences outside of journalism so they may better understand topics on which they will report. As the profession has become increasingly multimedia, separate degrees in separate media have vanished, and the professional skills needed to be competitive have broadened, especially with the addition of digital platforms.

The Journalism Department in 2013 eliminated separate degrees in News-Editorial and Broadcast Journalism, substituting instead tracks within a single degree. This interim step allowed the department to introduce more common coursework and to begin assessing outcomes of curricular innovation with an eye toward making additional changes as warranted. The changes proposed in this document are the result of numerous discussions involving students, alumni, professionals and faculty members, both here and elsewhere. They include discussions guided by outside facilitators and by assessments of educational outcome, both internally and externally, by both direct and indirect means.

Current Journalism undergraduates will be allowed to choose the new Program of Study or continue on to graduation under the Program of Study in effect when they entered the Department of Journalism. Advisers in the College of Media Student Services Center will

closely monitor the progress of all journalism students toward their degrees to ensure that students successfully meet all requirements.

Appendix A lists the revised Programs of Study document proposed. Appendix B provides a point-by-point summary of the rationale for each proposed change.

BUDGETARY AND STAFF IMPLICATIONS:

1) Resources

- a. How does the unit intend to financially support this proposal?

All courses involved in the proposed curriculum are currently taught, and nearly all have sufficient capacity to serve the number of students likely to enroll. No increase in overall enrollment is foreseen with these changes. Therefore, no need for additional instructional resources is anticipated. If additional resources prove to be needed because of unexpected increases in enrollment, funding from instructional units should prove adequate to cover those needs within the Journalism Department, where nearly all of the altered requirements are housed.

- b. How will the unit create capacity or surplus to appropriately resource this program?

In nearly all cases current courses have sufficient capacity to serve increased numbers of students while remaining within accreditation standards that place optimum enrollment at 15 and maximum enrollment at 20 per section in professional courses. No new courses are being proposed at this time.

- c. Will the unit need to seek campus or other external resources?

No.

- d. Please provide a letter of acknowledgment from the college that outlines the financial arrangements for the proposed program.

Attached.

2) Resource Implications

- a. Please address the impact on faculty resources including changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

Rather than increase teaching loads, this proposal is likely to make more efficient use of faculty time by filling vacant seats in departmental courses currently serving fewer than the 15-student optimum and 20-student maximum allowed by accreditation for professional skills courses. In larger lecture-style courses, sufficient capacity also exists.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.

No measurable impact is expected. The greatest potential would occur from revisions in requirements outside the College of Media. However, with relatively small numbers of students and with both current and proposed impacts spread over a wide array of courses, no palpable impacts are expected. The courses specifically required are General Education courses already offered widely to the student body at large.

- c. Please address the impact on the University Library

None anticipated. Letter attached.

- d. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)

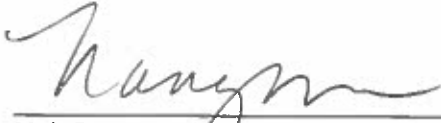
With no expected increase in courses taught, no impact is anticipated.

DESIRED EFFECTIVE DATE: Fall 2017.

STATEMENT FOR PROGRAMS OF STUDY CATALOG: See Appendix A.

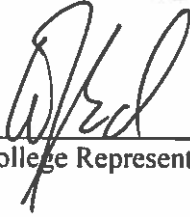
CLEARANCES: (Clearances should include signatures and dates of approval. **These signatures must appear on a separate sheet.** If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)

Signatures:



Unit Representative:

11-14-16
Date:



College Representative:

11/14/16
Date:

Provost Representative:

Date:

Educational Policy Committee Representative:

Date:

APPENDIX A STATEMENT FOR PROGRAMS OF STUDY CATALOG

Bachelor of Science in Journalism degree

Keeping pace with the changing nature of the profession and the technologies it employs, the Journalism Department offers a bachelor's degree that combines both breadth and depth of professional knowledge, giving students an opportunity to tailor their education to match professional objectives while preserving a strong commitment to traditional arts and sciences.

In addition to completing core courses in a wide array of journalistic techniques and media platforms and electives allowing specialization in key areas, students will obtain a transcribed minor or non-transcribed single or double emphasis in another field so as to be better prepared to understand the world they will report upon.

Course Requirements

Students must complete a minimum of 124 undergraduate credit hours, including a minimum of 51 in the College of Media. Hours in the College of Media include 17 hours in specifically required Journalism courses, 22 hours chosen from among 36 hours of specifically listed Journalism options, and a minimum of 12 hours in free electives chosen from among all courses (including the listed options not chosen) offered by Journalism (JOUR), Advertising (ADV), Media and Cinema Studies (MACS), or the college as a whole (MDIA). Students are free to choose between traditional Journalism coursework or completing a Public Relations minor within their College of Media hours.

Students also must complete a minimum of 72 hours in courses outside the College of Media, including a minimum of 18 hours in a recognized minor or an equivalent single or dual specialization approved by a College of Media academic adviser plus additional courses needed to meet campus and departmental General Education requirements.

All University and College requirements must be completed, and all Journalism courses specifically listed below must be taken for a traditional letter grade:

BS IN JOURNALISM		
COLLEGE OF MEDIA COURSES		
JOUR 200	Introduction to Journalism	3
JOUR 210	Newsgathering Across Platforms	4
JOUR 215	Multimedia Reporting	4
JOUR 250	Journalism Ethics and Diversity	3
JOUR 311	Media Law	3
<i>At least one of these</i>		
JOUR 205	History of American Journalism (3 hours)	3
JOUR 452	Great Books in Journalism (3 hours)	

At least four of these		
JOUR 315	Adv Public Affairs Reporting (4 hours)	16
JOUR 320	News Editing (4 hours)	
JOUR 335	Audio Journalism (4 hours)	
JOUR 340	Video Reporting & Storytelling (4 hours)	
JOUR 425	Multimedia Editing and Design (4 hours)	
JOUR 445	Video Storytelling 2-Producing (4 hours)	
At least one of these		
JOUR 450	Media and Public Opinion (3 hours)	3
JOUR 451	Research Methods in Journalism (3 hours)	
Electives within College of Media		
<i>Including any course not chosen above</i>		12 to 13
HOURS IN COLLEGE OF MEDIA		51 to 52
COURSES OUTSIDE COLLEGE OF MEDIA		
CS 105	Intro to Computing - non-technical	3
ECON 102	Microeconomic Principles	3
ECON 103	Macroeconomic Principles	3
PSYC 100	Introduction to Psychology	4
RHET 105	Principles of Writing (<i>or Comp I equivalent</i>)	4
SOC 100	Introduction to Sociology	4
STAT 100	Statistics (<i>or campus equivalent</i>)	3
Campus General Education requirements not met by classes listed		<i>varies</i>
Minor or specialization		
Recognized minor or one 18-hour specialization or two 9-hour specializations, approved by adviser, from outside College of Media and Department of Communication. May include hours listed above. Students may choose to complete a Public Relations minor in addition to the non-Media minor or specialization.		18
HOURS OUTSIDE COLLEGE OF MEDIA		72 to 73
TOTAL HOURS FOR DEGREE		124

APPENDIX B RATIONALE FOR SPECIFIC CHANGES

Unchanged:

JOUR 200	Introduction to Journalism	3
JOUR 210	Newsgathering Across Platforms	4
JOUR 215	Multimedia Reporting	4
JOUR 311	Media Law	3

Added:

JOUR 250	Journalism Ethics and Diversity	3
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Already piloted as a popular elective, this course deals with subject matter specifically required by journalism accreditation standards. The department for many years has mainstreamed ethics and diversity topics into all its courses, which it will continue to do. However, to emphasize the importance of these topics, faculty chose to add this course to the list of required classes. Once a planned new course in News Media and Propaganda is created, the department hopes to offer the new course as an option in this category because it will deal with related subject matter.

Added:

<i>At least one of these</i>		
JOUR 205	History of American Journalism (3 hours)	3
JOUR 452	Great Books in Journalism (3 hours)	

The department previously required JOUR 205 but dropped it as a required course and retained it as an elective in its 2013 curriculum proposal. Part of the reason for dropping the course was the retirement of its instructor and lack of a suitable replacement at that time. Since then, a replacement has been found, and outcome assessment has indicated a less than desired level of backgrounding in the traditions and values of the profession. Meanwhile, an additional elective, accomplishing many of the same humanities objectives via a literary rather than historical perspective, has been added and proved popular, giving rise to the idea of adding the students' choice of one or the other to the list of required courses.

Added:

<i>At least one of these</i>		
JOUR 450	Media and Public Opinion (3 hours)	3
JOUR 451	Research Methods in Journalism (3 hours)	

Outcome assessment identified student deficiencies in numeracy, one of several key objectives of accreditation standards for journalism programs. In addition to calling for specific General Education courses designed to address this deficiency, the department would like to require one or the other of these data-driven courses not only to address the deficiency but also to respond to increasing industry interest in the broader field of data journalism.

Changed from selecting one or the other of two three-course sequences:

<i>At least four of these</i>	
JOUR 315	Adv Public Affairs Reporting (4 hours)
JOUR 320	News Editing (4 hours)
JOUR 335	Audio Journalism (4 hours)
JOUR 340	Video Reporting & Storytelling (4 hours)
JOUR 425	Multimedia Editing and Design (4 hours)
JOUR 445	Video Storytelling 2-Producing (4 hours)

16

In the current curriculum, students are required to select either a three-course sequence roughly corresponding to the old News-Editorial degree or a three-course sequence roughly corresponding to the old Broadcast Journalism degree. JOUR 315, 320 and 425 form one sequence; JOUR 335, 340 and 445 form the other. All or part of the sequence not chosen may be completed as part of a block of elective courses.

The new curriculum would require any four of the six courses rather than all three courses from one of the two sequences. This would ensure that students are exposed to more than just one of the two former sequences while allowing greater flexibility to choose precisely which courses of each sequence most closely match their career objectives. As under the current curriculum, any courses not chosen would still be available as electives.

Separate from this proposal, the department is considering retitling and refocusing several of these courses to put greater emphasis on modern techniques employed across multiple media. For example, JOUR 315 might become “In-Depth and Data Reporting,” and JOUR 425 might become “Editing and Designing with Data.” Both courses have already begun giving greater emphasis to those areas.

Restated to increase student access to College of Media electives:

<i>Electives within College of Media</i>	
<i>Including any course not chosen above</i>	12 to 13
HOURS IN COLLEGE OF MEDIA	51 to 52

Current program rules require 44 to 52 hours in College of Media courses. Included are 18 to 26 hours of College of Media electives, of which 12 to 16 must be in 3- or 4-hour Journalism courses numbered 200 and above.

The proposed curriculum would provide additional latitude for students to select relevant courses taught by any College of Media department, not just Journalism. The proposal would increase the minimum number of hours in the college by 6 while keeping the maximum unchanged, as required by accreditation rules.

Adding four required courses, it would reduce maximum electives by 13 hours, but raising the minimum in the college and eliminating the Journalism-only restriction would mean unrestricted electives within the college would increase by 3 to 6 hours.

Changes in standards set by the Accrediting Council on Education in Journalism and Mass Communication have allowed journalism departments to begin teaching up to 52 hours within Journalism, broadly defined to include Advertising and Media and Cinema Studies. Most peer programs already have increased their hours to match this new standard.

Replacing complicated distributional requirements outside the College:

COURSES OUTSIDE COLLEGE OF MEDIA		
CS 105	Intro to Computing - non-technical	3
ECON 102	Microeconomic Principles	3
ECON 103	Macroeconomic Principles	3
PSYC 100	Introduction to Psychology	4
RHET 105	Principles of Writing <i>(or Comp I equivalent)</i>	4
SOC 100	Introduction to Sociology	4
STAT 100	Statistics <i>(or campus equivalent)</i>	3

At present, Journalism majors are required to complete six hours in each of seven areas: economics, literature, history, philosophy, political science, sociology or anthropology, and natural science or technology. The current distributional standards predate and largely duplicate modern General Education requirements and have been identified by advisers as creating substantial difficulties for students.

At the same time, faculty members have noted during outcome assessments various gaps in student knowledge and have identified specific large-lecture courses that also meet campus General Education requirements and could fill those gaps. They would not impose as cumbersome a system of distributional rules or impose undue burdens on other departments.

Altered:

Minor or specialization	
Recognized minor or one 18-hour specialization or two 9-hour specializations, approved by adviser, from outside College of Media and Department of Communication. May include hours listed above. Students may choose to complete a Public Relations minor in addition to the non-Media minor or specialization.	18

In conjunction with distributional and General Education requirements, students currently are required to complete two 12-hour specializations outside the College of Media. Changing to a single 18-hour specialization, which could count as a designated minor, would allow students to earn transcripted recognition for this work while also emphasizing greater depth of knowledge.

At present, students may seek minors in Communication. However, accreditation standards frown on such courses being counted among non-journalism arts and sciences courses. The new requirements emphasize a minor field outside of Media or Communication.

Unchanged:

HOURS OUTSIDE COLLEGE OF MEDIA	72 to 73
TOTAL HOURS FOR DEGREE	124

UNIVERSITY OF ILLINOIS
AT URBANA-CHAMPAIGN

EP.17.75

Office of the Provost and Vice Chancellor for Academic
Affairs

Swanlund Administration Building
601 East John Street
Champaign, IL 61820



February 28, 2017

Bettina Francis, Chair
Senate Committee on Educational Policy
Office of the Senate
228 English Building, MC-461

Dear Professor Francis:

Enclosed is a copy of a proposal from the College of Media to revise the Bachelor of Science in Journalism

Sincerely,

A handwritten signature in cursive script, appearing to read 'Kathryn A. Martensen'.

Kathryn A. Martensen
Assistant Provost

Enclosures

c: N. Benson
E. Meyer
J. Parrott