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## Proposal to the Senate Educational Policy Committee

**PROPOSAL TITLE:** Establish a Master of Journalism degree and a combined Bachelor of Science in Journalism and Master of Journalism degree in the Department of Journalism, College of Media

**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:** The Department of Journalism requests establishment of a Master of Journalism degree as a capstone for a combined Bachelor of Science in Journalism and Master of Journalism degree. The B.S.J. component would require 120 undergraduate hours, and the M.J. component would require 32 graduate hours, a minimum of 12 of them at the 500 level. As detailed in Appendix C, the new M.J. is designed to be more focused on professional skills across multiple media than the unchanged Master of Science with a major in Journalism, either as a standalone degree or in combination with the existing Bachelor of Science with a major in Journalism.

*(Note: This proposal assumes approval of EP.17.75, revising the current Bachelor of Science degree with a major in Journalism.)*

**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 so they may better understand topics on which they will report. As the profession has become increasingly multimedia, formerly specialized tracks (print, broadcast, magazine, photo, etc.) have vanished, and professional skills needed to be competitive have broadened, especially with the addition of digital platforms.

A joint B.S.J.-M.J. degree will combine the increased breadth of a modern undergraduate degree with the depth that many such degrees sacrificed in response to technological change. Simultaneously it will create a competitive advantage by allowing Illinois students to enroll in an integrated, accelerated program that will earn them two very professionally focused degrees in perhaps no more than two semesters more than might be required for a traditional B.S. It also will afford students an invaluable opportunity to seek, should they choose to do so, at least one additional summer internship while a student. Moreover, it will allow the Journalism Department to better showcase the depth of its world-class specialized courses, which have become less featured as students have had to focus on acquiring a broader range of basic skills. Changes previously approved for both the Bachelor of Science with a major in Journalism (EP.13.32) and the existing,

more academically focused M.S. program (EP.14.13) anticipated this proposal. An accompanying proposal (EP.17.75) for revisions in the B.S. program represents a fine-tuning of EP.13.32 as a result of outcome assessment of previously approved changes.

#### BUDGETARY AND STAFF IMPLICATIONS:

##### 1) Resources

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

All classes involved are currently taught, and nearly all have sufficient capacity to serve the number of students likely to be admitted. Undergraduate enrollment will not be increased as a result of this proposal, so no additional money will be necessary to support the undergraduate component. The M.J. component will be a self-supporting program. Students enrolled in the B.S.J.-M.J. program will pay tuition. No additional instructional resources are anticipated, but if additional instructional resources prove to be needed, the College of Media will use graduate tuition returned to the college to pay for these resources.

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

The proposed curriculum employs existing courses currently available for enrollment. 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.

- 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.

No more than 10 to 20 existing B.S. students are expected to be admitted to the one-year B.S.J.-M.J. annually. Rather than increase teaching loads, the proposal is likely to make more efficient use of faculty time by filling vacant seats in courses currently serving fewer than the 15-student optimum and 20-student maximum allowed by accreditation.

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

No impact is expected from this proposal. With rare exceptions, all courses within the M.J. component will be taught within the department. Total B.S./B.S.J. enrollment will be unchanged, so no additional impact is possible within that component.

- c. Please address the impact on the University Library

None anticipated.

- 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.

For new degree programs only:

- 3) Briefly describe how this program will support the University's mission, focus, and/or current priorities. Include specific objectives and measurable outcomes that demonstrate the program's consistency with and centrality to that mission.

The B.S.J.-M.J. is a five-year degree program offering current Journalism students an opportunity to obtain a master's degree in addition to a bachelor's degree in a shorter time and with greater focus on professional multimedia skills than might be possible otherwise. This should allow Illinois to retain more of its best and brightest undergraduates, especially cost-sensitive students from less affluent backgrounds, within a program that exemplifies the University's mission of public engagement by modeling technological advances to the journalistic profession while disseminating knowledge to the citizenry for the public good — all in the best traditions of the University's land-grant mission and global research impact.

The program is highly consistent with the University's mission of transforming lives and serving society by educating, creating knowledge, and putting knowledge to work on a large scale and with excellence. It is particularly attuned to the goals of Inclusive Illinois to foster a generation of new leaders who appreciate the value of unique identities and experiences, forge relationships between and among groups and people of different backgrounds, explain and celebrate difference, affirm the uniqueness of each individual, and actively address issues of intolerance and insensitivity. It touches on nearly all of the campus's Visioning Future Excellence themes — information and technology, obviously, but also education, economic development, social equality and cultural understanding and, through the subject matters addressed in its professional practicum, energy and the environment and health and wellness.

Core topics currently required in the undergraduate curriculum are necessary but not sufficient to meet industry's and society's needs. Advanced 400- and 500-level electives emphasizing real-world projects, team-oriented work, and contemporary issues will go a long way toward addressing the needs of both the industry and the society it seeks to serve.

- 4) Please provide an analysis of the market demand for this degree program. What market indicators are driving this proposal? What type of employment outlook should these graduates expect? What resources will be provided to assist students with job placement?

With the increasing breadth and depth of preparation necessary to enter the profession, additional development of professional skills beyond minimal exposure is required. Unlike many majors on campus, Journalism strictly limits the number of credit hours students may complete within their major. Demands of new technology and media convergence have put pressure on these limits to the point that it has become clear that high-level journalists are likely to need more than the minimal professional skills and minimal traditional arts and sciences possible within a traditional bachelor's program. Peer institutions have been moving toward combination bachelor's and master's programs. Illinois began offering such a program as well, but because it simply layered a traditional academic master's degree atop a traditional undergraduate degree, it did not guarantee the same level of professional focus this proposal would provide. An alternative of moving toward creating multi-year master's programs for students without undergraduate experience in the major would be a disincentive for Illinois students, many of whom expressed concern that they could not enter the major as freshmen when Journalism was a junior-senior program only. A further advantage of combining bachelor's and master's degrees as envisioned in this proposal is that they allow at least one more summer to be devoted to real-world student internships, essential to the marketability of degrees. Graduates of Illinois' joint bachelor's and master's program will have the full resources of the college's Media Career Services office and the department's own intensive efforts to provide career counseling.

- 5) If this is a proposed graduate program, please discuss the program's intended use of waivers. If the program is dependent on waivers, how will the unit compensate for lost tuition revenue?

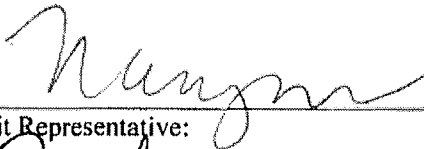
Although some partial scholarships and fellowships may be offered as a lure for targeted or high-achieving applicants, especially from underrepresented groups, assistantships will not, and the combined degree program will seek self-sustaining status. Graduate College and Board of Trustees tuition and fee waivers will generally not be available.

**DESIRED EFFECTIVE DATE:** Fall 2017.

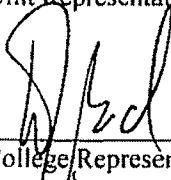
**STATEMENT FOR PROGRAMS OF STUDY CATALOG:** See Appendix A.

**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.)

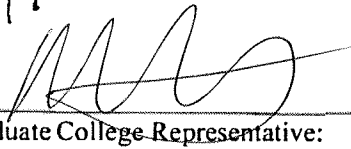
Signatures:

  
Unit Representative:

11-14-16  
Date:

  
College Representative:

11/14/16  
Date:

  
Graduate College Representative:

3/17/17  
Date:

\_\_\_\_\_  
Provost Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Educational Policy Committee Representative:

\_\_\_\_\_  
Date:

## **APPENDIX A STATEMENT FOR PROGRAMS OF STUDY CATALOG**

### **Combined Bachelor of Science in Journalism and Master of Journalism degree**

In addition to its separate bachelor's and master's programs, the Journalism Department offers an integrated, accelerated program for superior students that combines both degrees, broadens students' knowledge beyond what is possible in either curriculum alone, may be completed in less time than is required for the two separately, and provides sharper focus on professional multimedia skills than would be available with the two existing degrees combined. The combined program is designed to provide both the breadth and depth of professional knowledge students need to excel in advanced roles within specific media and in versatile roles within converged multimedia environments.

Illinois Journalism majors who maintain superior academic performance are eligible to apply as juniors (after earning at least 60 but no more than 90 credit hours). Accepted students will then work on both degrees simultaneously and will receive both at the same time, once all requirements for each have been completed. Although their degree will not officially be awarded, they may participate in bachelor's graduation ceremonies once they have completed the reduced, 120 credit-hour requirement for that component of their combined degree.

Essentially, the B.S.J.-M.J. degree combines the department's full suite of core courses in print and digital reporting, editing and design; audio/video journalism and specialized journalism with a cognate of graduate-level seminar and capstone project courses designed to showcase professional-level work invaluable in students' career searches. Students seeking more theoretical rather than practical courses or not wanting to complete the full range of core professional courses for all media platforms might be advised to seek the less focused traditional Bachelor of Science and Master of Science with a major in Journalism.

Graduate College or Board of Trustees tuition waivers normally are not allowed in this program.

### **Course Requirements**

Although it requires four fewer credit hours, the bachelor's component is similar in content to the standalone B.S. with a major in Journalism but with a greater focus on multimedia skills. The master's component is similar to a standalone M.S. with a major in Journalism but again puts additional emphasis on professional multimedia courses than does either of the two current M.S. sequences.

A student completing the bachelor's component but failing to complete the master's component may revert to a regular B.S. by completing both (rather than just one) of the courses JOUR 425 and JOUR 445, earning four additional hours in the process.

<b>B.S.J. COMPONENT</b>		
<b>IN COLLEGE OF MEDIA</b>		
JOUR 200	Introduction to Journalism	3
JOUR 205	History of American 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
JOUR 315	Adv Public Affairs Reporting	4
JOUR 320	News Editing	4
JOUR 335	Audio Journalism	4
JOUR 340	Video Reporting & Storytelling	4
<b>Either of these</b>		
JOUR 425	Multimedia Editing and Design	4
JOUR 445	Video Storytelling 2-Producing	
<b>Plus</b>		
Unrestricted electives within College of Media		8
<b>Total in College of Media</b>		<b>48</b>
<b>OUTSIDE COLLEGE OF MEDIA</b>		
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 (or Comp I equivalent)	4
SOC 100	Introduction to Sociology	4
STAT 100	Statistics	3
Campus general education requirements not met by classes listed above		<i>varies</i>
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
<b>Total outside College of Media</b>		<b>72</b>
<b>Total B.S. component</b>		<b>120</b>

<b>M.J. COMPONENT</b>		
<i>May begin taking after completing 60 hours</i>		
<b>Both of these (completing whichever was not taken for B.S. component)</b>		
JOUR 425	Multimedia Editing and Design (4 hours)	4
JOUR 445	Video Storytelling 2-Producing (4)	
<i>These three 500-level courses</i>		
JOUR 500	Current Issues in Journalism (4)	12
JOUR 510	Master's Project part 1 (4)	
JOUR 510	Master's Project part 2 (4)	
<b>Plus 400-level Journalism electives totaling 16 hours, including any of these courses:</b>		
JOUR 450	Media and Public Opinion (3 hours)	16
JOUR 451	Research Methods in Journalism (3)	
JOUR 452	Great Books in Journalism (3)	
JOUR 453	Crisis Communication (3)	
JOUR 454	Propaganda & The News Media (3)	
JOUR 460	Special Topics (3)	
JOUR 470	International Reporting (3)	
JOUR 471	Science Journalism (3)	
JOUR 472	Business Reporting (3)	
JOUR 475	Magazine Writing (3)	
JOUR 480	Advanced Reporting Topics (3)	
JOUR 481	Literary Feature Writing (3)	
JOUR 482	Immersion Journalism (3)	
JOUR 483	Investigative Journalism (3)	
JOUR 490	Professional Project (3)	
JOUR 495	Internship Seminar (1)	
<b>Total graduate component</b>		<b>32</b>
<b>TOTAL HOURS FOR BOTH DEGREES</b>		<b>152</b>

## Admission to the Program

For deadlines and procedures, consult the department website.

Current Illinois Journalism majors who have earned at least 60 but no more than 89 credit hours and possess an overall GPA of at least 3.40 may apply for provisional admission. Admission decisions are based on overall academic performance, letters of reference, and statement of purpose. The GRE is not required for provisional or formal admission.

Students provisionally admitted to the program:

- Will be assigned a graduate adviser, typically the department's director of graduate studies.



- Must maintain a cumulative GPA of 3.40 through completion of the B.S. component of the program to remain in the program.
- May register for graduate courses and earn graduate credit with approval from their graduate adviser.
- Must earn at least 120 hours of undergraduate credit and satisfy all B.S. requirements of this program to be officially admitted to the Graduate College.

Upon successful completion of the B.S.J. component students:

- Must apply and be officially admitted into the Graduate College.
- Will be issued letters of admission from the Graduate College and the Journalism Department, at which time they will be considered graduate students and assessed graduate tuition beginning with the following semester.
- Must satisfy the graduate student minimum residence requirement of 24 graduate credit hours.
- Must continue to maintain a graduate GPA of 3.00 or better to remain in the combined program.

## **Withdrawal**

Students may withdraw from the program at any time by notifying the associate dean for student services. Students who do not complete all combined degree requirements may request by petition to have graduate hours converted to undergraduate hours and applied toward a standalone B.S. with a major in Journalism degree.

Students reverting to a traditional B.S. degree program must complete 124, not 120, hours and satisfy all degree requirements. One method for doing so would be to complete both (rather than just one) of the courses JOUR 425 and JOUR 445.

Graduate credit not used to fulfill the B.S. degree requirements will remain on the transcript and may, at some future point, be considered for transfer to another degree program.

## **APPENDIX B**

### **EDITORIAL CHANGES TO EXISTING PROGRAMS OF STUDY**

The current Master of Science with a major in Journalism also has provisions for a joint bachelor's and master's degree that is less professionally inflected than this degree would be. To avoid confusion between the proposed new program and the existing program, the following editorial change – with no change in courses or requirements – would be made to the introductory statement about Sequence 1 of that degree:

#### **Sequence 1: Traditional**

The Department of Journalism offers a traditional Master of Science with a major in Journalism for students possessing the equivalent of an undergraduate major or minor in Journalism from an approved institution. If some area of a student's undergraduate coursework is not equivalent to what is required for a University of Illinois Bachelor of Science with a major in Journalism, students may be required to complete independent studies that meet with undergraduate courses and add a more rigorous graduate-level component to the course.

Current journalism undergraduates at the University of Illinois have the option of applying for this program, which typically requires an additional summer semester, or for the more professionally focused joint Bachelor of Science in Journalism / Master of Journalism program in the first semester of their junior year. If they do so, they will be encouraged to select remaining undergraduate journalism electives from among professional courses at the 200- and 300-levels. As graduate students, they must enroll in a minimum of four advanced electives at the 400- and 500-levels in addition to required graduate courses, including an additional theoretical seminar not required in the B.S.J./M.J. program.

Unlike the B.S.J./M.J. program, electives may be in areas inside or outside Journalism to allow students the choice of pursuing a topical specialization instead of or in addition to journalistic specialization. Electives require the approval of the director of graduate studies.

Students without undergraduate coursework in Journalism but already possessing skills in identifying, researching and presenting information at a high level within another discipline may qualify instead under Sequence 2, the “deep knowledge” track. Total: 32 hours.

## APPENDIX C COMPARISON OF MASTER'S PROGRAMS

Key differences between this proposal (BSJ+MJ) and what would be required under Sequence 1 the department's existing M.S. when combined with already proposed changes in its B.S. (BS+MS):

- The BS+MS requires completion of only four core professional practice courses (chosen from among JOUR 315, 320, 335, 340, 425, 445) while the BSJ+MJ requires completion of all six.
- The BS+MS allows a General Education readings course to be substituted for a more professionally focused course in history of the profession, which the BSJ+MJ specifically requires.
- The BS+MS requires a choice of one of two theory courses (JOUR 450, 451) and completion of a third theory course (JOUR 505), none of which are required in the BSJ+MJ.
- The BS+MS requires 16 hours at the 500-level; the BSJ+MJ requires 12.
- The BS+MS allows up to 13 non-journalism electives in the College of Media while the BSJ+MJ limits this total to 8 hours.
- The 16 hours "freed up" in the BSJ+MJ, as opposed to the BS+MS, must be completed from among a specific list of 400-level journalism courses that are primarily professional in nature.
- The BS+MS would award Bachelor of Science and Master of Science degrees, each with a Major in Journalism. The BSJ+MJ would award a Bachelor of Science in Journalism and a Master of Journalism.
- The master's portion of the BSJ+MJ would offer no tuition waivers.
- The BSJ+MJ, while maintaining a healthy amount of general liberal arts and sciences, is more directly focused on professional skills and attempts to better address the needs of students who plan to actually enter the profession vis-à-vis those who might be pursuing journalism as a general liberal arts degree preparatory for a wider array of career or educational options afterward.



REQUEST & JUSTIFICATION FORM FOR PROGRAM CLASSIFICATION  
TRADITIONAL, SELF-SUPPORTING or REIMBURSABLE

CURRENT PROGRAMS:

Current graduate programs can request a change in classification to Traditional or Reimbursable, but not to Self-supporting.

NEW PROGRAMS:

New programs seeking Traditional classification do not need to complete this form.

New programs seeking Self-supporting classification should be aware of the following:

- a) Students enrolled in Self-supporting programs are ineligible to hold waiver-generating appointments. NOTE: There is no mechanism within the Human Resources Front End system that restricts the appointment of a Self-supporting program student to an assistantship. Therefore, if a unit (faculty or staff) appoints a student, in error, significant problems result for everyone involved.
- b) Self-supporting status results in reduced flexibility for the program. Even if a student in the program is most qualified for a particular assistantship appointment and financing is available through the program, the program status makes the student ineligible.
- c) Because Traditional, Reimbursable and Self-supporting programs each yield 90% of net tuition, and the Reimbursable classification avoids the limitations above, a program might find the Reimbursable classification more advantageous than Self-supporting.

Please contact the Fellowship Office at the Graduate College if you have questions or seek clarifications, (217) 333-0036 or gradfellowships@illinois.edu.

COLLEGE OR SCHOOL: College of Media - Department of Journalism

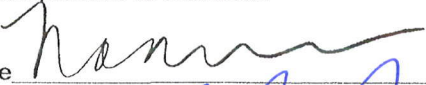
IS THIS A NEW OR EXISTING PROGRAM:

New Program  
 Existing Program      Program Code: \_\_\_\_\_ Current Classification: \_\_\_\_\_

REQUESTED CLASSIFICATION:  TRADITIONAL     REIMBURSABLE     SELF-SUPPORTING

JUSTIFICATION: On a separate sheet, please address the following.

1. Describe the reasons for this request and explain: (a) the pros and cons of the classification requested, and (b) how the requested classification will benefit and not adversely affect the academic quality of the program.
2. Describe the expected impact of the requested classification to new students. How will these measures affect the affordability of the program? What type of financial aid, if any, will be offered? Note: Continuing students will not be affected as they are subject to the rules in effect at the time of their admission.
3. What provisions will be made to communicate the implications of the classification to prospective and newly admitted students?
4. Name the college and program contact persons in charge of implementing and communicating the classification and its consequences to students.

Unit Head Signature and Date 

College Dean Signature and Date 

1. Describe the reasons for this request and explain: (a) the pros and cons of the classification requested, and (b) how the requested classification will benefit and not adversely affect the academic quality of the program.

We currently do not offer tuition and fee waivers so there is no adverse impact on our program. In fact, by classifying the program as self-sustaining, more tuition dollars will be returned to the Department of Journalism to reinvest and continue to improve the program.

2. Describe the expected impact of the requested classification to new students. How will these measures affect the affordability of the program? What type of financial aid, if any, will be offered? Note: Continuing students will not be affected as they are subject to the rules in effect at the time of their admission.

To make the program affordable, we offer scholarships to qualified students.

3. What provisions will be made to communicate the implications of the classification to prospective and newly admitted students?

The description of our program makes it clear to applicants they are expected to pay full tuition and fees, though scholarships are available to qualified students.

4. Name the college and program contact persons in charge of implementing and communicating the classification and its consequences to students.

College of Media, Journalism Department Head- Interim Department Head is Nancy Benson

College of Media, Department of Journalism Director of Graduate Studies – Brant Houston

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

EP.17.86

Office of the Provost and Vice Chancellor for Academic  
Affairs

Swanlund Administration Building  
601 East John Street  
Champaign, IL 61820



March 17, 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 Establish a Master of Journalism degree and a combined Bachelor of Science in Journalism and Master of Journalism degree in the Department of Journalism.

Sincerely,

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

Kathryn A. Martensen  
Assistant Provost

Enclosures

c: A. McKinney  
N. Benson  
E. Meyer  
J. Parrott  
J. Hart