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Memorandum

TO: Dr. Clifford Brown / UPC

FROM: Dr. Michael Hofmann

DATE: March 5, 2013

SUBJECT: Multimedia Journalism – Summary of Requested Changes

To restart our past growth in the number of MMSJ majors and to again regularly increase the overall headcount enrollment in our MMSJ sequence, the five members of the full-time MMSJ faculty unanimously decided to request the following curricular changes:

1. Change the title for MMC 1540 to "Introduction to Multimedia Studies"

There is strong evidence that, due to the wording of the current MMC 1540 title, many MMS pre-majors have not been able to identify the course as the MMS introductory course. Moreover, the emphasis on Multimedia Studies in the new title provides additional guidance toward the MMSJ and MMSFVNM sequences. Since the syllabi for both MMC 1540 sections provide an integrated introduction to both Journalism and Film/Video/New Media, first year students receive the information they need to reflect on their preferences before proceeding either in the second semester to FIL 2000 Film Appreciation or in the third semester to JOU 3101 News and News Reporting (which will be moved up into the Pre-Major Section of the College Program Guide, see below # 2). To meet these student needs, MMC 1540 Introduction to Multimedia Studies has to be regularly offered with two sections in the Fall and Spring semesters and with one section in the Summer semester. Each section will provide 64 seats. These 320 seats per academic year can thus generate 960 FTEs.

2. Remove the "Journalism Skills Test" from the list of prerequisites for JOU 3101 News and News Reporting and move the course to the 3rd semester in the Pre-Multimedia Studies section of the 4-Year College Program Guide

This curricular change offers potential MMSJ majors the opportunity to learn about the basic skills of the journalism profession without first having to pass the entrance test. While the introduction of the test has achieved its goal of improving the quality of student performance in JOU 3101, there also has been considerable evidence that many qualified students do not want to postpone the decision about their major until they take the test before enrolling in JOU 3101 in the fifth semester - and thus select a different major without even trying out the MMSJ curriculum.

Secondly, this curricular change offers especially Communication Studies and English majors the opportunity to acquire basic journalism skills without any other prerequisite than fulfilling the general College Writing requirement of ENC 1101 and ENC 1102. Provided that they pass JOU 3101 with a grade of C or better, these majors gain thus also access to JOU 4311 Feature and Freelance Writing, JOU 4314 Environmental

Journalism, and PUR 4411 Public and Community Relations. Hence, such a changed MMSJ curriculum can also contribute these four courses (12 credits) under "Category II" of the English Department's proposed "Undergraduate Certificate in Professional and Technical Writing."

To provide this service to both MMS pre-majors and Communication Studies / English majors, JOU 3101 News and News Reporting has to be regularly offered with (at least) two sections in the Fall and Spring semesters and (at least) one section in the Summer semester. Each section will provide 27 seats. These (at least) 135 seats per academic year can thus generate (at least) 405 FTEs.

3. Move up JOU 4181 Coverage of Public Affairs to the 5th semester in the 4-Year College Program Guide and require passing the "Journalism Skills Test" only at this point as one of the prerequisites for JOU 4181

This curricular change allows for a smooth flow of MMSJ majors through the MMSJ curriculum's "Performance and Production" section, which requires four courses that have "to be taken in order" before reaching the "Disciplinary Core" capstone course in the final semester. After completing JOU 3101 News and News Reporting in the 3rd semester, students now have the 4th semester to pass the "Journalism Skills Test" before enrolling in JOU 4181 Coverage of Public Affairs in the 5th semester of the 4-Year College Program Guide. MMSJ majors can then proceed to RTV 4301 Broadcast Journalism in the 6th semester, JOU 4342 Multimedia Journalism in the 7th semester, and the capstone course VIC 4943 Multimedia Practicum in the 8th semester.

Like JOU 3101, JOU 4181 is based on investigative reporting projects which necessitate a cap of 27 students. The lab courses RTV 4301, JOU 4342, and VIC 4943 all demand a cap of 18 students. Bottlenecks in this flow can be avoided by adjusting the number of sections offered for each of these consecutive courses / labs on the basis of the number necessary to absorb demand in the preceding ones.

Current Multimedia Journalism Track

4-Year Program Guide

Dorothy F. Schmidt College of Arts and Letters
 Department: Communication & Multimedia Studies
 Degree Program: BA in Multimedia: Journalism track

Semester 1 Cr. hr

ENC 1101 College Writing 1 (req.)	3
Foundations in Math course	3
Foundations in Global Citizenship course	3
MMC 1540 Amer. Media, Society & Tech.	3
Free elective	3
Total	15

Semester 2 Cr. hr

ENC 1102 College Writing II (or equiv.)	3
Foundations in Math course	3
Foundations Science & Natural World + lab	3-4
Foundations of Society & Human Behavior	3
Free elective	3
Total	15

Semester 3 Cr. hr

Foundations of Society & Human Behavior	3
Foundations in Creative Expression	3
Foundations Science & the Natural World	3
Foreign Language 1	4
Free elective	2-3
Total	15

Semester 4 Cr. hr

Foundations in Global Citizenship course	3
Foundations in Creative Expression	3
Foreign Language 2	4
Free elective	3
Free elective	2-3
Total	15

Semester 5 Cr. hr

JOU 4004 U.S. Journalism	3
JOU 3101 News and News Reporting	3
Multimedia Focus	3-4
Arts and Letters Elective	3
Free Elective	3
Total	15

Semester 6 Cr. hr

MMC 3403 Mass Communication Theory	3
JOU 4181 Coverage of Public Affairs	3
Multimedia Focus	3-4
Arts and Letters Elective	3
Free Elective	3
Total	15

Semester 7 Cr. hr

MMC 4640 Public Opinion & Modernity	3
RTV 4301 Broadcast Journalism	4
JOU 4342 Multimedia Journalism	3
Arts and Letters Elective	3
Free Elective	3
Total	15

Semester 8 Cr. hr

VIC 4943 Multimedia Practicum	4
Multimedia Focus	3-4
Arts and Letters Elective	3
Free Elective	3
Free Elective	1-3
Total	15

All students must complete 120 credit hours, 45 must be upper division at the 3000 or 4000 level.

Revised Multimedia Journalism Track *

* Pending Approval

Context: DFS College of Arts and Letters 4-Year Program Guide

Track: SCMS Multimedia Studies: Journalism

Sequences: Disciplinary Core / Performance and Production (Required Courses)

Pre-Major

Semester 1

Disciplinary Core: MMC 1540 Introduction to Multimedia Studies (No Prerequisites)

Semester 3

Performance and Production: JOU 3101 News and News Reporting

(Prerequisites: ENC 1101 College Writing I in Semester 1; ENC 1102 College Writing II in Semester 2)

Semester 4*

Performance and Production: **Journalism Skills Test**

(* Students submit a change of major form [to Multimedia Journalism] upon completion of JOU 3101 and successfully passing the Journalism Skills Test)

Major

Semester 5

Disciplinary Core: JOU 4004 U.S. Journalism

Performance and Production: JOU 4181 Coverage of Public Affairs

(Prerequisites: Grade of C or better in JOU 3101; successfully passing the Journalism Skills Test)

Semester 6

Disciplinary Core: MMC 3403 Mass Communication Theory (Prerequisite: MMC 1540)

Performance and Production: RTV 4301 Broadcast Journalism (Prerequisites: JOU 3101, JOU 4181)

Semester 7

Disciplinary Core: MMC 4640 Public Opinion and Modernity (Prerequisites: MMC 1540, MMC 3403)

Performance and Production: JOU 4342 Multimedia Journalism (Prerequisites: JOU 3101, JOU 4181, RTV 4301)

Semester 8

Disciplinary Core: VIC 4943 Multimedia Practicum (Prerequisites: JOU 3101, JOU 4181, RTV 4301, JOU 4342)

Substitute for VIC 4943: RTV 4304 Advanced Broadcast Journalism (Prerequisites: Identical with VIC 4943)