

<b>Fiscal Unit/Academic Org</b>	School Of Communication - D0744
<b>Administering College/Academic Group</b>	Social And Behavioral Sciences
<b>Co-administering College/Academic Group</b>	
<b>Semester Conversion Designation</b>	Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content)
<b>Current Program/Plan Name</b>	Journalism
<b>Proposed Program/Plan Name</b>	Journalism
<b>Program/Plan Code Abbreviation</b>	JOURNAL-BA
<b>Current Degree Title</b>	Bachelor of Arts in Journalism

## Credit Hour Explanation

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program		80	53.3	50	3.3
Required credit hours offered by the unit	Minimum	60	40.0	38	2.0
	Maximum	60	40.0	38	2.0
Required credit hours offered outside of the unit	Minimum	20	13.3	12	1.3
	Maximum	25	16.7	15	1.7
Required prerequisite credit hours not included above	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	0	0.0

## Program Learning Goals

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

<b>Program Learning Goals</b>	<ul style="list-style-type: none"> <li>• To offer students knowledge of the principles of journalism within a social science framework and to foster an understanding of the role of public affairs journalism in society.</li> <li>• To train students in the practice of multimedia journalism and to adapt to an evolving field.</li> <li>• To prepare students for jobs in media and journalism.</li> </ul>
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## Assessment

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

**Is this a degree program (undergraduate, graduate, or professional) or major proposal?** Yes

**Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs?** Yes

**Summarize how the program's current quarter-based assessment practices will be modified, if necessary, to fit the semester calendar.**

For our assessment, we use a variety of direct and indirect methods, across several courses, and our core courses remain essentially the same. None of our assessment practices depend on quarter or semester lengths. As a result, we do not anticipate any changes to our assessment practices under the semester system.

## Program Specializations/Sub-Plans

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

## Pre-Major

Does this Program have a Pre-Major? Yes

Completion of COMM 1100 and 1101 (with C- or better). Freshmen considered for admission following 15 semester hours minimum, transfer students considered for admission following completion of premajor courses. Enrollment management plan remains. Students admitted based on space and cumulative grade point average. Transfer students fulfilling premajor courses through transfer will be considered based upon cumulative gpa from transferring institutions. See Semester Conversion\_Revision of Premajor

## Attachments

- Journupload.pdf  
*(Program Proposal. Owner: McDonald, Daniel Gary)*
- Journ Curric Map.pdf  
*(Curricular Map(s). Owner: McDonald, Daniel Gary)*
- Division Letter for Communication.doc: Division Letter  
*(Letter from the College to OAA. Owner: Mumy, Gene Elwood)*

## Comments

## Workflow Information

Status	User(s)	Date/Time	Step
Submitted	McDonald, Daniel Gary	10/29/2010 02:14 PM	Submitted for Approval
Approved	Nathanson, Amy Ilene	11/01/2010 07:14 AM	Unit Approval
Approved	Vanarsdale, Sonya Renee	11/02/2010 11:17 AM	College Approval
Revision Requested	Vankeerbergen, Bernadette Chantal	11/03/2010 12:52 PM	ASCCAO Approval
Submitted	VanPelt, Susan J	11/03/2010 03:13 PM	Submitted for Approval
Approved	McDonald, Daniel Gary	11/03/2010 03:44 PM	Unit Approval
Revision Requested	Mumy, Gene Elwood	11/23/2010 08:45 PM	College Approval



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November 29, 2010

Chairs of Arts and Sciences CCI and CAA

Dear Chairs:

At the undergraduate level the School of Communication has two major programs:

The Communication Bachelor of Art with three specializations 1) Strategic Communication; 2) New Media and Communication Technology; and 3) Communication Analysis and Practice.

The Public Affairs Journalism Bachelor of Art (a tagged degree)

In her cover letter, School Director Carroll describes the careful consideration given by the School to the semester conversion plans for all programs, especially these two majors and the minimal changes made to the majors in the conversion. These conversion plans were reviewed by me and the Social Sciences Disciplinary Advisory Panel (SS DAP) and we found them to be well done.

As a result I approve Communication's conversion plans for its two majors and submit them to you for CCI's consideration.

Sincerely,

A handwritten signature in black ink that reads "Gene E. Mumy".

Gene E. Mumy  
Associate Dean of Arts and Sciences/Social and Behavioral Sciences



School of Communication

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Date: October 12, 2010

To: Reviewing Committee

From: Carroll Glynn   
Director  
School of Communication

Subject: Program Conversion

The School of Communication is pleased to recommend the adoption of the enclosed materials for semester conversion. These materials include templates for the following programs:

*Program:*

Ph.D., Communication

M.A., Communication

BA, Communication (specialization in Strategic Communication)

BA, Communication (specialization in New Media and Communication Technology)

BA, Communication (specialization in Communication Analysis and Practice)

BA in Journalism, Public Affairs Journalism

*Minors:*

Communication (general)

Organizational Communication

Communication Technology

Media and Society

We believe that we have followed all guidelines and provided what is required at upper administrative levels. While our programs fall within the scope of 'minimal programmatic changes,' our faculty and staff had put a great deal of thought and effort into the conversion. In addition, we have sought input from our graduate and undergraduate students, conducted focus groups on semester conversion as well as on what they would like to see changed, examine potential overlap in courses with the transition to semester, run simulations for course enrollments for majors and non-majors with the move to semesters. In addition, we have developed plans for staffing courses with faculty and graduate teaching assistants, assessing our needs and running simulations based on projected enrollments. The results reflect, I think, the best programs we can develop that will insure that all of our students can remain on track for graduation while obtaining a high-quality education in Communication and Journalism.

A number of courses have been dropped, or merged, there are several new courses, and we have considered the implications of all the changes for our undergraduates. Minimal programmatic change also reflects the fact that our curriculum has been in continual update and change for the past 10 years. We have seen a number of programs at our peer institutions follow our lead in developing concentrations within communication, and reforming our journalism major to keep pace with industry evolution. Because of these efforts, much of our work was focused on maintaining the integrity of our

programs while converting to semesters, identifying weak spots and/or potential problems, and ensuring that students in the transition years will not be harmed by the process.

I recommend approval of our plan for semester conversion.

## Journalism Major Semester Proposal Attachment

### Rationale for Program Changes

The date of the last significant revision to the Physics Major program was in 2006. The challenge has been to convert the program to semesters.

The changes to the journalism major program can be summarized as follows:

A. 421 and 422 are combined into one course, 2221.

B. 604 and 607 are combined into one course, 3204.

C. A large number of courses listed as 2 required has been collapsed into a small number of courses targeted toward critical thinking about the role of a journalist in society and the effects of journalism and reporting, to enable a more focused major, but one in which the student has been exposed to some key ideas in professional freedom and responsibility.

### 11) Table highlighting credit hour changes

Area	Quarter Hours	2/3 of Quarter Hours	Semester Hours
Pre-Requisites	10	6	6
Research Methods	5	3.4	4
Core Requirements	30	20	19
Internship	5	3.4	3
Critical Thinking/ Required Electives	10	7	6
Minor	20	12	12
Total	80	51.8	50
Percent of Degree	44%	43%	42%

Rationale for credit hour changes: Proportionately, our credit hours remain as close as we can get to our most recent program, subject to rounding error.

### List of Courses in the Program

Pre-requisites:

1100 Introduction to Communication Theory

1101 History of Communication

Research Methods Requirement (choose 1):

2160 Communication Research Methods (H)

2167 Quantitative Reasoning for Journalists

2169 Interviewing

2149 Survey Research

Core Requirements:

- 2221 Media Writing and Editing
- 2223 Lantern Practicum
- 2226 Multimedia Journalism
- 3204 Media Law and Ethics
- 4221 Enterprise Reporting in Diverse Communities

Internship or Co-Operative (1 required)

- 4190 Journalism and Communication Co-Operative Educational Experience
- 4191 Internship

Critical Thinking Skills (2 required)

- 3223 Principles of Citizen Journalism
- 3402 Crime and the News Media
- 3240 Science Communication
- 3243 International Communication
- 4814 Political Communication
- 4820 Public Opinion and Communication (H)
- 4446 Media Economics

A minor is required.

**Comparison of current quarter-based and proposed semester-based curriculum advising sheets.**

*2 Pages Following*

**Proposed Semester Advising Sheet**

**Program Area Description:** Students in the PAJ area are trained in the skills related to the practice of journalism. In addition to journalism and communication skills, we believe that it is critical for journalism students to be equipped with in-depth knowledge in an area of specialization.

Students in this area will take courses that emphasize the following:

- Integrated reporting, editing and media presentation skills within a multimedia platform
- In-depth understanding of the relationship of journalism to society
- Extensive practical experiences working in a laboratory setting for the print and online student newspaper

Students will train for careers in the news media, or in trade journal and other publications. In addition, they can serve as public information officers, writers, editors, publishers, and media relations specialists.

**Required Prerequisites:** Students must complete the following prior to applying for admission to the Public Affairs Journalism program: **COMM 1100 Introduction to Communication Theory** (passed with C- or better), and **COMM 1101 History of Communication** (passed with C- or better).

<b>Research Method Requirement</b>	<b>(4 credit hrs.)</b>
Choose one of the following:	
COMM 2160 (H) Communication Research Methods <i>(prereq: Statistics 135, 145 or equivalent)</i>	
COMM 2167 Quantitative Reasoning for Journalists	
COMM 2169 Interviewing	
COMM 3149 Survey Research	

<b>Foundation Requirement</b>	<b>(3 credit hrs.)</b>
COMM 3204 Media Law and Ethics	

<b>Core Requirements</b>	<b>(16 credit hrs.)</b>
All four required	
COMM 2221 Media Writing and Editing	
COMM 2223 Lantern Practicum	
COMM 2226 Multimedia Journalism <i>(prereq: English 269 Digital Media Composing)</i>	
COMM 4221 Enterprise Reporting in Diverse Communities	

<b>Required Internship</b>	<b>(3 credit hrs.)</b>
COMM 4190 Journalism and Comm Co-operative Ed Experience	
COMM 4191 Internship (repeatable *)	

<b>Critical Thinking Skills</b>	<b>(6 credit hrs.)</b>
Choose at least two not already counted in other categories	
COMM 3223 Principles of Citizen Journalism	
COMM 3240 Science Communication	
COMM 3243 International Communication	
COMM 3402 Crime and the News Media	
COMM 4446 Media Economics	
COMM 4814 Political Communication	
COMM 4820(H) Public Opinion and Communication	

<b>Required Minor</b>	<b>(required credit hrs vary by program; minimum 12 credit hrs.)</b>
Student will select an approved minor from this list:	
Criminology – General Business – Economics – Geography – International Studies – Political Science – Capital Program	
Student may petition to take a relevant minor in another area with permission of the School. A list of Arts & Sciences minors can be found at <a href="http://artsandsciences.osu.edu/currofc/gec/minors.cfm">http://artsandsciences.osu.edu/currofc/gec/minors.cfm</a>	

<b>Recommended Electives</b>	
COMM 2210 News Design	
COMM 2223.1** Lantern Freelance	
COMM 2442 Mass Communication & Society	
COMM 2511 Visual Communication Design	
COMM 3205 Explanatory Reporting	
COMM 3225 Photojournalism	

\* Repeatable up to 12 credits. Only 3 count toward major.  
 \*\* Repeatable up to 15 credits.  
 (H) Honors course offered



## Current Quarter Advising Sheet

**Program Area Description:** Students in the PAJ area are trained in the skills related to the practice of journalism. In addition to journalism and communication skills, we believe that it is critical for journalism students to be equipped with in-depth knowledge in an area of specialization.

Students in this area will take courses that emphasize the following:

- Integrated reporting, editing and media presentation skills within a multimedia platform
- In-depth understanding of the relationship of journalism to society
- Extensive practical experiences working in a laboratory setting for the print and online student newspaper

Students will train for careers in the news media, or in trade journal and other publications. In addition, they can serve as public information officers, writers, editors, publishers, and media relations specialists.

### **Research Method Requirement** (5 credit hrs.)

Choose one of the following:

COMM 460(H)	Communication Research Methods ( <i>prereq: Statistics 135 or 145</i> )
COMM 463	Communication Industry Research Methods ( <i>prereq: Statistics 135 or 145</i> )
COMM 500	Quant Reasoning for Journalism & Comm
COMM 672	Qualitative Interviewing as Comm. Practice

### **Focus Area Foundation Requirement** (5 credit hrs.)

Choose at least one from the following:

COMM 604	Media Ethics
COMM 607(H)	Mass Comm Law

### **Focus Area Skill Requirements** (25 credit hrs.)

All five required

COMM 421	Reporting and Writing across News Platforms
COMM 422	Media Presentation
COMM 423	Lantern Practicum (repeatable*)
COMM 426	Multimedia Journalism
COMM 621	Enterprise Reporting in Diverse Communities

### **Required Internship -** (5 credit hrs.)

COMM 683	Internship (repeatable **) or
COMM 690	Journalism and Comm Co-operative Ed Experience

### **Focus Area Electives** (10 credit hrs.)

Choose at least two not already counted in other categories

COMM 310	News Design
COMM 311	Visual Communication Design
COMM 423	Lantern Practicum (repeatable *)
COMM 424	Principles of Civic Journalism
COMM 425	Media Management
COMM 500	Quant Reasoning for Journalism & Comm
COMM 502	Crime and the News Media
COMM 545	Strategic Media Planning
COMM 602	Magazine Writing
COMM 604	Media Ethics
COMM 605	Explanatory Reporting
COMM 606(H)	Development of Mass Media in America
COMM 607(H)	Mass Communication Law
COMM 614	Political Communication
COMM 620(H)	Public Opinion and Communication
COMM 640(H)	Science Communication
COMM 642	Mass Communication and Society
COMM 643	Intl Comm and the World Press
COMM 646	Media Economics
COMM 648.01	History of American Newspaper Comic Strips
COMM 648.02	History of American Newspaper Pol. Cartoons

**Required Minor** – Student will select an approved minor from this list:

Criminology – General Business – Economics – Geography – International Studies – Political Science – Capital Program

Student may petition to take a relevant minor in another area with permission of the School. A list of Arts & Sciences minors can be found at <http://artsandsciences.osu.edu/currofc/gec/minors.cfm>

\* Repeatable up to 10 credits.

\*\* Repeatable up to 15 credits. Only 5 count toward major.

H Honors course offered

**Transition policy**

Transition plans are currently being developed to phase in students at various levels of completion. The curriculum will be flexible enough to accommodate the revised requirements. We see a need for one bridge course in journalism at this point, because the required courses 421 & 422 will be merged into one course, 2221. Some students may have had 421 but not 422 as we transition to semesters.

**Implications for Assessment**

For our assessment, we use a variety of direct and indirect methods, across several courses, and our core courses remain essentially the same. None of our assessment practices depend on quarter or semester lengths. As a result, we do not anticipate any changes to our assessment practices under the semester system. We do have an assessment plan on file at OAA.

**Appendix. Sample 4 year (semester) curriculum plan for Public Affairs Journalism**

**Autumn**

**Spring**

Year 1

COMM 1101	3	COMM 1100	3
ENGL 110	3	ENGL 269 (VPA)	3
For Lang. 101	3	For. Lang. 102	3
Math or Logical Skills*	3	Statistics 135 or 145	3
Elective	3	Social Science	3
SBS COL 100	1		
	16		15

Year 2

COMM 2160	4	COMM 2221	4
ENGL 367 (soc div in US)	3	COMM 3404	3
For Lang. 103	3	For Lang. 104	3
Physical Science	3	Biological Science / Lab	4
Elective	3		
	16		14

Year 3

COMM 2223	4	COMM 2226	4
Biological Science	3	COMM 3223	3
History / Intl. Issues	3	Minor course	3
Minor course	3	Culture & Ideas / Intl. Iss	3
Elective	3	Elective	3
	16		16

Year 4

COMM 4191	3	COMM 621	4
COMM 4814	3	Minor course	3
Minor course	3	Open Option	3
Open Option	3	Elective	3
Literature / Intl. Issues	3		
	15		13

School of Communication – Curricular Map - Journalism

**Program learning goals**

Goal 1. To offer students knowledge of the principles of journalism within a social science framework and to foster an understanding of the role of public affairs journalism in society

a. -Students should have an understanding of the core concepts and principles of the role of media in society

b. -Students trained to become journalists should be able to apply critical thinking and analytical skills to systematically evaluate problems and processes

Goal 2. To train students in the practice of multimedia journalism and to adapt to an evolving field

a.-Students graduating from the program should demonstrate basic competency in journalistic skills of reporting and editing across platforms.

b.-Students graduating from the program should demonstrate competency in a content area outside the field of journalism

Goal 3. To prepare students for jobs in media and journalism

a. students should demonstrate basic competency as staff members of The Lantern newspaper

b. -students should demonstrate basic competency in required internship experiences

Curriculum map, indicating how program goals are accomplished via specific courses.

	I. Principles of Journalism	II. Skill Development	III. Professional/Career Preparation
Pre-Requisites			
1100	Basic		
1101	Basic		
Research Methods (1)			
2160, 2167, 2169, 2149		Intermediate	Advanced
Core Requirements			
2221	Intermediate	Intermediate	
2223		Intermediate	
2226	Intermediate	Intermediate	

3204			Advanced
4221			Advanced
Internship or Co-Op			
4190		Advanced	Intermediate
4191		Advanced	Intermediate
Critical Thinking (2)			
3223	Advanced		
3402	Intermediate		Intermediate
3240	Intermediate		Intermediate
3243	Intermediate		Intermediate
4814	Advanced		Advanced
4820	Advanced		Advanced
4446			Advanced