SPECIAL REPORT
OF THE
ACADEMIC MATTERS, ACADEMIC PRIORITIES AND
PROGRAM AND BUDGET COUNCILS
concerning
REVISION OF THE BACHELOR OF ARTS (B.A.) MAJOR REQUIREMENTS
IN THE DEPARTMENT OF JOURNALISM

Presented at the
768th Regular Meeting of the Faculty Senate
April 27, 2017

COUNCIL MEMBERSHIP
ACADEMIC MATTERS COUNCIL

ACADEMIC PRIORITIES COUNCIL
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PROGRAM AND BUDGET COUNCIL
ACADEMIC MATTERS COUNCIL

As part of the plan to replace the Global Education requirement in the College of Social and Behavioral Sciences (SBS) with program-specific requirements, the Department of Journalism is proposing to revise its major. The significant changes from current requirements are:
(1) The minimum number of required credits for the major will increase from 24 to 34. The number of required courses in Journalism will increase from 8 to 11. (The current requirement that students must also complete another major, a minor, or a certificate will remain unchanged.)
(2) Students must complete at least one diversity/international course (3 or 4 credits) from the following sources: a list of approved Journalism courses; a foreign language course; a course taken during study abroad.

At its meeting on April 6, 2016, the Academic Matters Council voted unanimously to recommend Faculty Senate approval of the proposed Revision of the B.A. Major Requirements in the Department of Journalism. It was submitted as proposal #2752 in the Course and Curriculum Management System.

ACADEMIC PRIORITIES COUNCIL

On April 19, 2017, the Academic Priorities Council endorsed approval of this proposal subject after two requested changes were made. The first is that fulfillment of department level international and intercultural requirements can be fulfilled by departmentally approved study abroad. The second is that “At least one course taken to fulfill the major’s international/intercultural requirement must have an international focus (if a topical course), be a foreign language, or be taken during a departmentally approved study abroad.

PROGRAM AND BUDGET COUNCIL

At its meeting on March 22, 2017, the Program and Budget Council voted 9 Yes, 5 No and 1 Abstention on the proposal #2752, Revision of the Bachelor of Arts (B.A.) Major Requirements in the Department of Journalism, as part of a group of related proposals (#s 2748 through 2756 in the Course and Curriculum Management System). It addressed its comments to the framework proposal (#2748).

MOTION: That the Faculty Senate approve the Revision of the Bachelor of Arts (B.A.) Major Requirements in the Department of Journalism, as presented in Sen. Doc. No. 17-063.
Please describe your proposal.

The College of Social and Behavioral Sciences seeks to transform the international and intercultural education focus in our curriculum from the college-based Global Education Requirement for B.A. majors to an integrated theme that is incorporated directly into strengthened and updated B.A. major requirements. (See Proposal 2748 in the UMass Course and Curriculum Management System.)

To graduate, students in the Journalism major must currently fulfill the Global Education Requirement of 15 credits plus their major requirements of 39 credits (24 Journalism credits, 15 minor/certificate/other major credits). After the proposed change, students in the Journalism major will fulfill expanded major requirements totaling 49 credits (34 Journalism credits, 15 minor/certificate/other major credits) that incorporate international and intercultural education directly into the major in a manner tailored to our discipline. The current college level Global Education Requirement will be ended for students in the Journalism major.

The new major level international and intercultural related requirements can be fulfilled through a list of courses designated by the department, by foreign language courses, or by a departmentally approved study abroad.

The major requirements will undergo additional changes not related to international/intercultural education. The number of required Journalism courses will increase from 8 to 11.

Please describe the existing program requirements, listing all required courses and available electives, as well as any additional requirements, and continuation or admissions policies.

1. Journ 300: Newswriting and Reporting (to be taken during sophomore or junior year).

2. Two Advanced Writing/Reporting courses (any of the 4-credit courses we offer, as well as Journ 341: Images in Sports)

3. One Multimedia course. Choose from the following:
   i. Journ 301: Intro to Multimedia Journalism (prereq. Journ 300)
   ii. Journ 333: Intro to Visual Storytelling
   iii. Journ 397G: Multimedia Journalism (prereqs. Journ 300 & 301, or instructor permission)
   iv. Journ 435: Web Design for Journalists (prereqs. Journ 301 or 397G or instructor permission)
   v. Journ 397DJ: Infographics & Data Journalism

4. Two of the following Critical Concepts courses:
   i. Journ 320: History of American Journalism
   ii. Journal 312: Journalism & Law (juniors and seniors only)
   iii. Journal 460: Journalism Ethics (juniors and seniors only, fulfills Integrative Experience)
   iv. Journal 345: Media Criticism
   v. Journal 494MI: Media, Technology and Culture (juniors and seniors only, fulfills Integrative Experience)

5. Two additional Journalism elective courses (any 3 or 4-credit Journalism courses). All credits must be graded; pass/fail credits do not count toward the major, nor do practicum or internship credits. No more than three credits of Independent Study may be applied to the major.

6. An academic minor in another department or program. Another major or a certificate will also satisfy this requirement.
Please describe the requirements that you are proposing, listing course requirements, elective options, as well as any additional requirements, and continuation or admissions policies.

1. Journalism 191: Journalism Success (1 cr.)

2. Journalism 201: Intro to Journalism (3 cr.)

3. Journalism 300: Newswriting and Reporting (4 cr.)

4. Journalism 460: Journalism Ethics (3 cr.)

5. One advanced writing/reporting course (4 cr.)

6. Two multimedia/visual courses from the following menu (3 or 4 cr.):
   - Journalism 301: Intro to Multimedia Reporting
   - Journalism 333: Introduction to Visual Storytelling
   - Journalism 397G: Multimedia Reporting
   - Journalism 435: Web Design for Journalists
   - Journalism 395N: Broadcast News Reporting
   - Journalism 397DJ: Infographics and Data Reporting
   - Journalism 495BP: Broadcast Performance
   - Journalism 495N: Broadcast News Reporting

7. One concepts course from the following menu (3 or 4 cr.):
   - Journalism 320: History of American Journalism
   - Journalism 312: Journalism & Law
   - Journal 345: Media Criticism
   - Journal 494MI: Media, Technology and Culture

8. One international course from the following menu (3 or 4 cr.):
   - Journalism 310: Going Global: Changes in International Journalism
   - Journalism 225: Readings in Journalism (international focus)
   - Departmentally approved study abroad: One course taken during an IPO-approved study abroad program
   - One foreign language course at any level

9. Two Journalism electives (6 to 8 cr.)

10. A minor/certificate/other major.

Please provide the rationale for these revisions.

The College of Social and Behavioral Sciences has provided a rationale for transforming international and intercultural education in the B.A. majors from the college-level Global Education Requirement to departmental requirements. Please see document Rationale for Transformation of International & Intercultural Education in the College of Social & Behavioral Sciences (attached) for this overall rationale.

Within this framework, Journalism has increased its major requirements in order to provide a more rigorous instruction to its students. The first-year seminar, Journ 191: Journalism Success, has been made mandatory for all incoming students. Journ 201: Intro to Journalism has also been made mandatory for all students in order to establish common expectations and critical skills across the major. In light of the tremendous changes currently undertaken by the media industry, we have also made Journ 301: Intro to Multimedia Reporting (4 cr.) and Journ 460: Journalism Ethics compulsory for all majors.
We have maintained the Multimedia requirement, the Critical Concepts requirement, and the two Journalism electives requirement. As mentioned above, we have added an international/intercultural requirement to replace the outgoing Global Education requirement.

Academic Requirements Review

Requirement: Until you declare a subplan, your plan requirements will not appear in this section.
Rule: See your departmental advisor to choose and declare one of the following subplans.
Line: General Journalism
Line: Sports Journalism (this subplan can only be declared by students who have applied and been accepted to the program)
Rule: **Additional Journalism Courses (r10284)
Line: Other Courses
Recall: USD
Recall: ITC
Rule: ***Courses Not used for Degree/Major Requirements*** (r10285)
Recall: PAS
Recall: USD
Recall: ITC

Requirement: V. In addition to the GenEd, Diversity, and College requirements, you must complete the following Major requirements: (rg5028)
Rule: Major Requirements
Line: **No Pass/Fail courses count towards the major**
Recall: CAT
Recall: USE
Line: Limit Internal Transfer Credit
Recall: ITC
Recall: USE
Line: **No more than 3 units of Independent Study courses can be applied toward major requirements**
Recall: USE
Line: 1. Take Journalism 300, Junior Year Writing, at UMass/Amherst. (r11852,ln10)
Recall: TRA
Line: 2. Take Journalism 332. (r11852,ln20)
Line: 3. Take Journal 341. (r11852,ln30)
Line: 4. Take two Concepts and Critical Thinking courses. (r11852,ln40)
Line: 5. Take one Multimedia course. (r11852,ln50)
Line: 6. Take Journal 392T. (r11852,ln60)
Line: 7. Take a Sports Journalism Internship. (r11852,ln70)
Line: 8. Take Journal 425 or 428. (r11852,ln80)
Line: 9a. Complete a minor or major in another department or program. The Journalism Department must be notified and the minor or major approved by the start of your senior year. (r11849,ln90)
Line: OR 9b. Complete 15 credits in courses numbered 200 & above in another department or program. The Journalism Department must approve the courses by the start of your senior year. (r11852,ln100)
Line: 10. Earn a minimum 2.0 average on at least 27 units of Journalism courses. (r11852,ln110)
Rule: **Additional Journalism Courses (r10284)
Line: Other Courses
Recall: USD
Recall: ITC
Rule: ***Courses Not used for Degree/Major Requirements*** (r10285)
Recall: PAS
Recall: USD
Recall: ITC

Requirement: V. In addition to the Gen Ed, Diversity, and College requirements, you must complete the following Major requirements: (rg5029)
Rule: Major Requirements
Recall: **No Pass/Fail courses or Internships count towards the major**
Recall: CAT
Recall: USE
Recall: Limit Internal Transfer Credit
Recall: ITC
Recall: USE
Recall: **No more than 3 units of Independent Study courses can be applied toward major requirements**
Recall: USE
Recall: 1. Take Journalism 300, Junior Year Writing, at UMass/Amherst. (r11849,ln40)
Recall: TRA
Recall: 2. Take one Multimedia course. (r11849,ln45)
Recall: 3. Take two advanced writing/reporting courses. (r11849,ln50)
Recall: 4. Take two Concepts & Critical Thinking courses. (r11849,ln70)
Recall: 5. Take two Journalism courses numbered 200 and above [no course with fewer than 3 credits will count]. (r11849,ln80)
Recall: 6a. Complete a minor or major in another department or program. The Journalism Department must be notified and the minor or major approved by the start of your senior year. (r11849,ln90)
Recall: OR 6b. Complete 15 credits in courses numbered 200 & above in another department or program. The Journalism Department must approve the courses by the start of your senior year. (r11849,ln100)
Recall: 7. Earn a minimum 2.0 average on at least 27 units of Journalism courses. (r11849,ln110)
Recall: **Additional Journalism Courses (r10284)
Recall: Other Courses
Recall: USD
Recall: ITC
Recall: ***Courses Not used for Degree/Major Requirements***
Recall: PAS
Recall: USD
Recall: ITC

If this proposal requires no additional resources, say so and briefly explain why. If this proposal requires additional resources, explain how they will be paid for. For proposals involving instruction, indicate how many new enrollments are expected and whether the courses have room to accommodate them.

This proposal does not require additional resources within SBS or the Journalism major, although the college and department continue to point out the unusually high student to faculty ratios within SBS and call for faculty hiring to address this imbalance. Under the proposed curriculum changes, we expect some increases in demand for courses within SBS, particularly those that are identified as fulfilling international/intercultural requirements within the department. This additional demand has already been considered by us in approving this major change proposal.

(Please refer to Proposal #2752 in the Course and Curriculum Management System for the Track Changes and the Rationale for Transformation of International and Intercultural Education in CSBS.)