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CURRICULUM COMMITTEE RECOMMENDATION

SR-00-01-(20) 61 (CC)

Recommends approval of the listed **COURSE CHANGES** for the **School of Journalism and Mass Communications**:

1. JMC 201 News Writing I
Change in catalog description **FROM:** Techniques of news writing designed to develop basic skills necessary for beginning newspaper reporters and public relations professionals through in-class laboratory experience. (PR: keyboarding proficiency, JMC 101, JMC 102 and passage of JMC Language Skills Exam or JMC 100 with at least a "C"). **TO:** Techniques of cross media news writing designed to develop basic skills necessary for beginning reporters and public relations professionals through in-class laboratory experience. (PR: keyboarding proficiency, JMC 101, JMC 102 and passage of JMC Language Skills Exam or JMC 100 with at least a "C").
Rationale: To reflect changes in the news business.

2. JMC 301 Advanced News Reporting
Change in catalog description **FROM:** Practice in gathering and writing news for the newspaper. Emphasis is placed on beat assignment reporting, interviewing techniques, and some specialized reporting. A laboratory class in which students write for The Parthenon, the university student newspaper. (PR: JMC 102 and JMC 201). **TO:** Practice in gathering and writing news for campus media. Emphasis is placed on beat assignment reporting, interviewing techniques, and some specialized reporting. A laboratory class in which students write for the university student newspaper and its online edition, WMUL-FM and MU Reports. (PR: JMC 102 and JMC 201).
Rationale: To reflect changes in the news business.

3. JMC 302 Newspaper Editing & Design
Change in title to: Advanced Editing & Design
Rationale: To reflect changes in the news business.
-AND-
Change in catalog description **FROM:** Advanced course in newspaper copy editing, headline writing and design. Laboratory instruction and experience on the university newspaper, The Parthenon. (PR: JMC 241 and JMC 301). **TO:** Advanced course in copy editing, headline writing and design for daily, community and public relations newspapers. Laboratory instruction and experience on the printed and online issues of the university newspaper, The Parthenon. (PR: JMC 241 and JMC 301).
Rationale: To reflect changes in the news business.

4. JMC 304 In-Depth Reporting
Change in catalog description **FROM:** Study and practice of research methods and writing techniques for in-depth reporting on topical issues. (PR: JMC 301). **TO:** Study and practice of research methods and writing techniques for in-depth and computer assisted cross media reporting on topical issues. (PR: JMC 301).
Rationale: To reflect changes in the news business.

5. JMC 350 Television Reporting
Change in catalog description **FROM:** Practice in compiling, writing, and producing news for broadcasting. (PR: JMC 301). **TO:** Students report, shoot, edit, write, produce and anchor MU Report, a student-produced newscast. The class makes use of university broadcast facilities and West Virginia Public Television as available. (PR: JMC 301).
Rationale: To reflect changes in the news business.
6. JMC 351 Television News Production
Change in title to: Advanced TV Reporting
Rationale: To reflect changes in the news business.
-AND-
Change in catalog description **FROM:** Examination of and practice in using skills required by the broadcast journalist; writing, taping, editing and announcing. Class makes use of university broadcast facilities and WPBY-TV as available. (PR: JMC 350). **TO:** Students report, shoot, edit, write, produce and anchor MU Report, a student-produced newscast, on an advanced level. The class makes use of university broadcast facilities and West Virginia Public Television as available. (PR: JMC 350).
Rationale: To reflect changes in the news business.
7. JMC 360 Photojournalism I
Change in title to: Digital Imaging for JMC
Rationale: To reflect changes in the news business.
-AND-
Change in content **FROM:** Wet darkroom and still photography. **TO:** Digital photography, both still and video.
Rationale: To better address the needs of all our JMC students.
-AND-
Change in catalog description **FROM:** Methods of taking pictures for newspapers and picture editing. Laboratory work in developing and printing required. Enrollment to 15. **TO:** Methods of taking and editing still and video digital images for print, broadcast and online publication. Enrollment limited to 15.
Rationale: Newspapers and wire services have for the most part abandoned "wet darkroom" photography for digital cameras and editing. The primary reasons are expense and time. Television news operations have switched from videotape to digital.
8. JMC 382 Advertising Copy Writing
Change in title to: Advertising Strategy & Execution
Rationale: To reflect changes in the news business.
-AND-
Change in content **FROM:** Covers fundamental strategies for individual advertisement, the principles of effective copy and writing copy for major media. **TO:** Writing advertising strategies that reflect the creative relationship with marketing, media, promotion and research, executing the materials to implement the strategies and building an advertising portfolio.
Rationale: Responding to changes in the market. Advertising industry practices have become more grounded in strategies to guide development of ads and ad campaigns and graduates are expected to be proficient in strategy development and delivery.
-AND-
Change in catalog description **FROM:** Practice in obtaining material and writing copy for advertisements in all media. **TO:** Analyzing advertising problems in a case study approach,

proposing strategic solution and implementing the strategy. Students must write and produce advertisements for a variety of media. (PR: JMC 221, JMC 245 and JMC 341).

Rationale: The new description reflects the shift in emphasis from solely writing to that of strategy development, writing and production of advertisements.

9. JMC 402 Law of Mass Communications

Change in catalog description FROM: Legal aspects of mass communications as they apply to the professional journalist. (PR: junior standing). TO: A cross-media overview of the legal concepts important to the media professional with special focus on the roles, rights and responsibilities of those individuals. (PR: Junior Standing).

Rationale: To reflect changes in the news business.

10. JMC 414 Reporting Public Affairs

Change in catalog description FROM: Instruction in reporting local, state, and federal government; politics, finance, and labor; social and environmental issues and other areas, with emphasis on background and interpretation. Course includes field trips and guest speakers. (PR: JMC 301). TO: Advanced instruction in cross media reporting local, state, and federal government; politics, finance, and labor; social and environmental issues, with emphasis on background and interpretation. Course includes field trips and guest speakers. (PR: JMC 301).

Rationale: To reflect changes in the news business.

FACULTY SENATE PRESIDENT:

APPROVED

BY SENATE: Donna Donathan DATE: 12-15-00

DISAPPROVED

BY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: Don Ga DATE: 12/18/00

DISAPPROVED: _____ DATE: _____

COMMENTS: _____

