FAIRMONT STATE UNIVERSITY

MEMORANDUM

TO: Curriculum Committee

FROM: Jack Kirby

DATE: September 17, 2012

SUBJECT: Curriculum Proposal #12-13-02
            Final Faculty Senate Approval 10/09/2012

I recommend approval of the attached Curriculum Proposal #12-13-02 from the College of Liberal Arts, Department of Language and Literature.

The proposal creates three new courses as electives for the journalism minor:

JOUR 3330 Writing for Multimedia – 3 credits
JOUR 3350 Participatory Journalism and Social Media – 3 credits
JOUR 3390 Multimedia Ethics & Law – 3 credits

These courses will give students instruction in participatory media and the growing needs of employers locally and worldwide as well as stressing implications for democracy.

c: Dr. Christina Lavorata
        Dr. Deanna Shields
        Dr. Van Dempsey
        Dr. J. Robert Baker
        Ms. Evie Brantmayer

10 September 2012

Jack Kirby
Associate Provost
Fairmont State University
Campus

Dear Jack:

We approve the attached curriculum proposal that is being submitted to the Faculty Senate Curriculum Committee to establish

JOUR 3330 Writing for Multimedia - 3 credits
JOUR 3350 Participatory Journalism and Social Media – 3 credits
JOUR 3390 Multimedia Ethics & Law – 3 credits

This proposal was passed by the faculty of Language and Literature.

Yours sincerely,

J. Robert Baker
Language and Literature

Deanna Shields
Dean, College of Liberal Arts

JOURNALISM/SOCIAL MEDIA CURRICULUM PROPOSAL
CURRICULUM PROPOSAL (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number: 12-13-02

School/Department/Program: College of Liberal Arts; Dept. of Language and Literature

Preparer/Contact Person: Dr. Sharon Wills Brescoach

Telephone Extension: X-4254

Date Originally Submitted: September, 2012

**Revision (Indicate date and label it
Revision #1, #2, etc.):**

Implementation Date Requested: Fall 2013

I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal creates three new courses as electives for the journalism minor:
    JOUR 3330 Writing for Multimedia - 3 credits
    JOUR 3350 Participatory Journalism and Social Media – 3 credits
    JOUR 3390 Multimedia Ethics & Law – 3 credits

These courses will give students instruction in participatory media and the growing needs of employers locally and worldwide as well as stressing implications for democracy.

II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II– V. If any section does not apply to your proposal, reply N/A.

A. Deletion of course(s) or credit(s) from program(s)

N/A

Total hours deleted. _____

B. Addition of course(s) or credit(s) from program(s)

The three courses added will be as electives and not required.

Total hours added. _____

C. Provision for interchangeable use of course(s) with program(s)

N/A

D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

N/A

E. Other changes to existing courses such as changes to title, course number, and elective or required status.

N/A

F. Creation of new course(s). For each new course
1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU, PC&TC, or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.

JOUR 3330 Writing for Multimedia - 3 credits. FSU. Elective
JOUR 3350 Participatory Journalism and Social Media - 3 credits. FSU. Elective
JOUR 3390 Multimedia Ethics & Law – 3 credits. FSU. Elective

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

See Appendix B

3. Include, as an appendix, a detailed course outline consisting of at least two levels (graph sections)

See Appendix C

4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

See Appendix D

G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

1. Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

The proposal does not affect the numbers for the courses in the minor or the teaching field for the B.A. in education; courses are only being added as electives.

2. Include proof that this proposal meets the degree definition policy (Board of Governor's Policy #52) as part of the Proposed Program in Appendix A.

N/A – this proposal affects only a minor and a teaching field for the B.A. in education.

3. Exceptions to the degree definition policy: As per policy #52, programs seeking exceptions to any of the maximum credit hour limits must submit formal requests to the Board of Governors for approval. Explain the rationale for the exception by documenting the existence of one or more of the criteria in paragraph 4.2.

No exception is sought.

III.   **RATIONALE FOR THE PROPOSAL**.

    A. **Quantitative Assessment**: Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

We need to prepare our students minoring in journalism or pursuing a B.A. in education with journalism as a teaching field for the changing nature of journalism. A review of many journalism programs in both accredited ACEJMC and non-ACEJMC-accredited schools of journalism reveals that media ethics and law are required courses.

Multimedia, participatory journalism, and social media are creating unmatched opportunities in the job market and are taking the place of "mainstream" media/journalism. According to Franklin University, the only university with a major in social media, career opportunities are expanding at a prodigious rate: "The number of social media job postings has increased by more than 600% in the past 7 years, posting 21,000 jobs on Indeed.com in May 2010 as social media rapidly becomes an integral part of our societal fabric." (http://www.franklin.edu/degree-programs/college-of-arts-sciences-technolgy/undergraduate-majors/social-media-design).

In a table showing social media technologies used in award-winning PR campaigns, Distaso, McCorkindale and Wright (2011) track the rise in various social media:

Social Media Technology	Percentage of campaigns that used the technology
Blogging	73%
Twitter	50%
Video	34%
Facebook	32%
YouTube	21%
Linking In	14%
Wiki	11%
Video Blogging	11%
Podcasting	11%
Flicker	5%
MySpace	0%

In West Virginia, West Virginia University has a certificate program in social media, but that program does not address participatory journalism to any extent. Marshall University has a digital media major. These are the only public institutions training journalism majors and minors in social media.

Additionally, issues related to libel, copyright, etc., are clearly unfamiliar to journalism students as they continually have difficulties recognizing these problems in print and online.

    B. **Qualitative Assessment**: Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

The "Information Age" has created new challenges for journalism. Concepts such as "citizen" or "participatory journalism" are now commonplace in mass communication. With strong writing skills, journalism minors and English majors will make significant contributions to the developments in journalism, including social media, independent citizen news, and blogs (among other cyber-outlets). These abilities provide unmatched opportunities in the job market, which are taking the place of "mainstream" media/journalism. Secondary education teachers with a concentration in journalism will need to be prepared to teach these new media as these media become more prevalent in the school.

After a period of having no full-time advisor/coordinator, Fairmont State University's journalism program is redeveloping. Interest in the minor and in the concentration are growing, but our limited course offerings do not adequately prepare students for the field.

IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature
		Van O. Dempsey

V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

VI. ADDITIONAL COMMENTS.

APPENDIX A
B.X. Degree in XXXXXXXX
Current Program

Required Major Courses			HRS
TOTAL Required Major Courses			XX
Major Electives			XX
Minor Electives			XX

TOTAL HOURS FOR MAJOR			**XX**

Required General Studies Courses			
First Year Experience			15-16
ENGL	1104	Written English I	3
ENGL	1108	Written English II	3
INFO	1100	Computer Concepts and Applications	3
MATH			3-4
COMM	2200, 2201, OR		
	2202	Communication	3
Scientific Discovery			8
Cultural / Civilization Exploration			9
Society / Human Interactions			6
Artistic / Creative Expression			6

TOTAL GENERAL STUDIES HOURS			**XX**

TOTAL FREE ELECTIVES			**XX**

TOTAL HOURS			**XXX**

B.X. Degree in XXXXXXXX
Proposed Program
--and--
Analysis of Compliance with Degree Definition Policy

Required Major Courses			HRS	Degree Definition Policy
TOTAL Required Major Courses			XX	
Major Electives			XX	
Minor Electives			XX	
TOTAL HOURS FOR MAJOR			**XX**	Max 65
Required General Studies Courses				
First Year Experience				15-16
ENGL	1104	Written English I	3	
ENGL	1108	Written English II	3	
INFO	1100	Computer Concepts and Applications	3	
MATH			3-4	
COMM	2200, 2201, OR 2202	Communication	3	
Scientific Discovery				8
Cultural / Civilization Exploration				9
Society / Human Interactions				6
Artistic / Creative Expression				6
TOTAL GENERAL STUDIES HOURS			**XX**	32-42
TOTAL FREE ELECTIVES			**XX**	Min 21
TOTAL HOURS			**128**	128

APPENDIX B
Course Descriptions

JOUR 3330 Writing for Multimedia - 3 credits – This course provides students the skills to write in a variety of media formats as well as to create other multi-media projects. In addition to writing for websites, students will learn to embed video, audio, animation, and other platforms as their stories are published.

JOUR 3350 Participatory Journalism and Social Media - 3 credits – This course develops students' abilities to report stories in a professional journalistic manner for use on electronic media sites, including social media, blogs, and new mobile media applications. Students will learn to incorporate user-generated content (UCG).

JOUR 3390 Multimedia Ethics & Law – 3 credits – This course provides a comprehensive overview of legal and ethical issues pertaining specifically to journalism and media. In addition to case studies, students will be asked to critically analyze "real world" dilemmas using legal and philosophical concepts.

JOUR 3330: Writing for Multimedia

Course Outline:

I.   Multimedia Writing
  a.   Writing across the convergent and cross-media platforms
  b.   Tools, headlines, structure, and AP Style for news stories
  c.   News in a digital world

II.   Computer-Assisted Journalism
  a.   Gathering information online
  b.   Conducting interviews online
  c.   Use of database software to determine mathematical figures

III.   Design, Social Media, and Citizen Journalism
  a.   Understanding the digital audience and targeting audiences
  b.   Blogging, social media, web design, and using multimedia online
  c.   Participatory or citizen journalism

JOUR 3350: Participatory Journalism & Social Media

Course Outline:

I.   Definitions and Terminology of Participatory Journalism
  a.   Citizen or participatory journalism
  b.   Digital reporting and journalistic writing for online sites
  c.   Crowd sourcing, audience research
  d.   Pro-Am (professional/amateur) journalism
  e.   Computer-Assisted Reporting (CAR)

II.   Effectively Using Social Media
  a.   Basics of social media use
  b.   Blogging, Facebook, LinkedIn, Delicious, and other online social media
  c.   Social media as journalism
  d.   Managing community news conversation online

III.   Web and other Online Journalism Design
  a.   Servers, Cascading Style Sheets (CSS), and other terminology
  b.   Guidelines for basic Web design
  c.   Using multi-media on web pages – video, audio, etc.

JOUR 3390: Media Ethics & Law

Course Outline:

I.   Historical Development of the First Amendment
   a. U.S. Legal System
   b. Libel, slander, and their defenses
   c. Major media legal cases

II.   Legal Issues & Responsibilities of the media
   a. Electronic media laws & Telecommunications Act of 1996
   b. Intellectual property and copyright law
   c. Right to privacy, conflict of interest, shield laws, and other laws

III. Ethical Foundations and Media Codes of Ethics
   a. Basic frameworks and philosophical principles of media ethics
   b. Media ethical codes and standards
   c. Ethical cases studies
        i. Photojournalism
        ii. Print journalism
        iii. Telecommunications
        iv. Persuasive media (advertising and PR cases)
        v. Other cases – politics, sources, etc.

APPENDIX D
Outcome Competencies and Methods of Assessment

JOUR 3330. Writing for Multimedia

Outcome 1.
Students will demonstrate awareness of the multiple roles of writing in multimedia.

Outcome 2.
Students will be able to apply different styles and formats of writing encountered by multimedia writers, including traditional broadcast forms.

Outcome 3.
Students will be able to choose the appropriate writing style and format to achieve goals and "read" an audience's needs with accepted standard of grammar.

Outcome 4. Students will be able to create ideas for multimedia content.

Outcome 5. Students will gather, evaluate, and edit data to use in content including.

Outcome 6. Students will employ Internet technologies to publish information.

Outcome 7. Students will analyze ethical considerations in dealing with Internet audience and in achieving professional relationships via the Internet.

Assessment Measures: May include but are not limited to Class Discussions, Exams, Presentations, Papers. Standard departmental rubrics for each measure are available in TaskStream.

JOUR 3350. Participatory Journalism and Social Media

Outcome 1.
Students will be able to explain citizen or participatory journalism by utilizing sources to find and cover stories in a traditional journalistic means through digital media forms.

Outcome 2.
Students will be able to demonstrate an ability to design and analyze the use of blogs, Facebook, and other online social media to spread effective journalistic communication.

Outcome 3.
Students will be able to apply the basics of web design and digital terminology (e.g. CSS, FTP), legal and ethical aspects of online media, a familiarity with open –sources reporting, computer-assisted reporting (CAR), mobile technology effects, and knowledge of online audience.

Assessment Measures: May include but are not limited to Class Discussions, Exams, Presentations, Papers. Standard departmental rubrics for each measure are available in TaskStream.

JOUR 3390.   Multimedia Ethics & Law

Outcome 1.
Students will be able to discuss the conflicting traditions of a free but regulated mass media.

Outcome 2.
Students will be able to identify "unprotected" forms of communication.

Outcome 3.
Students will be able to identify "especially protected" forms of communication and explain major media laws such as libel, Freedom of Information Act, copyright law, open meetings, and shield laws among others.

Outcome 4.
Students will be able to evaluate and discuss the regulation of telecommunications and issues arising from the application of law, technology, and policy.

Outcome 5.
Students will be able to effectively and critically analyze media issues for legal and ethical applications in media.

Assessment Measures: May include but are not limited to Class Discussions, Exams, Presentations, Papers. Standard departmental rubrics for each measure are available in TaskStream.