

5-4-1987

## Proposed Revision for an Inerdisciplinary Major in Communication-Journalism Concentration

The College at Brockport, College Senate

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Resolution #25

TO: President John E. Van de Wetering

FROM: The Faculty Senate Meeting on May 4, 1987  
(Date)

RE: X I. Formal Resolution (Act of Determination)  
       II. Recommendation (Urging the fitness of)  
       III. Other (Notice, Request, Report, etc.)

SUBJECT: Proposed Revision for an Interdisciplinary Major in Communication  
 Journalism Concentration



Signed Roger M. Wetering Date Sent 5/5/87  
 (For the Senate)

TO: The Faculty Senate

FROM: President John E. Van de Wetering

RE: I. Decision and Action Taken on Formal Resolution

a. Accepted. Effective Date Jan 87

b. Deferred for discussion with the Faculty Senate on \_\_\_\_\_

c. Unacceptable for the reasons contained in the attached explanation

II., III. a. Received and acknowledged

b. Comment:

DISTRIBUTION: Vice Presidents: see attached list

Others: \_\_\_\_\_

Distribution Date: 5/11/87 Signed: [Signature]  
 (President of the College)

Date Received by the Senate: \_\_\_\_\_

Proposed Revision  
Interdisciplinary Major in Communication  
JOURNALISM CONCENTRATION

The Concentration in Journalism prepares students for employment in newspaper, magazine and broadcast journalism; the wire services; advertising; public and community relations; social and community services agencies; corporate communications and government service.

Students pursuing the Concentration in Journalism, in addition to completing a minimum of 34 semester hours in journalism and journalism-related communication courses (including a liberal arts core of 15 semester hours and a minimum of 19 semester hours in one of three sequences: News-Editorial, Broadcast Journalism or Public Relations), must complete the requirements of one academic minor or second major. No more than 54 semester hours of Communication courses may be credited toward completion of the 120 semester hours required for graduation.

Admission to the Concentration in Journalism

Students should apply for admission to the Concentration in Journalism no later than the first semester of their junior year. Students must have completed, with a grade of C or better, the following courses (or their approved transfer equivalents) prior to admission to the Concentration in Journalism: CMC 262, Introduction to Mass Communication (see Note 1) and CMC 224, Newswriting and Reporting.

I. Liberal Arts Core (15 semester hours required)

CMC 262 A	Introduction to Mass Communication (see note 1)	3 cr.
CMC 438 A	History of American Journalism	3 cr.
CMC 467 A	Theories of Mass Communication	3 cr.
CMC 468 A	Law of Mass Communication	3 cr.
CMC 493 A	Contemporary Journalism Issues	3 cr.

II. Specialization Sequences

A. News-Editorial Sequence (19 semester hours required)

Required Courses

CMC 223 A	Newsroom System Orientation	1 cr.
CMC 224 A	Newswriting and Reporting	3 cr.
CMC 226 A	Advanced Newswriting and Reporting	3 cr.
CMC 322 B	Editorial Methods	3 cr.
CMC 323 B	Newspaper Layout and Design	3 cr.
CMC 325 A	Feature Writing	3 cr.
CMC 422 A	Specialized Writing	3 cr.

Suggested Electives (see note 2)

CMC 331 A	Magazine Writing	3 cr.
CMC 361 A	Sportswriting	3 cr.
CMC 421 A	Public Affairs Reporting	3 cr.
CMC 429 B	Newspaper Management	3 cr.
CMC 436 B	Professional Journalism Internship (see note 3)	2-6 cr.
CMC 462 A	Media Research Methods	3 cr.
CMC 463 A	Mass Communication and Society	3 cr.

B. Broadcast Journalism Sequence (19 semester hours required)

Required Courses

CMC 223 A	Newsroom System Orientation	1 cr.
CMC 224 A	Newswriting and Reporting	3 cr.
CMC 243 A	Radio and Television Writing I	3 cr.
CMC 322 B	Editorial Methods	3 cr.
CMC 343 B	Broadcast Announcing	3 cr.
CMC 366 B	Broadcast Journalism	3 cr.
CMC 466 B	Advanced Broadcast Journalism	3 cr.

Suggested Electives (see note 2)

CMC 226 A	Advanced Newswriting and Reporting	3 cr.
CMC 346 B	Radio Production	3 cr.
CMC 348 B	Television Production	3 cr.
CMC 421 A	Public Affairs Reporting	3 cr.
CMC 456 B	Professional Broadcast Internship (see notes 3 and 4)	2-6 cr.
CMC 462 A	Media Research Methods	3 cr.
CMC 463 A	Mass Communication and Society	3 cr.

C. Public Relations Sequence (19 semester hours required)

Required Courses:

CMC 223 A	Newsroom System Orientation	1 cr.
CMC 224 A	Newswriting and Reporting	3 cr.
CMC 322 B	Editorial Methods	3 cr.
CMC 325 A	Feature Writing	3 cr.
CMC 332 A	Public Relations Principles and Practices	3 cr.
CMC 334 A	Public Relations Methods and Problems	3 cr.
CMC 432 A	Public Relations Campaigns	3 cr.

Suggested Electives (see note 2):

CMC 226 A	Advanced Newswriting and Reporting	3 cr.
CMC 323 B	Newspaper Layout and Design	3 cr.
CMC 331 A	Magazine Writing	3 cr.
CMC 422 A	Specialized Writing	3 cr.
CMC 434 A	Public Relations Management	3 cr.
CMC 436 B	Professional Journalism Internship (see note 3)	2-6 cr.
CMC 462 A	Media Research Methods	3 cr.
CMC 463 A	Mass Communication and Society	3 cr.

III. ACADEMIC MINOR OR MAJOR (18-36 hours required)

Students pursuing the Concentration in Journalism are required to complete a minor or a second major at this College in a discipline other than Communications.

NOTES:

- Note 1. Students specializing in the Broadcast Journalism Sequence are required to complete CMC 242, Fundamentals of Radio-Television, in lieu of CMC 262, Introduction to Mass Communication.
- Note 2. Suggested electives in each specialization sequence are NOT required, and may be taken only with advisor approval and in addition to the required 34 semester hours of journalism and journalism-related courses outlined for each sequence.
- Note 3. Students may enroll for CMC 436 and CMC 456 only with permission of the instructor.
- Note 4. Students specializing in the Broadcast Journalism Sequence may substitute CMC 436 for CMC 456 with permission of the instructor.
- Note 5. Although there is no formal Business Administration minor, students may complete an approved sequence of no fewer than 18 semester hours. Such sequences shall require prior approval of the Department of Communication.

Effective 9/1/87