

12-11-1995

# Undergraduate Major in Journalism

The College at Brockport, College Senate

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**Resolution # 6**

**1995-96**

TO: President John E. Van de Wetering

FROM: The Faculty Senate Meeting on: November 27, 1995

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

SUBJ: **Undergraduate Major in Journalism**

Signed: Roger M. Wais Date Sent: 12/11/95  
 (Faculty Senate President)



TO: The Faculty Senate

FROM: President John E. Van de Wetering

RE: I. Decision and Action Taken on Formal Resolution

- a. Accepted. Effective Date: Feb, 96
- 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: Cover sheet only, full resolution  
available through Faculty Senate office.

Distribution Date: 12/14/95 Signed: [Signature]  
 (President of the College)

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## Undergraduate Major in Journalism

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to be administered by the  
Department of Communication  
State University of New York College at Brockport

The Department of Communication seeks the support of the Faculty Senate at the SUNY College at Brockport in offering, commencing with the 1996-1997 academic year, an undergraduate Major in Journalism and Public Relations. The faculty of the Department of Communication, following prolonged debate, voted April 19, 1995, to approve and forward to the Faculty Senate and the administration of the College a proposal for such a major.

### Historical Background

The Department of Communication (then the Department of Speech) first offered in the Fall 1975 semester an 18 credit hour concentration in journalism within what was then its major in Speech Communication. That concentration was one of five, the others being communication studies, rhetorical studies, communication disorders and broadcasting. Seeking to align curricular concentrations with similar or allied objectives and approaches, the department in the Fall 1981 semester moved the journalism and broadcasting concentrations (now labeled sequences) to its Interdisciplinary Major in Communication and redesigned its second separate Major in Speech Communication.

In the 1982-1983 academic year, the department sought but was unsuccessful in obtaining SUNY approval of separate 36 credit hour majors in both journalism and broadcasting. Thus, the department (redesignated in 1982 the Department of Communication) in the Fall semester of 1983 initiated 36 credit hour sequences in journalism and broadcasting, retaining them within its Interdisciplinary Major in Communication. The journalism sequence, in effect, became a "major within a major."

The journalism sequence, now identified as a track, was modified and strengthened in the Fall of 1987 by the additional requirement that students enrolled in the program complete a minor or second major in a discipline other than communication in addition to 34 credit hours of journalism and communication courses. The journalism track thus required successful completion of at least 54 credit hours of coursework within and outside the Department of Communication.

Whether a concentration, a sequence or a track, students in the journalism program in the Fall 1975-Spring 1994 period were additionally expected to concentrate their studies in one specialty area: news-editorial (print) journalism, broadcast



journalism, magazine journalism (eliminated in Fall 1987) or public relations.

The course structure of the journalism track remained unchanged until the Fall 1994 semester when it underwent a major revision. That revision reduced the number of credit hours required in journalism and communication to 32; deleted the specialty areas of news editorial journalism, broadcast journalism and public relations in favor of a common core of journalism and communication courses augmented by student elections of journalism specialization courses; and removed the requirement for a minor or second major in another discipline, replacing that requirement with two 12 credit hour requirements: one a cognate liberal arts requirement consisting of courses in economics, English, history, political science and sociology; the second a cognate specialty area requirement consisting of four upper division courses in any one disciplinary area other than the Department of Communication. The journalism track, in its present form, thus requires that students successfully complete at least of 56 credit hours within and outside the course offerings of the Department of Communication.

#### Proposed Undergraduate Major in Journalism and Public Relations

With this history of the development of journalism instruction at Brockport recounted, the Department of Communication now seeks to establish journalism and public relations as a distinct and identifiable major for undergraduate students. It is the belief of the department that to do so will advertise and establish the journalism program's existence and identity among high school and transfer students with an interest in mass communication, journalism and public relations, thereby potentially enhancing the College's success in attracting such students to this campus; enhance the marketability of our graduates as they can claim to have completed a major in journalism and public relations rather than merely having completed a journalism "track" within a more global major in communication; enhance the success of the department and College in attracting and recruiting new teaching faculty in the areas of journalism, public relations and mass communication; and be advantageous in the department's efforts to eventually obtain accreditation of the journalism program by the Association for Education in Journalism and Mass Communication. In short, establishment of a Major in Journalism and Public Relations may be seen as a step to overcoming an "identity crisis" currently limiting the journalism program's further growth and development.

The proposed Major in Journalism and Public Relations consists of 36 credit hours of coursework in journalism and communication within the Department of Communication, together with a requirement that students complete a minor or second major in a disciplinary area outside the Department of Communication.

It is structurally a combination of the journalism and mass communication course requirements of the 1994 revision of the journalism track (two required courses are changed from three credit/three contact hour courses to four credit/four contact hours courses), with a reinstatement of the news-editorial (print) journalism, electronic (broadcast) journalism and public relations specialty areas and the requirement for a minor or second major in a discipline other than communication characteristic of the journalism track from 1987 to 1994.

Comparison of Old, Current and Proposed Programs

Journalism Sequence (1983-1994)	Journalism Track (1994-1996)	Proposed Journalism Major (1996- )
Journalism/Mass Communication Liberal Arts Core (18 cr hr)	Communication Liberal Arts Core (10 cr hr)	Journalism/Mass Communication Core (21 cr hr)
Journalism and Mass Communication Requirements (22 cr hr)		
<u>One of three</u> Journalism Specialties--News-Editorial, Broadcast, Public Relations (19 cr hr)		<u>One of three</u> Journalist Sequences --News-Editorial, Electronic, Public Relations (15 cr hr)
Non-communication Liberal Arts Cognate (12 cr hr)		
Non-Communication Specialty Area Cognate (12 cr hr)		
Non-Communication Minor or Second Major (added 1987) (18-36 cr hr)		Non-Communication Minor or Second Major (18-36 cr hr)
TOTAL CREDIT HOURS: 36 within department (1975-1987); 54-72 [36 within department, 18-36 outside department] (1987-1994)	TOTAL CREDIT HOURS: 56 [32 within department, 24 outside department]	TOTAL CREDIT HOURS: 54-72 [36 within department, 18-36 outside department]



To recapitulate, the Proposal for an Undergraduate Major in Journalism and Public Relations represents some substantial modification of the current Journalism Track within the Interdisciplinary Major in Communication, those modifications taking the form of a return to many of features of earlier variants of the Journalism Track that were perhaps precipitously abandoned. Nevertheless, the proposed new major is not a radical departure from the journalism curriculum and instruction now being offered by the Department of Communication, and as such raises no imminent question of requirements for additional staffing, equipment, facilities and other resources as would be occasioned by the introduction of an entirely new and previously not offered academic major.

### The Proposed Undergraduate Major

#### MAJOR IN JOURNALISM AND PUBLIC RELATIONS

The Major in Journalism and Public Relations prepares students for positions in newspaper, magazine, broadcast and wire service journalism; public and community relations; public information; advertising; corporate communications and government service.

Students pursuing the Major in Journalism and Public Relations, in addition to successfully completing a minimum of 36 credit hours in journalism and mass communication courses, must additionally complete a minor or second major in a discipline other than Journalism, Communication or Broadcasting (or with departmental approval, a contractual program of study outside the Department of Communication in an area not constituting a College sanctioned minor or second major). Thus, successful completion of all requirements for the Major in Journalism and Public Relations requires a minimum of 54 credit hours of prescribed coursework.

At least 15 of the 36 credit hours required in journalism and mass communication courses must be taken at SUNY College at Brockport.

Successful completion of the Major in Journalism and Public Relations also requires that students complete, with a grade of C or better, the following courses: CMC 202, Principles of Communication (required of all majors in the Department of Communication and must be taken at Brockport); and both CMC 262, Introduction to Mass Communication, and CMC 224, Newswriting and Reporting (or their approved transfer equivalents). In addition, students will be expected to successfully complete a Journalism Skill Qualifying Examination prior to their acceptance into the Major in Journalism and Public Relations.

**JOURNALISM AND MASS COMMUNICATION REQUIREMENTS**

**I. Journalism/Mass Communication Core (21 credit hours)**

- |           |   |           |
|-----------|---|-----------|
| CMC 202 A | Principles of Communication<br>(Required of all majors in the<br>Department of Communication and must<br>be taken at Brockport) | 3 cr. hr. |
| CMC 224 A | Newswriting and Reporting   | 3 cr. hr. |
| CMC 262 A | Introduction to Mass Communication  | 3 cr. hr. |
| CMC 468 A | Mass Media Law and Ethics<br>NEW COURSE TITLE AND CONTENT   | 3 cr. hr. |
| CMC 493 A | Current Journalism Issues and<br>Problems NEW COURSE TITLE  | 3 cr. hr. |
| CMC 494 A | Journalism Thesis/Project<br>NEW COURSE   | 3 cr. hr. |

AND any one of the following, selected by advisement:

- |           |                                |           |
|-----------|--------------------------------|-----------|
| CMC 438 A | History of American Journalism | 3 cr. hr. |
| CMC 462 A | Mass Media Research            | 3 cr. hr. |
| CMC 463 A | Mass Communication and Society | 3 cr. hr. |
| CMC 467 A | Theories of Mass Communication | 3 cr. hr. |

In addition, students pursuing the major must select, with advisement, one of the following 15 credit hour specialization sequences.

**II. News-Editorial Sequence (15 credit hours)**

- |           |                                       |           |
|-----------|---------------------------------------|-----------|
| CMC 226 A | Advanced Newswriting and<br>Reporting | 3 cr. hr. |
| CMC 322 B | Editorial Methods                     | 3 cr. hr. |
| CMC 325 B | Feature Writing                       | 3 cr. hr. |

AND two of the following, selected by advisement:

- |           |   |           |
|-----------|---|-----------|
| CMC 243 A | Radio and Television Writing I                | 3 cr. hr. |
| CMC 228 A | Public Relations Writing<br>NEW COURSE        | 3 cr. hr. |
| CMC 323 B | Newspaper Layout and Design                   | 3 cr. hr. |
| CMC 326 B | Public Affairs Reporting<br>NEW COURSE NUMBER | 3 cr. hr. |
| CMC 328 A | Editorial and Opinion Writing<br>NEW COURSE   | 3 cr. hr. |

**III. Electronic Journalism Sequence (15 credit hours)**

- |           |                               |           |
|-----------|-------------------------------|-----------|
| CMC 243 A | Radio & Television Writing I  | 3 cr. hr. |
| CMC 343 A | Broadcast Announcing          | 3 cr. hr. |
| CMC 366 B | Broadcast Journalism          | 3 cr. hr. |
| CMC 466 B | Advanced Broadcast Journalism | 3 cr. hr. |



AND one of the following, selected by advisement:

CMC 346 B	Radio Production	3 cr. hr.
CMC 348 B	Television Production	3 cr. hr.
CMC 358 B	ENG Field Production	3 cr. hr.

**IV. Public Relations and Public Information Sequence  
(15 credit hours)**

CMC 228 A	Writing for Public Relations	3 cr. hr.
	NEW COURSE	
CMC 332 A	Public Relations Principles and Practices	3 cr. hr.
CMC 334 A	Public Relations Methods and Cases	3 cr. hr.
	NEW COURSE TITLE AND CONTENT	

AND two of the following, selected by advisement:

CMC 201 A	Public Speaking	3 cr. hr.
CMC 243 A	Radio and Television Writing I	3 cr. hr.
CMC 326 B	Feature Writing	3 cr. hr.
	NEW COURSE NUMBER	
CMC 432 B	Public Relations Campaigns	3 cr. hr.
CMC 477 A	Organizational Communication	3 cr. hr.

**TOTAL CREDIT HOURS REQUIRED: 36 cr. hr.**

NON-COMMUNICATION MINOR OR SECOND MAJOR

All students pursuing the Major in Journalism and Public Relations must also complete a minor (normally 18 credit hours) or a second major (normally 30-36 credit hours) in a discipline other than Journalism, Communication or Broadcasting.

In lieu of a minor or second major, students may elect, with departmental approval, to substitute a contractual program consisting of a minimum of 18 credit hours of coursework in an area of study not identified as a formal minor or major at Brockport. Study of a foreign language study other than Spanish or French (in which minors are offered), bilingual-multicultural studies, or foreign cultural studies is encouraged as such a program.

**Note on New, Retitled and Renumbered Courses**

The following new courses would be introduced in the proposed Major in Journalism:

CMC 228	Writing for Public Relations	
CMC 328	Editorial and Opinion Writing	



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CMC 494 Journalism Thesis/Project (Will serve as a writing intensive "capstone" for the Major in Journalism, satisfying the upper-division applied writing requirement of the General Education Program)

The following courses would be retitled and/or renumbered in the proposed Major in Journalism:

CMC 334 Public Relations Methods and Cases  
(New course title for CMC 334, Public Relations and Problems)

CMC 326 Public Affairs Reporting  
(New course number for CMC 441, Public Affairs Reporting)

*Effective for students matriculating Fall 1996 or later*

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