

New Course Proposal Form

Directions:

- A. Complete this form.
- B. Attach a syllabus or course guidelines that includes
 - a. list of measurable student learning outcomes
 - b. information on how outcomes will be assessed including descriptions of reading and writing activities, projects, presentations, testing, etc
 - c. list of course requirements such as attendance, assignments, etc
- C. Have your proposal reviewed by the appropriate department and school/college committee.
- D. Submit your proposal to the University Curriculum Committee in care of the Office of Academic Affairs.

Form information:

1. Department/Program: BJRN
Course Information: BJRN 2600 Introduction to Digital Journalism
3 / JOUR 1030/ INTM 1600
Credit Hours Prerequisites

2. Catalog Description for the catalog: (This description should briefly describe the basic content of the course as it will be offered.) This course will help students begin to conceptualize how a multi-media, interactive online environment changes the dynamics of news storytelling. Students will learn how to integrate text, images, sound and video into cohesive, compelling and comprehensive news packages. Students will learn to use converging media to enhance reporting. This is an advanced reporting course, and students will be expected to produce work consistently approaching professional quality.
3. May students repeat this course for credit? **NO** If so, are there limits?
4. What is the rationale for adding this course?
 - a. How does it support the philosophy and enhance the curriculum of your department? The course will help the program adapt to the changing trends in journalism consumption, which is increasingly driven by online and new media delivery.
 - b. How does it relate to the overall University curriculum? The course would use theory and practice to keep students current with state of the art technologies.
5. Should this new course be considered for General Education coding? NO
If yes, attach the Application for General Education Coding Form.
7. Staffing requirements:
 - a. Qualifications necessary for instructor Journalism experience, knowledge of digital media.
 - b. What staffing changes, if any, will be necessary to offer this additional course? Initially can be taught by existing faculty and/or adjunct.

8. When will this course be initiated? First taught as a topics class in Spring 2007. Offered again Spring 2008. Will be taught as a new course in Spring 2009.

How often will it be taught? Once a year.

What sites are likely to offer this course? St. Louis

9. Does this course affect degree requirements in your, or any other, department/program's major, emphasis, minor, or certificate. Yes

If yes, please attach corrected catalog copy for approval.

(Please note: New courses are noted in all caps and bold)

Degree requirements

Broadcast Journalism students are required to take 57 credit hours within the major, 36 credit hours of general education courses and 38 credit hours of elective courses.

Required courses include:

INTRO TO INTERACTIVE MEDIA (INTM 1600)

INTO TO ONLINE JOURNALISM (prerequisite—BJRN 2410 and JOUR 1830)

ONLINE JOURNALISM PRODUCTION (prereq Intro to Online &BJRN 2850)

- Production Techniques (BJRN 2110) 3 hours
- Introduction to Media Production (EPMD 1000) 3 hours
- Introduction to Mass Communications (MEDC 1010) 3 hours
- Fundamentals of Reporting (JOUR 1030) 3 hours
- Video Production I (VIDE 1810) 3 hours
- Broadcast Delivery and Interpretation (BJRN 1830) 3 hours
- History of Broadcasting (BJRN 2070) 3 hours
- Ethics in the Media (MEDC 2200) 3 hours
- Introduction to Radio-TV Journalism (BJRN 2410) 3 hours
- Cultural Diversity in the Media (MEDC 2800) 3 hours
- Radio-TV News Reporting (BJRN 2850) 3 hours
- Radio News Reporting and Production (BJRN 3580) 3 hours
- Television News: Reporting and Producing (BJRN 3590) 3 hours
- The Law and the Media (MEDC 4100) 3 hours

- Professional Development in Broadcast Journalism (BJRN 4700) 3 hours
 - Professional Media Practicum* or (BJRN 4620) Senior Overview* (MEDC 4950) 3 hours
- * Capstone Course

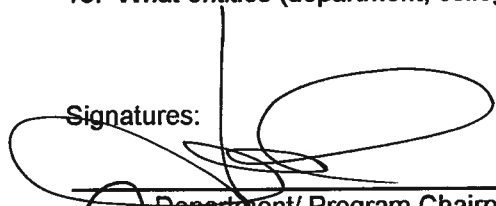
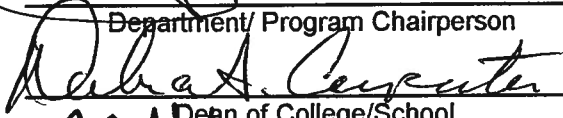
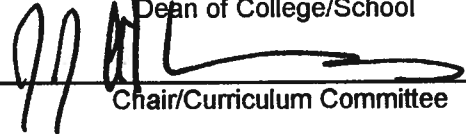
10. List any existing University course(s), undergraduate or graduate, which are similar in title and /or subject matter and explain how this course differs from them.

11. Are University resources adequate to support this course? (library holdings, space, specialized, equipment, etc.) Yes
If not, what additions are necessary?

12. What course(s), if any, will be dropped to make room for this course? JOUR 2140

13. What entities (department, college/school) have reviewed and approved this proposal?

Signatures:

	4-23-08
Department/ Program Chairperson	Date
	4-23-08
Dean of College/School	Date
	6 May 2008
Chair/Curriculum Committee	Date

Rev. 2004

Course:	BJRN 2600 Online Journalism
Term:	Spring 2008
Instructor:	
Course Description:	This course will help students begin to conceptualize how a multi-media, interactive online environment changes the dynamics of news storytelling. Students will learn how to integrate text, images, sound and video into cohesive, compelling and comprehensive news packages. Students will learn to use converging media to enhance reporting. This is an advanced reporting course, and students will be expected to produce work consistently approaching professional quality.
Prerequisites:	JOUR 10030 Fundamentals of Journalism and INTM 1600 Introduction to Interactive Media
Course Level Learning Outcomes:	Students will: <ul style="list-style-type: none"> • Improve their visual storytelling techniques. • Be able to adapt their textual and visual storytelling for a non-linear multimedia environment. • Diversify reporting and research skills. • Be able to produce professional-quality, multimedia news packages for the Worldwide Web.
Materials:	Two to three mini DV tapes, A 2GB portable flash drive, Associate Press Stylebook and Libel Manual
Grading Considerations:	<p>A Outstanding. Exceeds assignment standards. This grade is for work of professional caliber that is ready to run in campus media as it stands. The writing is clear and well organized and requires only minor editing. The reporting is complete and leaves no significant questions unanswered. Video is well shot, well edited. The work is turned in by or before deadline.</p> <p>B Good. Meets assignment standards. This grade is for work that could be raised to professional, ready-to-run standards without radical editing. Writing is grammatically correct but may lack the sparkle and fine organization of "A" work. The reporting answers the main questions but may miss the proper emphasis or the best sources. Video adequately tells the story but may have minor flaws in shooting and editing. Work is in by deadline with little or no prompting.</p> <p>C Average work. Does not measure up to ready-to-run, professional quality but could be salvaged with more reporting, more shooting or rewriting. Writing has rough spots and grammar and style errors are present in significant numbers. Reporting may be incomplete, timid, or factually flawed. Video may be poorly framed, focused or edited.</p> <p>D Unacceptable performance. Work is clearly unacceptable even in a classroom setting. The writing is confused and ungrammatical. The reporting is flawed and may contain major factual errors or may show little concept of basic news judgment. Video is poorly shot and edited. Work is late and deadline is missed. This grade often has more to do with poor time management or work habits than not understanding the news process.</p>

	<p>Grading Your Writing I expect you to use good grammar and to write conversationally using simple sentences, strong action verbs, and Subject/Verb/Object construction. If you break these rules, your writing is <i>below</i> average. To improve your writing above average, you must:</p> <ul style="list-style-type: none"> • Make the words and pictures fit together, cleverly and consistently • Use strong metaphors or analogies — not empty clichés • Use effective quotes (or sound bites) from the right sources • Craft your paragraphs together with strong transitions • Organize your stories logically • Focus on the proper story angle for the medium in which you are working <p>In short, you can't write an "excellent" story unless you start with a strong story proposal.</p> <p>Grading Your Production It's "average" <i>not</i> to have jump cuts, crossing the axis problems, bad lighting, over-modulated audio, off-mike natural sound or shaky camera shots. Above average production uses creative shooting and editing techniques that complement the sound tracks. But, just as you can't "write" your way out of a weak or weakly reported story idea, you can't "produce" your way out of a weak or weakly reported story idea.</p>
<p>University Grading Standards:</p>	<p>The Undergraduate catalog provides these guidelines and grading options: A, A- superior work in the opinion of the instructor B+, B, B- good work in the opinion of the instructor C+, C, C- satisfactory work in the opinion of the instructor D+, D passing, but less than satisfactory work in the opinion of the instructor I incomplete work in the opinion of the instructor ZF An incomplete which was not complete within one year of the end of the course F unsatisfactory work in the opinion of the instructor; no credit is granted W withdrawn from the course (Insert any additional information you want.) IP course in progress (Insert any additional information you want.) NR not reported for the course Z a temporary designation given by the registrar indicating that the final grade has not been submitted by the instructor. When the final grade is filed in the Office of the Registrar, that grade will replace the Z.</p>

<p>Policy statements:</p>	<p>This class is governed by the university's published policies. The</p>
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following policies are of particular interest:

Academic Honesty

The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.

Drops and Withdrawals

Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund or withdrawing from a course with a partial refund.

Special Services

If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.

Disturbances

Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.

Student Assignments Retained

From time-to-time, student assignments or projects will be retained by the Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic department, the student's name and all identifying information about that student will be redacted from the assignment or

	<i>project.</i>
	<p style="text-align: center;">Contact Hours for this Course</p> <p>It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>

Important Information

1. In past semesters, students with a high number of absences and tardies have struggled to pass this course. Research, however, has consistently indicated that attendance in classes will lag unless students have a direct grade consequence for missing. As a result, attendance will account for up to 100 points of your final grade. You will begin the semester with 100 points. Seven points will be deducted from your attendance grade for each absence and three points will be deducted for each tardy.

2. Students needing to take the exams in the Academic Resource Center must inform Larry of the date and time they've scheduled the exam in the ARC. Notification must come at least five days before the exam is scheduled to be given in class. Students who miss exams will not be allowed to make up the missed tests.

3 Out-of-class assignments must be typed and double spaced. This means no hand-written corrections. Text must use a common 12-point font (such as Times-New Roman or Helvetica). Assignments **MUST NOT** exceed the page limits. Papers exceeding the limit will be penalized a letter grade.

4. PLEASE turn off your cell phones and pagers in class.

5. Cheating will be dealt with harshly. The risks of cheating outweigh the rewards. Do not attempt to present the work of others as your own. Plagiarism is the Cardinal Sin in academia. Information taken from the Internet and other sources must be properly cited. Failure to cite the work and words of others will result in severe consequences, ranging from failing an assignment to failing the course. Fabrication and factual errors will not be tolerated in this course. The severest penalties will be applied for students who fabricate or plagiarize quotes or are careless with facts

6. Inform Larry of any personal issues you believe could potentially affect your performance in class. If you have a physical, emotional or personal problem that may interfere with your performance, you should discuss it with Larry by the end of the first week of the course or as soon as the problem arises. Every effort will be made to accommodate legitimate problems if they are discussed in a timely fashion.

7. The University faculty three years ago identified the assignment of incomplete grades as an epidemic problem on campus. Incompletes cause problems for students and faculty. I will only grant incompletes in the rarest of circumstances that involve documented medical conditions of a serious nature.

Assignments

News Site Critique

100 Points

Due Thursday, Jan. 24

Critter Story Idea	50 Points	Due Tuesday, Jan. 29
Critter Story Package	200 Points	Due Thursday, Feb. 7
Business Story Idea	50 Points	Due, Tuesday, Feb. 19
Business Story Package	200 Points	Due Thursday, March 6
Political Story Idea	50 Points	Due Tuesday, March 25
Political Story Package	200 Points	Due Thursday, April 10
Personality Profile Idea	50 Points	Due Tuesday, April 22
Personality Profile Package	200 Points	Due Tuesday, May 6