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Request for New or Changed Course Designator

AJ

Purpose: The proposed course designator should have an identified purpose with the curricular structure of Oregon State University.

- ***What academic programs, including major, certificates, options and minors will be served by courses within the designator? In what ways do the general area and scope of the content constitute a coherent body of knowledge?***

The School of Writing, Literature and Film, in collaboration with the School of Art and Communication, OSU Student Media, and the Orange News Network are seeking to obtain a new designator for a new Applied Journalism Undergraduate Minor—specifically, an “AJ” designator (Applied Journalism).

The Applied Journalism development committee envisions the new minor as providing an academic foundation for OSU students already active in student media across campus (*The Daily Barometer*, KBVR, Beaver’s Digest, Prism Magazine and more), while serving other students whose fields are closely related to the production and synthesis of journalistic content (public relations, science writing, web content production and others). The Applied Journalism Undergraduate Minor, in the best of senses, comprises a marriage between student affairs, student media, and several existing academic areas (School of Writing, Literature, and Film and School of Arts and Communication). Students participating in the minor, working with their academic advisors, will determine how to best articulate their studies to serve their individual interests in specific media types, with possible emphasis areas including audio, video, text, art and/or web media content. The chief objective of the Applied Journalism Undergraduate Minor is to equip college graduates with the skills necessary to obtain rewarding careers in the booming international media industry, not merely in the traditional forms of print media and broadcast media—but in new media forms and methods of content delivery that are either

currently emerging or have yet to be established. Furthermore, the bedrock courses related to the minor, in conjunction with participation in existing student media opportunities, will place the formal instruction of journalistic content under one academic roof, instead of dispersing it throughout several disciplines without active oversight or concrete vision, as is currently the case. Specifically, our proposed minor will bring several newly-developed classes—particularly a three-course required strand in Media Storytelling—into play with participation in student media and existing courses in Written English (WR), New Media Communication (NMC), Art (ART) and Communication (COMM). These courses will comprise the academic backbone of the Applied Journalism Undergraduate Minor, and obtaining the new AJ designator is a key facet of developing materials for its required curriculum.

- *Is the proposed usage of the new designator consistent with practice at OSU and other institutions? Give examples.*

The Applied Journalism Undergraduate Minor and the utilization of an AJ course designator definitely finds its place within OSU academic norms that emphasize experiential applications of core knowledge through Student Media activities. Some of the core outcomes of the Applied Journalism Undergraduate Minor include the development of skills in journalistic storytelling, developing real-time skills in 21st Century media applications, engaging in critical thinking and cultural awareness of contemporary media praxis on a global level, and the hands-on production of publications across diverse media forms. In terms of precedent, OSU supported a successful undergraduate journalism degree program up until 1992, when it was deactivated for budgetary reasons. Aside from the numerous prestigious institutions that continue to feature traditional Journalism majors (University of Missouri, Columbia University, Ball State University and the University of Oregon, among many others), a number of innovative Applied Journalism programs have materialized across the nation, serving students at the University of Wisconsin (concentration in Applied Journalism), Arizona State University (Minor in Media Analysis), the University of Kansas (18-credit Minor in News and Media Innovation), Cal State University, Northridge (18-credit Journalism Minor), the University of Arizona (18-credit Applied Journalism Minor), Georgia Southern University (21-credit Minor in Multimedia Journalism), and University of California, Irvine (Minor in Literary Journalism).

Accountability: Responsibility for the integrity and oversight of the proposed course designator should be clearly identified.

- *What is the academic College of the designator?*

The College of Liberal Arts (CLA) will provide the academic home for the new designator. Within CLA, the Applied Journalism Undergraduate Minor will be an innovative, hands-on collaboration between the School of Writing, Literature and Film, the School of Arts and Communication, Student Affairs, and Student Media (Orange Media Network).

- *Who is responsible for administering courses in the designator, e.g. scheduling and catalog updates. Who are the faculty contact persons?*

The School of Writing, Literature and Film will be responsible for administering courses with the designator, along with scheduling and catalog updates. The current faculty contact is Jillian St. Jacques, SWLF's Senior Instructor of Writing for Media, Public Relations and Advertising.

- *Who is responsible for consistency and outcome assessment for courses in the designator?*

The School of Writing, Literature and Film will work with all major players to ensure consistency and outcome assessment for all courses utilizing the AJ course designator.

- *Which units get credit for the SCH generated by courses in the subject code?*

The School of Writing, Literature and Film and the School of Arts and Communication will get credit for the SCH generated by courses in the subject code; on a term-by-term level, SCH will follow faculty by way of School.

- *Who is responsible for communicating information about the new designator to stakeholders, including advisors, Admissions, and students?*

The School of Writing, Literature and Film will assume responsibility for communicating any information about the AJ course designator via lead instructor Jillian St. Jacques, and Steve Kunert, undergraduate advisor for the existing SWLF Writing Undergraduate Minor.

Impacts: Who will benefit from the new designator and what changes will result from its implementation?

- *Will courses in the new designator duplicate or compete with existing ones?*

No. Our intention is not to compete with existing courses. Existing courses that tie into specific outcomes of the new Applied Journalism Undergraduate Minor will be reassigned and reconfigured so they are not duplicative.

- *Are there expected cross-listings or curricular equivalencies?*

Yes. There will be occasional cross-listings as well as curricular equivalencies that can be reconfigured or reassigned within a student's field of study (i.e., can count towards NMC degree as well as others).

- *How will the new designator affect transfer credits?*

The Applied Journalism Undergraduate Minor opens up an area from which students will more readily transfer previously-taken courses that are specific to the practice of journalism. In addition, instead of being lumped into a more generic category (e.g., SWLF's Writing Minor, or New Media Communication in general) the Applied Journalism (AJ) course designator will, from the outset, establish a clear articulation of the student's specific interests and accomplishments in journalism per se.

- *Will any previous existing designators expire as the new one appears?*

No. There will be no expiration of current designators—but student media will perhaps need to create its own courses with new designators to accommodate their teaching mission as outlined in the Minor.

- *How will the new designator benefit students?*

An AJ course designator will provide much-needed clarity and specificity, and will make the students' coursework far more relevant in terms of obtaining actual jobs in journalism-related sectors after graduation. Currently, any coursework related to journalism and writing for the media is subsumed in other designators (WR, NMC, COMM, etc). The establishment of the AJ course designator will supply a clear home for students who are dedicated to working in student media via their commitment to The Orange News Network—namely, the numerous students who are clearly seeking to advance their education in journalism at Oregon State University.