
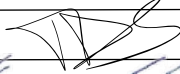

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW/CHANGE PROGRAM REQUEST</b> <b>Undergraduate Programs</b>	UUPC Approval <u>12-7-20</u> UFS Approval _____ Banner Posted _____ Catalog _____
	<b>Department</b> School of Communication and Multimedia Studies  <b>College</b> Arts and Letters	<input type="checkbox"/> <b>New Program</b>  <input checked="" type="checkbox"/> <b>Change Program</b>
<b>Program Name</b> Multimedia Studies Journalism		
<b>Please explain the requested change(s) and offer rationale below or on an attachment</b>  See attached memo.		
<b>Faculty Contact/Email/Phone</b> Aaron Veenstra / Aveenstra@fau.edu / 7-3851		<b>Consult and list departments that may be affected by the change(s) and attach documentation</b>  N/A
<b>Approved by</b> Department Chair <u></u> College Curriculum Chair <u></u> College Dean <u></u> UUPC Chair <u>Jerry Hakey</u> Undergraduate Studies Dean <u>Edward Pratt</u> UFS President _____ Provost _____		<b>Date</b> <u>11/2/20</u> <u>11.23.20</u> <u>11-30-2020</u> <u>12-8-20</u> <u>12-8-20</u> _____ _____

Email this form and attachments to [mjenning@fau.edu](mailto:mjenning@fau.edu) one week before the UUPC meeting so that materials may be viewed on the UUPC website prior to the meeting.

## **Memo for Multimedia Journalism Program Changes:**

1. In an effort to streamline the curriculum, decrease time to degree, and maintain curricular rigor, the MMSJ program proposes several changes. We will reduce the required number of credits from 50 credits to a minimum of 38 (can be more depending on focus courses selected).
2. We are also dividing the MMSJ Curriculum into three parallel streams: Core (13 required credits), Production (13 required credits), Focus (12 required credits minimum). This entails renaming:
  - a. the "Disciplinary Core" into "Core,"
  - b. renaming the "Performance and Production" category to "Production" and,
  - c. remove/collapse all remaining current sections, Focus, Theory/History/Criticism, and Performance and Production Emphasis", to "Focus" resulting the categories as listed below:

### **Core**

The following courses are required (13 credits):

MMC 1540 Introduction to Multimedia Studies	(3 credits)
JOU 4004 U.S. Journalism	(3 credits)
MMC 4640 Public Opinion	(3 credits)
VIC 4943 Multimedia Practicum	(4 credits)

### **OR**

RTV 4304 Advanced Broadcast Journalism	(4 credits)
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### **Production**

The following courses are required (13 credits):

- JOU 3101 News and News Reporting (3 credits)
- JOU 4181 Coverage of Public Affairs (3 credits); Prerequisites: Completion of JOU 3101 with a grade of "C" or better; Passing the Multimedia Journalism Skills Test; MMSJ majors only.
- JOU 4342 Multimedia Journalism (3 credits)
- RTV 4301 Broadcast Journalism (4 credits); Prerequisites: Passing JOU 4181 with a grade of "C" or better; MMSJ majors only.

### **Focus**

A *minimum* of 12 credit hours is required:

COM 3945 Communication Internship	(3 credits)
COM 3500 Political Communication	(3 credits)
COM 4332 Studies in New Media	(3 credits)
COM 4621 News Media Ethics	(3 credits)
DIG 3110 Fundamentals of Multimedia	(4 credits)
DIG 4820 Web Research for Journalists	(3 credits)

FIL 4364	Documentary Film and Video	(4 credits)
JOU 4308	Feature and Freelance Writing	(3 credits)
JOU 4314	Environmental Journalism	(3 credits)
JOU 4316	International Reporting	(3 credits)
JOU 4601	Photojournalism	(4 credits)
MMC 3403	Mass Communication Theory	(3 credits)
MMC 4200	Mass Communication Law and Regulation	(3 credits)
MMC 4263	Media, Culture and Technology	(3 credits)
PUR 4411	Public and Community Relations	(3 credits)
RTV 3332C	Documentary Video Production	(4 credits)
RTV 3531	Video Production	(4 credits)
RTV 3543C	Television Production	(4 credits)
RTV 4403	U.S. Telecommunication Industry	(3 credits)
SPC 3710	Intercultural Communication	(3 credits)

1. \*\*Consistent with this, we are presenting other course change forms to change course title for MMC 4640 Public Opinion and Modernity to MMC 4640 Public Opinion
2. Remove the "required" status of MMC 3403 Mass Comm Theory and move MMC 3403 from its current listing in the "Disciplinary Core" to the "Focus" section. As a result, this reduces Core requirements from 16 to 13.

### Multimedia Journalism Concentration

The Multimedia Journalism concentration prepares students to work in the new media convergence environment—where competition, deregulation and digital technology break down the barriers between print, radio, television and the Internet. Students are expected to develop strong basic writing and analytical skills. Then they are expected to become adept at writing and producing for multiple media platforms simultaneously, exhibiting the versatility necessary to succeed in a quickly evolving and growing media market, as well as to fully exercise the civic responsibilities of journalists for the lively functioning of democratic institutions.

~~The Multimedia Studies: Multimedia Journalism curriculum offers a clearly structured path toward a timely graduation. Majors proceed through the interlocking Disciplinary Core and Performance and Production sections, which are accompanied by a choice of specializations in the Focus and Emphasis sections. In the Emphasis section, Multimedia Journalism students choose between a Theory/History/Criticism Emphasis and a Performance and Production Emphasis.~~

Before enrolling in JOU 4181, Coverage of Public Affairs, students in the Multimedia Journalism concentration must take the Multimedia Journalism Skills Test (spelling, grammar and punctuation), which is offered at the University Testing Center every semester. The test may be taken a maximum of two times and may only be taken once in a given semester.

JOU 4181 thus serves as the gateway course to the next Multimedia Journalism Performance and Production courses in the curricular sequence: RTV 4301, Broadcast Journalism; JOU 4342, Multimedia Journalism; and the capstone course RTV 4304, Advanced Broadcast Journalism (or its “Disciplinary Core” alternative VIC 4943, Multimedia Practicum).

### Required Credits for the B.A. in Multimedia Studies: Multimedia Journalism Concentration (120 credits):

Intellectual Foundations Program (44 credits)

Multimedia Journalism Major (~~38 credits~~ 50 credits)

College of Arts & Letters Electives (12 credits)

Free Electives (~~44~~ 26 credits)

<b>Disciplinary Core (the following courses are required)</b>		
U.S. Journalism	JOU 4004	3
Introduction to Multimedia Studies	MMC 1540	3
<del>Mass Communication Theory</del>	<del>MMC 3403</del>	<del>3</del>
Public Opinion and Modernity	MMC 4640	3
Multimedia Practicum <b>or</b> Advanced Broadcast Journalism	VIC 4943 <b>or</b> RTV 4304	4
<b>Performance and Production (the following courses are required) (all four courses required; to be taken in order)</b>		
News and News Reporting	JOU 3101	3
Coverage of Public Affairs	JOU 4181	3
<del>Multimedia Journalism</del>	<del>JOU 4342</del>	<del>3</del>
Broadcast Journalism	RTV 4301	4
<del>Multimedia Journalism</del>	<del>JOU 4342</del>	<del>3</del>
<b>Focus (select a minimum of <del>12</del> 15 required credits from the list below)</b>		
<del>Communication Internship</del>	<del>COM 3945</del>	<del>3</del>
Political Communication	COM 3500	3
<del>Communication Internship</del>	<del>COM 3945</del>	<del>3</del>
Studies in New Media	COM 4332	3
News Media Ethics	COM 4621	3
Fundamentals of Multimedia	DIG 3110	4
Web Research for Journalists	DIG 4820	3

Documentary Film and Video	FIL 4364	4
Feature and Freelance Writing	JOU 4308	3
Environmental Journalism	JOU 4314	3
International Reporting	JOU 4316	3
Photojournalism	JOU 4601	4
Special Topics	JOU 4930	3
Mass Communication Theory	MMC 3403	3
Mass Communication Law and Regulation	MMC 4200	3
Media, Culture and Technology	MMC 4263	3
Public and Community Relations	PUR 4411	3
Documentary Video Production	RTV 3332C	4
Television Production	RTV 3543C	4
Video Production	RTV 3531	4
Television Production	RTV 3543C	4
U.S. Telecommunication Industry	RTV 4403	3
Intercultural Communication	SPC 3710	3
<b><i>Please note: Choice of either the Theory/History/Criticism Emphasis or the Performance and Production Emphasis (see below for choices)</i></b>		
<b>Focus Theory/History/Criticism Emphasis (select a minimum of 6 credits from the list below)</b>		
Political Communication	COM 3500	3
Studies in New Media	COM 4332	3
News Media Ethics	COM 4621	3
Documentary Film and Video	FIL 4364	4
Mass Communication Law and Regulation	MMC 4200	3
Media, Culture and Technology	MMC 4263	3
<b>OR</b>		
<b>Performance and Production Emphasis (select a minimum of 6 credits from the list below)</b>		
Special Topics (TV Production: Theory and Practice)	COM 4930	3
Web Research for Journalists	DIG 4820	3
Photojournalism	JOU 4601	4
Special Topics (International Reporting)	JOU 4930	
Public and Community Relations	PUR 4411	3
Documentary Video Production	RTV 3332C	4