



**FLORIDA  
ATLANTIC  
UNIVERSITY**

## NEW/CHANGE PROGRAM REQUEST Undergraduate Programs

UUPC Approval 4/29/24  
 UFS Approval \_\_\_\_\_  
 Banner \_\_\_\_\_  
 Catalog \_\_\_\_\_

**Department** Communication and Multimedia Studies  
**College** Arts & Letters

**Program Name**

Multimedia Studies BA, Multimedia  
Journalism Concentration

New Program\*  
 Change Program\*

**Effective Date**  
(TERM & YEAR)  
Spring 2025

**Please explain the requested change(s) and offer rationale below or on an attachment.**

Add to disciplinary core: DIG 2202 and MMC 2130

- This change aligns the introductory portion of the track core with the other Multimedia Studies BA concentration, Film and Media

In disciplinary core, add COM 3945 as "final semester" option (currently VIC 4943 or RTV 4304)

- This allows students to do an internship as their capstone

Remove from Performance and Production: JOU 4342

- The core requirement aspects of this course have been moved to MMC 2130, and the revised version will now be available as an elective instead of a requirement

Add to Focus section: JOU 4342, PUR 3009, JOU 3313, and MMC 4127C

- In addition to JOU 4342 described above, these are recently introduced courses that should be available for Multimedia Journalism students as in-major electives

\*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.

**Faculty Contact/Email/Phone**

Aaron Veenstra, aveenstra@fau.edu, 561-297-3850

**Consult and list departments that may be affected by the change(s) and attach documentation**  
n/a

**Approved by**

Department Chair

*[Signature]*

**Date**

4/1/2024

College Curriculum Chair

*[Signature]*

4/8/24

College Dean

*[Signature]*

4/15/2024

UUPC Chair

*Korey Sorge*

4/29/24

Undergraduate Studies Dean

*Dan Meeroff*

4/29/24

UFS President

Provost

Email this form and attachments to [mjenning@fau.edu](mailto:mjenning@fau.edu) seven business days before the UUPC meeting.

## 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.

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 and Certification Center every semester, or pass MMC 2121C with a minimum grade of "C." The test ~~must be passed~~, 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)~~, or COM 3945, Communication Internship.

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

Intellectual Foundations Program (44 credits)  
Multimedia Journalism Major (~~3738~~ credits)  
College of Arts and Letters Electives (12 credits)  
Free Electives (~~2726~~ credits)

---

### Core (the following courses are required)

---

Introduction to Multimedia Studies	MMC 1540
<del>Introduction to Media Production</del>	<del>MMC 2130</del>
<del>Digital Culture</del>	<del>DIG 2202</del>
U.S. Journalism	JOU 4004

---

Public Opinion	MMC 4640
Advanced Broadcast Journalism <i>or</i>	RTV 4304
Multimedia Practicum <i>or</i>	VIC 4943
<b>Communication Internship</b>	<b>COM 3945</b>
<b>Production (the following courses are required)</b>	
News and News Reporting	JOU 3101
Coverage of Public Affairs	JOU 4181
<del>Multimedia Journalism</del>	<del>JOU 4342</del>
Broadcast Journalism	RTV 4301
<b>Focus (select a minimum of 912 required credits from the list below)</b>	
Political Communication	COM 3500
Communication Internship	COM 3945
Studies in New Media	COM 4332
News Media Ethics	COM 4621
Fundamentals of Multimedia	DIG 3110
Web Research for Journalists	DIG 4820
Traditions of Documentary Film	FIL 4364
Feature and Freelance Writing	JOU 4308
Environmental Journalism	JOU 4314
International Reporting	JOU 4316
<b>Multimedia Journalism</b>	<b>JOU 4342</b>
Photojournalism	JOU 4601

Special Topics	JOU 4930
Mass Communication Theory	MMC 3403
<b>Political Podcasting</b>	<b>MMC 4127C</b>
Mass Communication Law and Regulation	MMC 4200
Media, Culture and Technology	MMC 4263
<b>Public Relations and the Press</b>	<b>PUR 3009</b>
<b>Sports Communication</b>	<b>PUR 3463</b>
Public and Community Relations	PUR 4411
Producing and Directing Documentary Film	RTV 3332C
Video Production	RTV 3531
Television Production	RTV 3543C
<del>Video Production</del>	<del>RTV 3531</del>
U.S. Telecommunication Industry	RTV 4403
Intercultural Communication	SPC 3710