

Date Submitted: 08/23/21 9:49 am

Viewing: **JOURBA : Journalism, Bachelor of Arts**

Last approved: 05/19/21 9:32 am

Last edit: 10/01/21 2:29 pm

Changes proposed by: jwicks

Catalog Pages Using  
this Program

[Journalism and Strategic Media \(JOUR\)](#)

Submitter: User ID: **jwicks rcc003** Phone:  
**6304 479-575-3701**

Program Status Active

Academic Level Undergraduate

Type of proposal Major/Field of Study

Select a reason for this modification

Making Minor Changes to an Existing Certificate or Degree (e.g. changing 15 or fewer hours, changing admission/graduation requirements, adding/changing Focused Study or Track)

Are you adding a concentration?

No

Are you adding or modifying a track?

No

Are you adding or modifying a focused study?

No

Effective Catalog Year Fall 2022

College/School Code

Fulbright College of Arts and Sciences (ARSC)

Department Code

School of Journalism and Strategic Media (JOUR)

## In Workflow

1. ARSC Dean Initial
2. Director of Curriculum Review and Program Assessment
3. Registrar Initial
4. Institutional Research
5. JOUR Chair
6. ARSC Curriculum Committee
7. ARSC Dean
8. Global Campus
9. Provost Review
10. University Course and Program Committee
11. Faculty Senate
12. Provost Final
13. Registrar Final
14. Catalog Editor Final

## Approval Path

1. 08/23/21 10:37 am  
Jeannie Hulen (jhulen): Approved for ARSC Dean Initial
2. 08/23/21 4:32 pm  
Alice Griffin (agriffin): Approved for Director of Curriculum Review and Program Assessment

Program Code            JOURBA  
Degree                    Bachelor of Arts  
CIP Code

3. 10/01/21 2:23 pm  
Lisa Kulczak  
(lkulcza): Approved  
for Registrar Initial
4. 10/01/21 2:51 pm  
Doug Miles  
(dmiles): Approved  
for Institutional  
Research
5. 10/01/21 4:36 pm  
Jan Wicks (jwicks):  
Approved for JOUR  
Chair
6. 10/07/21 3:17 pm  
Ryan Cochran  
(rcc003): Approved  
for ARSC Curriculum  
Committee
7. 10/08/21 2:34 pm  
Jeannie Hulen  
(jhulen): Approved  
for ARSC Dean
8. 10/08/21 2:40 pm  
Suzanne Kenner  
(skenner): Approved  
for Global Campus
9. 10/08/21 3:58 pm  
Ketevan  
Mamiseishvili  
(kmamisei):  
Approved for  
Provost Review
10. 10/25/21 3:54 pm  
Alice Griffin  
(agriffin): Approved  
for University  
Course and Program  
Committee

## History

1. Mar 24, 2015 by Charlie Alison (calison)
2. Mar 25, 2015 by Charlie Alison (calison)
3. Mar 25, 2015 by Charlie Alison (calison)
4. Apr 1, 2015 by Charlie Alison (calison)
5. Feb 24, 2016 by Jan Wicks (jwicks)
6. Feb 10, 2017 by Charlie Alison (calison)
7. Feb 10, 2017 by Charlie Alison (calison)
8. Aug 10, 2017 by Lisa Kulczak (lkulcza)
9. May 11, 2020 by Jan Wicks (jwicks)
10. Aug 18, 2020 by Lisa Kulczak (lkulcza)
11. May 19, 2021 by Ryan Cochran (rcc003)

09.0401 - Journalism.

Program Title

Journalism, Bachelor of Arts

Program Delivery

Method

On Campus

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total 120  
hours needed to  
complete the  
program?

## Program Requirements and Description

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### Requirements

**University and College Requirements for a Bachelor of Arts in Journalism:** In addition to the Fulbright College of Arts and Sciences Graduation Requirements ([see under Degree Completion Program Policy](#)), the following course **requirements must be met**. **Bolded** courses from the **course** list below may be applied to portions of the [state minimum core requirements](#).

State Minimum Core	35
Select one of the following:	3
<b>MATH 2043</b> Survey of Calculus (ACTS Equivalency = MATH 2203)	
<b>MATH 2053</b> Finite Mathematics	
<b>MATH 2183</b> Mathematical Reasoning in a Quantitative World	
<b>STAT 2303</b> Principles of Statistics (ACTS Equivalency = MATH 2103)	
Or a higher level MATH or STAT course.	
World language at the Intermediate I level (2000-level) 1	9
Select one of the following:	3
<b>WLIT 1113</b> World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)	
<b>WLIT 1123</b> World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)	
An advanced literature course	
A language literature course	
Select one of the following:	3
<b>PHIL 2003</b> Introduction to Philosophy (ACTS Equivalency = PHIL 1103)	
<b>PHIL 2103</b> Introduction to Ethics (ACTS Equivalency = PHIL 1003)	
Any PHIL course 3000-level or higher (recommended: <b>PHIL 3103</b> Ethics and the Professions)	
<b>PLSC 2003</b> American National Government (ACTS Equivalency = PLSC 2003)	3
A second PLSC course (the following are recommended options):	3
<b>PLSC 2813</b> Introduction to International Relations and Global Studies	
<b>PLSC 3233</b> The American Congress	
<b>PLSC 4233</b> The American Chief Executive	
<b>ECON 2143</b> Basic Economics: Theory and Practice	3-6
or <b>ECON 2013</b> Principles of Macroeconomics (ACTS Equivalency = ECON 2103)	
& <b>ECON 2023</b> and Principles of Microeconomics (ACTS Equivalency = ECON 2203)	

**COMM 1313** Public Speaking (ACTS Equivalency = SPCH 1003) 3

Any HIST course 3000-level or higher 3

Cultural/Diversity Requirement 3

Broadcast Concentration: Select one course from the following or as approved by the School of Journalism and Strategic Media.

**ANTH 4533** Middle East Cultures

**COMM 4343** Intercultural Communication

**HIST 3233** African American History to 1877 2

or **AAST 3233** African American History to 1877

**HIST 3243** African American History Since 1877 2

or **AAST 3243** African American History Since 1877

**HIST 3263** History of the American Indian 2

**JOUR 3263** African Americans in Film 3

or **AAST 3263** African Americans in Film

**JOUR 4923** History of the Black Press 3

or **AAST 4923** History of the Black Press

**SCWK 3193** Human Diversity and Social Work

**SOCI 3193** Race, Class, Gender, and Sexuality 4

**Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.**

**Journalism Concentration: Select one course from the following or as approved by the School of Journalism and Strategic Media.**

**JOUR 3263** African Americans in Film

or **AAST 3263** African Americans in Film

**JOUR 3273** African Americans in Documentary Film

or **AAST 3273** African Americans in Documentary Film

**JOUR 405V** Specialized Journalism Seminar (Approved topics include "Portrayals of Asian Americans in US Media," "Representation of Indian Americans in US Media," "Minorities in the Media," and "Writing for Racially Diverse Audiences.")

**JOUR 4923** History of the Black Press

or **AAST 4923** History of the Black Press

**Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.**

**Multimedia Storytelling & Production Concentration: Select one course from the following or as approved by the School of Journalism and Strategic Media.**

**ADPR 4483** Multiculturalism in Advertising and Public Relations

**JOUR 3263** African Americans in Film

or **AAST 3263** African Americans in Film

**JOUR 3273** African Americans in Documentary Film

or **AAST 3273** African Americans in Documentary Film

**JOUR 405V** Specialized Journalism Seminar (Approved topics include "Indigenous Documentary," "Portrayals of Asian Americans in US Media," "Representation of Indian Americans in US

**Media," "Writing for Racially Diverse Audiences," and "Minorities in the Media.")****JOUR 4923 History of the Black Press****or AAST 4923 History of the Black Press****Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.**

## Journalism and Strategic Media Courses

A minimum grade of "C" is required in all journalism courses that serve as prerequisites for advanced journalism courses. In certain courses a minimum grade of "B" is required.

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) requirement as a prerequisite or co-requisite to [JOUR 1033](#) Media Writing by completing one of these two options: 1) Pass [JOUR 1003](#) Journalistic Writing Skills with a grade of C or better; or 2) Pass [JOUR 1100](#) Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. Once you officially declare a Journalism major or minor, you will obtain access to the GSP Blackboard course for Option 2. Students who do not complete both the GSP requirement and [JOUR 1033](#) with a C or better cannot enroll in any courses for which [JOUR 1033](#) is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance.

## Journalism and Strategic Media Core

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[JOUR 1023](#) Media and Society[JOUR 1033](#) Media Writing[JOUR 3633](#) Media Law[JOUR 4333](#) Ethics in Journalism[JOUR 4981](#) Journalism Writing Requirement

Three credit hours towards the Journalism Digital Requirement (varies by concentration). For the Broadcast Concentration, please select any JOUR course with a digital component, as approved by the School of Journalism and Strategic Media. For the Journalism Concentration, please select [JOUR 2053](#) Multimedia Journalism (to be taken concurrently or after [JOUR 2013](#) News Reporting I). For the Multimedia Storytelling & Production Concentration, please select [JOUR 2053](#) Multimedia Journalism, [JOUR 2063](#) Media Graphics & Technology, or another JOUR course with a digital component, as approved by the School of Journalism and Strategic Media.

## Concentration Requirements

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Non-JOUR/ADPR General Electives. If the requirements for the number of Fulbright College and UA-Fayetteville credit hours numbered 3000-level or higher are not satisfied through the elective choices within the concentrations, then additional credit hours numbered 3000-level or higher must be completed. For the Broadcast and Journalism Concentrations, up to six credit hours must be numbered at the 3000-level or higher. For the Multimedia Storytelling & Production Concentration, up to nine credit hours must be numbered at the 3000-level or higher, with three of these credit hours from a Fulbright College course. Please consult with your academic advisor regarding these credit hour requirements.

## Total Hours

120

1The number of credit hours taken to complete this level of proficiency depends on placement level in the

language course sequence.

2 A cultural/diversity-approved HIST course is allowed to also satisfy the major's HIST course 3000-level or higher requirement.

3 A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.

4 [SOCI 2013](#) is a prerequisite to [SOCI 3193](#).

### 8-Semester Plan

Are Similar Programs available in the area?

No

Estimated Student Demand for Program      NA

Scheduled Program Review Date      2021-2022

Program Goals and Objectives

#### Program Goals and Objectives

The purpose of the School of Journalism and Strategic Media is to provide students with knowledge of the history, theory, and ethics of mass communications, to educate students in journalistic skills, including the ability to express themselves logically and clearly, and to guide them in securing specialized knowledge of society appropriate to journalistic careers.

Learning Outcomes

#### Learning Outcomes

### Learning Outcomes

The ACEJMC 12 values and competencies: Individual professions in journalism and mass communication may require certain specialized values and competencies. Irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- understand and apply the principles and laws of freedom of speech and press in the United States;
- understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

#### Description and justification of the request

<b>Description of specific change</b>	<b>Justification for this change</b>
Updated concentration title from News/Editorial to Journalism.	The News/Editorial concentration is being renamed and some of its requirements are being updated.



Description of specific change	Justification for this change
Adding a concentration in Multimedia Storytelling & Production.	Our national accreditation organization requires accredited programs to remain current in digital training in the fields of journalism, mass media, advertising and public relations. This new concentration addresses the need for digital training in a variety of areas and platform.

Upload attachments

Reviewer Comments

**Alice Griffin (agriffin) (08/23/21 4:32 pm):** Added description and justification for the new concentration. College is encouraged to review and revise as appropriate.

Key: 447