

## New Program Proposal

Date Submitted: 08/23/21 10:10 am

Viewing: **JOURBA-MULT : Journalism:**

## Multimedia Storytelling & Production

### Concentration

Last edit: 10/01/21 2:27 pm

Changes proposed by: jwicks

Submitter: 6304	User ID: jwicks	Phone:
Program Status	Active	
Academic Level	Undergraduate	
Type of proposal	Concentration	
Select a reason for this new program	Adding New Concentration	
Effective Catalog Year	Fall 2022	
College/School Code	Fulbright College of Arts and Sciences (ARSC)	
Department Code	School of Journalism and Strategic Media (SJSM)	
Program Code	JOURBA-MULT	
Degree	Bachelor of Arts	
CIP Code		

#### In Workflow

1. ARSC Dean Initial
2. Director of Curriculum Review and Program Assessment
3. Registrar Initial
4. Institutional Research
5. SJSM 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

3. 10/01/21 2:29 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 4:42 pm  
Jan Wicks (jwicks):  
Approved for SJSM  
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

09.0401 - Journalism.

## Program Title

Journalism: Multimedia Storytelling &amp; Production Concentration

## 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 21  
hours needed to  
complete the  
program?

## Program Requirements and Description

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## Requirements

### Multimedia Storytelling & Production Concentration

## Digital &amp; Reporting Requirement

6

[JOUR 2003](#) Storytelling for Today's Media  
or [JOUR 2013](#) News Reporting I  
[JOUR 2032](#) Broadcast News Reporting I  
& [JOUR 2031L](#) and Broadcast News Reporting I Laboratory  
or [JOUR 2053](#) Multimedia Journalism

Production & Storytelling Requirement. Select four courses (12 credit hours) from the list below, with at least 12 two courses (six credit hours) numbered at the 3000-level or higher. No duplication or double-counting of courses is allowed for JOUR courses taken to meet any other requirement.

[JOUR 2003](#) Storytelling for Today's Media  
[JOUR 2053](#) Multimedia Journalism  
[JOUR 2063](#) Media Graphics and Technology  
[JOUR 2332](#) Photo Journalism I  
& [JOUR 2331L](#) and Photojournalism I Laboratory  
[JOUR 2453](#) Introduction to Sports Television Production I  
[JOUR 3123](#) Enterprise Journalism  
[JOUR 4033](#) Advanced Radio News Reporting and Podcasting  
[JOUR 405V](#) Specialized Journalism Seminar (Approved topics include "Digital Content Strategy," "Digital First," "Documentary Production I," "Documentary Production II," and

"Videography.")

<a href="#">JOUR 4073</a>	Social Media and Journalism
<a href="#">JOUR 4083</a>	Data Journalism
<a href="#">JOUR 4313</a>	Literature of Journalism
<a href="#">JOUR 4503</a>	Magazine Writing
<a href="#">JOUR 4883</a>	Advanced Film & Video Feature Production

Or other courses as approved by the School of Journalism and Strategic Media.

Journalism Electives. Three credit hours in JOUR or ADPR electives numbered at the 3000-level or higher. 3

Students are encouraged to complete an internship, whether it is taken for credit or not.

Total Hours 21

### 8-Semester Plan

## Eight-Semester Degree Plan for a Bachelor of Arts in Journalism with a **Multimedia Storytelling & Production Concentration**

Students selecting the eight-semester degree plan should see the [Eight-Semester Degree Policy](#) in the Academic Regulations chapter for University requirements of the program as well as the Fulbright College requirements.

State minimum core requirements may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with general electives in consultation with their academic advisor.

First Year	Units
	FallSpring
<a href="#">ENGL 1013</a> Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)1	3
<a href="#">MATH 1313</a> Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1)1 or MATH 1203 College Algebra (Satisfies General Education Outcome 2.1)1 or any MATH course numbered higher than MATH 1203 (Satisfies General Education Outcome 2.1)	3
<a href="#">JOUR 1023</a> Media and Society	3
<a href="#">PLSC 2003</a> American National Government (ACTS Equivalency = PLSC 2003) (Satisfies General Education Outcome 4.2)1	3
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3)1	3
<a href="#">ENGL 1023</a> Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)1	3
<a href="#">MATH 2043</a> Survey of Calculus (ACTS Equivalency = MATH 2203) or <a href="#">MATH 2053</a> Finite Mathematics or <a href="#">MATH 2183</a> Mathematical Reasoning in a Quantitative World or <a href="#">MATH 2554</a> Calculus I (ACTS Equivalency = MATH 2405) or <a href="#">STAT 2303</a> Principles of Statistics (ACTS Equivalency = MATH 2103)	3

or any higher level MATH course

of any higher level MAJOR COURSE

<a href="#">JOUR 1033</a> Media Writing	3
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4)1	4
Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1)1	3
Year Total:	15 16

### Second Year

Units

FallSpring

<a href="#">JOUR 2003</a> Storytelling for Today's Media or <a href="#">JOUR 2013</a> News Reporting I	3
Journalism Digital Requirement: 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.	3
<a href="#">WLIT 1113</a> World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113) (Satisfies General Education Outcomes 3.2 and 4.1)1 or WLIT 1123 World Literature: 1650CE to Present (Satisfies General Education Outcomes 3.2 and 4.1)1 or Advanced Literature Course or Advanced Language Literature Course	3
World language at the Elementary I level (1000-level)	3
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4)1	4
<a href="#">JOUR 2032</a> Broadcast News Reporting I & <a href="#">JOUR 2031L</a> Broadcast News Reporting I Laboratory or <a href="#">JOUR 2053</a> Multimedia Journalism	3
<a href="#">COMM 1313</a> Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)1	3
<a href="#">PHIL 2003</a> Introduction to Philosophy (ACTS Equivalency = PHIL 1103) or <a href="#">PHIL 2103</a> Introduction to Ethics (ACTS Equivalency = PHIL 1003) or <a href="#">PHIL 3103</a> Ethics and the Professions	3
World language at the Elementary II level (1000-level)	3
Non-JOUR/ADPR General Electives	3
Year Total:	16 15

### Third Year

Units

FallSpring

Production & Storytelling Requirement	3
<a href="#">JOUR 3633</a> Media Law	3
World language at the Intermediate I level (2000-level)	3
<a href="#">ECON 2143</a> Basic Economics: Theory and Practice (Satisfies General Education Outcome 3.3)1	3
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3)1	3
Production & Storytelling Requirement	3

Any PLSC course		3
Non-JOUR/ADPR General Electives		9
Year Total:		15 15
Fourth Year		Units
		FallSpring
Production & Storytelling Requirement (3000-level or higher)		3
Cultural/diversity requirement or HIST elective 3000-level or higher		3
<a href="#">JOUR 4333</a> Ethics in Journalism		3
Non-JOUR/ADPR General Electives		6
Production & Storytelling Requirement (3000-level or higher)		3
Concentration Journalism Electives 3000-level or higher		3
<a href="#">JOUR 4981</a> Journalism Writing Requirement (Satisfies General Education Outcome 6.1)1		1
Cultural/diversity requirement or HIST elective 3000-level or higher		3
Non-JOUR/ADPR General Electives		3
Year Total:		15 13

Total Units in Sequence: 120

1Students must complete the [State Minimum Core](#) and the requirements of their major(s) as outlined in the Catalog of Studies. These courses also fulfill many, if not all, of the [General Education Requirements](#). Please visit these pages in the links provided and consult with your academic advisor when making course selections to fulfill these requirements.

#### Program Costs

No new costs are anticipated. This is a new concentration offered in the School of Journalism and Strategic Media.

#### Library Resources

The same existing library resources used by the other majors in the School of Journalism and Strategic Media.

#### Instructional

##### Facilities

Existing instructional facilities will be used.

#### Faculty Resources

Existing faculty will teach the courses.

List Existing Certificate or Degree Programs that Support the Proposed Program

Are Similar Programs available in the area?

No

Estimated Student Demand for Program 25-50 additional majors  
 Scheduled Program see JOURBA  
 Review Date

Program Goals and Objectives

<b>Program Goals and Objectives</b>
see JOURBA

Learning Outcomes

<b>Learning Outcomes</b>
see JOURBA

Description and Justification for this request

<b>Description of request</b>	<b>Justification for request</b>
<p>This new concentration enables us to offer and improve our digital education as required by our national accreditation organization, the ACEJMC or the Accrediting Council on Education in Journalism and Mass Communications.</p> <p>Multimedia Storytelling and Production is a flexible concentration intended for students who want to gain proficiency in delivering informational content through a variety of platforms. Students have options to develop their skills in the following areas:</p> <ul style="list-style-type: none"> <li>• capturing video and still images</li> <li>• creating documentary or shorter films</li> <li>• designing visual graphics</li> <li>• publishing online-specific content</li> <li>• telling stories through data journalism</li> <li>• writing long-form narratives</li> <li>• promoting content through social media</li> </ul>	<p>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.</p> <p>A number of major, accredited programs already adopted a concentration similar to this one. For example, the Hussman School of Journalism and Media at the University of North Carolina, and Gaylord College at the University of Oklahoma instituted concentrations similar to this one.</p> <p>Please contact Jan LeBlanc Wicks, SJSM vice chair, at <a href="mailto:jwicks@uark.edu">jwicks@uark.edu</a> if you have questions or need additional information.</p>

Upload attachments

Reviewer Comments

**Alice Griffin (agriffin) (08/23/21 3:55 pm):** Revised program goals, student learning outcomes, and the scheduled program review date for consistency across the curriculum.