

NORTHERN ILLINOIS UNIVERSITY
COLLEGE OF LIBERAL ARTS AND SCIENCES
CURRICULUM COMMITTEE
Meeting #10 - November 7, 2018
Approved Minutes

Present: Dave Ballantine (Chair/CLAS), Amanda Durik (PSYC), Steve Estes (Ex-Officio),
Kristen Myers (WGST), Deepak Naidu (MATH), Carol Thompson (PHYS)

Suzanne Hogan (CLAS)

Absent: Trude Jacobsen (HIST/SEAS), Alicia Schatteman (PSPA)

Meeting called to order at 1:48 PM

A. Action on Minutes

Minutes from the #9 meeting on October 31, 2018, have been approved electronically and forwarded to the catalog editor.

B. Miscellaneous

A consent agenda was assembled for the following items: new courses COMS 408, JOUR 353, and JOUR 464, revisions to COMS 404, COMS 426, COMS 469, COMS 491 (change to COMS 291), JOUR 354, JOUR 357, and JOUR 416. **Motion of approval** moved by Carol Thompson, seconded by Amanda Durik, and approved by all members.

C. Curriculum - Old Business

None

D. Curriculum - New Business

Department of Communication Studies

The following new courses were approved: COMS 408, JOUR 353, and JOUR 464. Revisions to COMS 404, COMS 426, COMS 491 (change to COMS 291), COMS 497, JOUR 354, JOUR 357, JOUR 416, and Emphasis 1 were also approved. Revisions to COMS 400, COMS 402, COMS 405, COMS 461A, COMS 461B, COMS 480, COMS 495B, COMS 496B, and COMS 496D were TABLED until the deletion of PRQs can be clarified. COMS 469 was TABLED until further rationale can be provided for the change in credit hours.

Meeting adjourned at 2:05 PM

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TABLED:

COMS Course Revision: COMS 400
Course Revision: COMS 402
Course Revision: COMS 405
Course Revision: COMS 461A
Course Revision: COMS 461B
Course Revision: COMS 469
Course Revision: COMS 480
Course Revision: COMS 495B
Course Revision: COMS 496B
Course Revision: COMS 496D

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Department of Communication

New Course

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CIP: 09.0100

Communication Studies (COMS)

COMS 408. TOPICS IN COMMUNICATION ENGAGEMENT (3). An engagement course to connect communication students with the external public in the application of classroom knowledge. Personal contact and communication with members of the external public are required. May be repeated with a change of focus.

Rationale: Former Dean McCord and others in CLAS administration have asked for COMS curricular offers to reflect a more recent university effort in engagement. This course may be taught by any faculty member in the Communication Department in either major. Beyond courses that already connect to the community, this course would allow more bridges to be built between current students and our large alumni base.

The following link lists many benefits of course engagement:

<http://www.servicelearning.umn.edu/info/benefits.html>

Non-Duplication: Given that this course is intended for majors in Communication or Journalism only, we do not think duplication is an issue for this course. Moreover, it is experientially and project-based.

New Course

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CIP: 09.0401

Journalism (JOUR)

JOUR 353. SPORTS JOURNALISM. (3). Principles and practices of writing and reporting about sports for print and online media, including game coverage, features, columns and blogs. Examination of the relationship between sports and mass media. PRQ: JOUR 200A or JOUR 200B.

Rationale: Sports journalism is a growing area in the media industries and numerous universities renowned for their journalism programs are now offering majors and/or concentrations in this area. Indeed, many journalism majors at NIU have expressed interest in sports journalism and the course—offered three times previously as a “topics” course—has had robust enrollment overall. Adding such a course to our curriculum could help raise the profile of the journalism major, increase the number of journalism majors and have a positive impact on the community of sports journalists, by helping students become well-versed in the necessary reporting, writing and conceptual skills needed to develop into outstanding professionals. This course also will provide me with a continued opportunity to teach in one of my main fields of scholarly and professional expertise.

Non-Duplication: I do not believe this course conflicts with the offerings in any other department. A search of the NIU course catalog for “Sports Journalism” failed to turn up any matches.

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New Course

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CIP: 09.0401

Journalism (JOUR)

COMS 464. CONTENT FOR EMERGING MEDIA (3). Principles of developing content for in-demand and emerging media platforms (such as online, social and mobile media); Practical application of these skills within media work (journalism/public relations); Development of professional presence on media platforms. PRQ: Consent of the instructor.

Rationale: Currently, many of journalism's content-creation courses are tied to a specific medium or a specific form of content creation. There is no course that focuses specifically on new and emerging media, such as writing for online or writing for social media. This course will fill that need. The course is called "Creating for Emerging Media" instead of "Writing for Social Media" or some other title that references a particular skill and/or technology because of the fast-pace with which technology changes in media industries. The name was selected and the description drafted to be adaptable to future technologies. The course has been offered twice (under JOUR 485A/485B) with interest from students and success.

Non-Duplication: The only course that is somewhat similar to the proposed course is ENGL 426 Digital Writing: "Study of the principles and strategies for writing in digital environments, including relevant issues such as ethics, usability, accessibility, utilizing social media, ownership, and privacy. Practice writing web-based genres such as blogs, wikis, social media, and websites." However, ENGL 426 has a general focus on existing technologies, while JOUR 465 will focus on existing and emerging technologies and content creation within media industries, specifically journalism and public relations.

Course Revision

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COMS 404. COMMUNICATION THEORIES (3). Role of spoken PRQ: COMS 252 **or** **COMS 291**.

Rationale: Expanding the option of adding COMS 291 as a PRQ since it's more of an introduction to the sequence in social science orientation.

Course Revision

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COMS 426. ADVANCED DOCUMENTARY FIELD PRODUCTION (4). Video production based PRQ: COMS 358 ~~and COMS 457~~ and successful portfolio review or consent of department.

Rationale: Due to retirements of faculty without them being replaced, we no longer have sufficient resources to require COMS 457 as a prerequisite.

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COMS-4291. METHODS OF RESEARCH IN COMMUNICATION (3). Research in communication PRQ: Junior standing and COMS 252.

Rationale: The COMS 491 course is being renumbered as COMS 291 to introduce it to the beginning of the student's sequence instead of the end. We are finding that students with a social science orientation would most benefit earlier in their program from some of the basic research concepts for better understanding of research articles they will encounter.

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COMS 497. INTERNSHIP (3-9). Junior and senior declared No more than 6 semester hours may be included in the baccalaureate degree. **No more than 6 semester hours of the combination of COMS 408 and COMS 497 may be included in the major or the baccalaureate degree.** Not available for credit S/U grading.

Rationale: Change to 3 credit hours. The COMS 408 course could consist of substantial out of classroom work that may look more like an internship.

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JOUR 354. FUNDAMENTALS OF BROADCAST NEWS (3). Basic principles PRQ: JOUR 200A with a grade of C or better or JOUR 200B with a grade of C or better; or COMS 355 for COMS majors only. **CRQ: JOUR 356.**

Rationale: Bring the course in line with the JOUR 356 offering. The courses are co-requisites for one another.

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JOUR 357. ~~ADVANCED PRACTICES IN TELEVISION NEWS~~ **CAST PRODUCTION/ANCHORING** (3). ~~Advanced s~~Study and practice of ~~electronic newsgathering and reporting~~ **television newscast production in both scripted and unscripted formats using digital and analog studio equipment.** ~~Experiences include gathering and editing digital video and audio for news reports, writing broadcast news scripts, interviewing news figures, and anchoring broadcasts. On-camera news performance techniques emphasized.~~ **Focus on the special concepts, problems, and skills of airing television news in an increasingly automated technological environment. Students learn various jobs such as anchors, editors, photographers, reporters, and writers to producing and directing live television newscasts.** Laboratory to be arranged. PRQ: JOUR 354 with a grade of C or better and JOUR 356 with a grade of C or better.

Rationale: This course name is being changed to reflect what is being taught under new leadership at the Northern Television Center.

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JOUR 416. PHOTOGRAPH EDITING (3). Digital editing ... PRQ: JOUR 312 with a grade of C or better or consent of department.

Rationale: A grade of C or better is required of other courses in the Journalism sequence.

Other Catalog Change Page 256-257, 2018-19 Undergraduate Catalog

Major in Communication Studies (B.A. or B.S.)

Three emphases are available to students majoring in communication studies. The emphasis in ~~rhetoric~~ **advocacy** and public communication ... The emphasis also provides a strong preparation for students who intend to pursue graduate and/or law school.

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Emphasis 1. ~~Rhetoric~~ **Advocacy and Public Communication**

Requirements in Department (~~36-37~~ **33-34)**

COMS 200 - Advanced Public Speaking (3),

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^COMS 252 - Introduction to Communication Studies (3)

^COMS 305 - Argumentation and Debate (3)

COMS 400 - Rhetorical Theory (3)

OR ^COMS 401 - Criticism of Public Rhetoric (3),

OR ^COMS 419 - Political Communication in America (3),

OR COMS 496R - Special Topics in Rhetoric (3)

COMS 403 - Freedom of Speech and Communication Ethics (3),

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One of the Following (3)

COMS 200¹ - Advanced Public Speaking (3)

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COMS 300¹ - Speech Writing (3) *Spacing issue that needs correction in the PDF catalog.

COMS 309¹ - Performance in Speech Communication (3)

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COMS 361¹ - Business and Professional ~~Speaking~~ **Communication** (3) *Correction - PDF catalog.

COMS 497 - Internship (3)

JOUR 200A or JOUR 200B - Basic News Writing (3)

JOUR 312 - Graphics of Communications (3) *Correction - PDF catalog.

Five of the Following (15)

*COMS 220 - Rhetoric and Public Issues (3)

*COMS 230 - Rhetoric and the Media (3)

COMS 291 - Methods of Research in Communication (3)

COMS 302 - Introduction to Organizational Communication Theory (3)

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COMS 481 - Communication Ethics in Organizations (3)

~~COMS 491 - Methods of Research in Communication (3)~~

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COMS 492 - Special Topics in Media Production (3)

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JOUR 483 - Mass Media in Modern Society (3)

Requirements outside Department (B.A., 0-12; B.S., 10-15 12-16)

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**Total Hours for Emphasis 1, Rhetoric Advocacy and Public Communication: 36-49 33-46
(B.A.) OR 46-52 45-50 (B.S.)**

Rationale: The name change of this area is attempting to make the nature of this emphasis more transparent to students especially in relationship to careers in law and public affairs. We have had a bottleneck by having COMS 400 as required of all persons completing Emphasis 1. So, we are proposing to put it in a choice block with COMS 401, 419, or COMS 496R. We have lost several faculty members who teach in this area and who have not been replaced. Updating the title for COMS 361; "Speaking" is no longer included. COMS 491 is being renumbered as COMS 291 to introduce it to the beginning of the student's sequence instead of the end.

Other Catalog Change

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Major in Communication Studies (B.A. or B.S.)

Emphasis 2. Media Studies

Requirements in Department (35-40)

COMS 251 - Introduction to Media Studies (3)

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Five courses from the following (15-20)

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COMS 291 - Methods of Research in Communication (3)

COMS 309 - Performance in Speech Communication (3)

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COMS 470 - Campaign Strategies and Development (3)

~~COMS 491 - Methods of Research in Communication (3)~~

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COMS 498B - Media Production Independent Study (1-3)

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Rationale: COMS 491 has been revised to COMS 291.

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Major in Journalism (B.A. or B.S.)

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Requirements in Department (36-37)

Required Courses: (6)

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Constructing Media Narratives: Choose 4 of the following: (12)
^JOUR 301 - Article Writing (3)
JOUR 302 - News Reporting (3)
JOUR 315 - Press Photography (3)
JOUR 353 - Sports Journalism (3)
JOUR 354 - Fundamentals of Broadcast News (3)
JOUR 357 - ~~Advanced Practices in~~ Television News **cast Production/Anchoring** (3)
^JOUR 360 - Public Relations Writing (3)
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JOUR 435 - Advanced Public Relations (3)
^JOUR 460 - Specialized Press Writing (3)
JOUR 464 - Content for Emerging Media (3)
JOUR 485A - Topics in Journalism Writing (3)

Minor in Journalism (21-22)

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Constructing Media Narratives: Choose one of the following (3)
JOUR 315 - Press Photography (3)\
JOUR 353 - Sports Journalism (3)
JOUR 354 - Fundamentals of Broadcast News (3)
JOUR 357 - ~~Advanced Practices in~~ Television News **cast Production/Anchoring** (3)
JOUR 402 - Advanced Reporting (3)
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^JOUR 460 - Specialized Press Writing (3)
JOUR 464 - Content for Emerging Media (3)

Editing and Management: Choose one of the following (3-4)

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Rationale: Addition of new courses, JOUR 353 and JOUR 464. Revision to title of JOUR 357.