

WINTHROP UNIVERSITY
PROPOSAL
TO
THE SOUTH CAROLINA
COMMISSION ON HIGHER EDUCATION

For the modification of the degree program

BACHELOR OF ARTS
IN
MASS COMMUNICATION

May 13, 2011



ANTHONY J. DIGIORGIO
PRESIDENT

Contact: **Dr. Debra Boyd**
Acting Vice President for Academic Affairs
boydd@winthrop.edu

Mr. Tim Druke
Assistant Vice President for Academic Affairs
druket@winthrop.edu

803-323-2220 (office)
803-323-4036 (fax)

Program Modification

Remove the two concentration options from the Bachelor of Arts in Mass Communication

Classification

Bachelor of Arts in Mass Communication

Name of Program to be modified:

Bachelor of Arts in Mass Communication (with concentrations in Journalism or Broadcasting)
to a Bachelor of Arts in Mass Communication (no concentrations).

Academic Unit

College of Arts and Sciences, Department of Mass Communication

Designation, type and level of degree:

Bachelor of Arts degree with major in Mass Communication, Undergraduate level

Proposed Date of Implementation

Fall 2011

CIP Code

090102

Identification of Program as New or Modification:

Modification of existing BA in Mass Communication

Site:

Winthrop University

Supplemental Palmetto Fellows and LIFE Scholarship Awards qualified: NO

Delivery Mode:

On campus, classroom based, with some online supplement in certain courses.

Justification

The Bachelor of Arts in Mass Communication with concentrations in journalism and broadcasting is being modified into a single option Bachelor of Arts in Mass Communication with no further concentrations in response to the industry's movement toward convergent or unified media that require graduates to be equipped with skills in writing, editing, producing, and designing for all media -- broadcast, print, online, and any others.

Purposes and Objectives:

The Department of Mass Communication promotes an active learning environment to empower students to analyze, evaluate, synthesize and use multiple ideas, concepts, skills and viewpoints in an integrative and collaborative manner. To that end, the department's mission reflects the pursuit of the following core competencies in its undergraduate journalism, broadcast and integrated marketing communication programs:

- Provide professional education to prepare students to enter and succeed in the journalism, broadcasting and integrated marketing communication fields.
- Instill a continuing urge for inquiry and learning through a sound liberal arts education.
- Develop skills to think critically and communicate clearly.
- Promote awareness of the theoretical, ethical and legal environments that affect journalism, broadcasting and integrated marketing communication.
- Promote understanding about the past, present and future of the discipline through exploring diversity of ideas, opinions, representations and actions that impact the individual, community and society in a globally interconnected world.

Learning Objectives: By the time of graduation, the department expects mass communication students to be able to gather, organize and process information; conduct interviews; write to a professional level of competence; and edit and produce, in printed, broadcast, and Web form; all while meeting standards of professional ethics. Additionally the department and the Accrediting Council on Education in Journalism and Mass Communications expects graduating seniors to understand and apply the laws of freedom of speech and press; 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 other forms of diversity in domestic society in relation to mass communication; demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication 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 appropriate to the communication professions; write correctly and clearly in forms and styles appropriate for the communication professions; 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 tools and technologies appropriate for the communication professions.

Need and Rationale for the Proposed Modification: As the mass communication field continues to change, it is clear that the curriculum that prepares students to enter the field must change. The B.A. in mass communication with concentrations in broadcasting and journalism has served students well, with occasional minor adjustments, for approximately 20 years. That curriculum has been modified from time to time to keep it abreast of prevailing expectations. The recent impact of the Internet and its numerous news and opinion sites has made it necessary to educate students for multimedia careers – print journalism, broadcasting, digital and online news and opinion, and technologies yet to be invented. The proposed curriculum merges journalism and broadcasting into a single, unified multimedia program that will prepare students for whichever options they choose, including options later in their careers that do not exist now.

By increasing the number of courses required of all students, the program will prepare them for a wider range of opportunities. While some graduates have crossed over, such as from a degree in broadcasting to a career in print journalism, some of these also have become multimedia journalists, such as working for a print publication, posting news on the Web, and appearing on television newscasts. We want to ensure that all students will develop essential skills for all media.

The proposed curriculum eliminates concentrations and adds 10 credit hours of required courses to the core to ensure multimedia competence, thereby reducing the number of hours beyond the core students will take. They will still be able to take additional courses in broadcast journalism, television production, news editing, and other media-specific courses in their group of mass communication electives. The total number of credit hours students will take in the major is increased by only one hour for an internship or practicum course, so this major will not require additional staffing. This curriculum is a logical progression from the existing curriculum and is a change well within the capability of the department.

The proposed curriculum will better prepare students for today's and the future's field of mass communication, mediated communication, multimedia communication – whatever designation one chooses. That is the justification for this program modification.

Impact of Proposed Modification: The modified program will have impact primarily to maintain Winthrop's position as a leading producer of highly qualified graduates for the various mass communication industries: primarily television, radio, newspapers, online news, and public relations. The modification will keep the academic program in line with current expectations of the industry, which are changing significantly. Winthrop graduates are expected to be high quality professionals, and this modification will help Winthrop maintain its edge. The modification responds to the needs of the profession and will enhance the flexibility of graduates, making them more marketable and qualifying them for careers in a number of mass communication professions

Centrality to the Mission of the Institution: Mass communication is central to the mission of Winthrop University as a sound program based on the liberal arts that offers effective instruction in writing, editing and producing, and one that maintains accreditation by the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). Because of its foundation on the liberal arts and its emphasis on information gathering and validation, and teaching writing applicable to all communication professions, the program is considered to be central to and a vital part of the university's mission.

Enrollment

Impact of Proposed Program Modification on Enrollment: Enrollment has been steady in recent years and is not expected to increase as a result of the modification. This modification makes the curriculum consistent with current professional media trends and is designed solely to provide students a contemporary, sound program.

Curriculum

Curricular Changes Required: In order to broaden the program to include Web or online journalism as well as journalism and broadcasting, and to meet increased requirements of the Accrediting Council on Education in Journalism and Mass Communications, two new courses must be added: MCOM 226 Multimedia Storytelling and Production (3) and MCOM 301 Mass Communication Theory and Research (3). The 226 course will give students an introduction to production in broadcast and online media. Production requires content, so students will learn to craft a story and tell it in their production projects. The 301 course responds to the accrediting body's recently adopted requirement in theory and research.

MCOM 325 will be revised from a three-hour Broadcast Journalism course to a four-hour course covering both broadcast news and television production, made possible by the new 226 course that introduces students to basic production. The revised course, Digital News and Video Production, will permit students interested in further developing their broadcast skills to prepare to take the advanced courses, MCOM 425 and 446. MCOM 346 Principles of Television Production, having been incorporated into MCOM 325, will be discontinued when the revised 325 is implemented.

An internship or practicum will be added as a requirement. These courses currently exist and a broader range of internship and practicum experiences will be developed to serve all students.

Computer Science will be a new requirement as the program will require students to take CSCI 101 Introduction to Computers and Information Processing and modules in Microsoft Excel, Adobe Photoshop and Adobe InDesign, giving students a foundation upon which to build as they enter the mass communication courses.

New Courses To Be Added:

MCOM 226 Multimedia Storytelling and Production (3). Introduces basic writing and production skills for effective multimedia storytelling. Prerequisites: C- or higher in WRIT 101 and 2.00 GPA.

MCOM 301 Mass Communication Theory and Research (3). Theories of mass communication in a global context and research methods and data analysis appropriate to the field. Prerequisite: C- or higher in QMTH 205 and 2.00 GPA.

Faculty Changes Required: No faculty changes will be required. This is a modification that unifies a degree program with two concentrations into a degree program with no concentrations (a single track). The faculty demands will be no greater under the modified program than under the existing program.

Faculty

Current faculty are prepared to teach the new courses. Some have developed expertise in multimedia journalism and the computer programs used in it, including DreamWeaver, GarageBand, Soundslides, Audacity, and the Adobe Photoshop and InDesign. Some faculty have attended workshops and seminars to develop their expertise. Faculty will continue to use continuing education opportunities to remain current with changing expectations. The faculty bring extensive skills and experience to the classroom, and are effective teachers for writing, editing, television news, television production, multimedia production, theory, research, and design.

The existing faculty is adequate to offer the proposed program, which will require slightly increased instruction in news reporting, multimedia production, and communication theory and research than the current program. Elimination of the journalism and broadcast tracks will permit offering courses particular to those specialties less frequently and using the faculty time thus saved to teach the required additional courses in news reporting, multimedia production, and communication theory and research. This is a program modification rather than a program increase.

Physical Plant

The current computer and video laboratories, classrooms, and seminar room are adequate to support the proposed curriculum.

Modification's Effect on Physical Plant: None. Current facilities are sufficient for offering the modified program.

Additional Future Physical Plant Needs: None. Plans are to maintain steady enrollment and will not require additional space in the foreseeable future.

Equipment

Additional Equipment Needs: A slight increase in video and equipment may be needed to support the proposed curriculum. Cameras that need to be replaced will be. One to three additional new cameras would make instruction more efficient, and funds are available to procure those cameras. The department has been adequately equipped for the last 15 years, and equipment is not a concern. Long-range plans suggest that equipment is not likely to become a concern in the foreseeable future.

Library Resources

Current library resources are adequate to support the proposed curriculum. The collection that supports the current curriculum is identical to the collection needed for the proposed curriculum. The collection has been well maintained over the last 25 years and has addressed acquisitions in new media, technology, and skills as they become available. As long as the collection continues to be maintained with new resources, the proposed program will be well served.

Effect on Library Resources: None. Current library resources are sufficient to support the program.

Quantitative Estimates of Acquisitions: Acquisitions directly related to the program by the university's Dacus Library have averaged 101 a year over the last nine years. In 2010-11, through March 31, 100 new titles have been added to the collection. The collection is appropriate, adequate, and well maintained. The Accrediting Council on Education in Journalism and Mass Communications has found it adequate in all of its site inspections. We are confident that library resources, including journal and online sources, are exceed basic needs for the program.

Accreditation, Approval, Licensure, or Certification

The Department of Mass Communication is one of only two units in South Carolina accredited by the Accrediting Council on Education in Journalism and Mass Communications. ACEJMC has rigorous requirements, ranging from curriculum and assessment to equipment and facilities. Having been re-accredited in 2009, the department clearly meets national standards. The next accreditation review will be in 2014-15, and the department is maintaining its curriculum, equipment, and facilities to achieve re-accreditation.

Licensure and certification are not related to this program.

Estimated Costs**Table G - Costs to the Institution and Sources of Financing**

ESTIMATED COSTS BY YEAR						
CATEGORY	1st	2nd	3rd	4th	5th	TOTALS
Program Administration	105686	105686	105686	105686	105686	528430
Faculty Salaries	477609	477609	477609	477609	477609	2388045
Graduate Assistants						
Clerical/Support Personnel	26007	26007	26007	26007	26007	130035
Supplies and Materials	16061	17000	17000	17000	18000	85061
Library Resources						
Equipment	5000	7500	5000	5000	7500	30000
Facilities						
Other (Identify)						
TOTALS	630,363	633,802	631,302	631,302	634,802	3,215,571
SOURCES OF FINANCING BY YEAR						
Tuition Funding	970000	980000	980000	980000	980000	4,890,000
Program-Specific Fees	9000	9000	9000	9000	9000	45000
State Funding*	0	0	0	0	0	0
Reallocation of Existing Funds**	0	0	0	0	0	0
Federal Funding	0	0	0	0	0	0
Other Funding (Specify)						
TOTALS	979,000	989,000	989,000	989,000	989,000	4,935,000

* Special legislative appropriations to support the program.

**Specify significant internal sources of reallocated funds. Add additional rows as necessary.

Cost to the Institution: No additional cost.

Program costs will be covered as they are now, from the department budget and laboratory fees. No institutional funds will be reallocated and no special state or federal funding will be needed. This is a continuation of an existing program with curricular modifications.

Annual Costs for First Five Years: No additional cost. Enrollment is expected to remain stable and significant additional costs are not expected to be incurred.

Unique Cost: The program involves no "unique cost" and will not require or request special state appropriations.

Institutional Approval

Mass Communication Department approved	10/25/2010
College of Arts and Sciences Curriculum Committee approved	11/18/2010
College of Arts and Sciences Faculty Assembly approved	02/01/2011
Dean of the College of Arts and Sciences approved	02/02/2011
Committee on Undergraduate Curriculum approved	02/22/2011
Academic Council approved	02/25/2011
Faculty Conference approved	03/11/2011
Vice President for Academic Affairs approved	04/01/2011
President approved	05/13/2011