

Approved via email 5/6/11.

**COLLEGE OF ARTS AND SCIENCES
COMMITTEE ON INSTRUCTION**

Meeting #1
Friday, September 9, 2011, 2:00 p.m.
217 Varner Hall

MINUTES

Present: D. Blair, D. Drignei, S. Dykstra, M. Hartson, G. Sanders, R. Stewart, T. Towner,
J. Youngquist

1. Committee approved the request from the Department of Communication and Journalism to **change to** the following *course descriptions* for:

JRN 300 Media Editing

Fundamentals of editing news and information for online and print publication, including journalistic grammar and style, and decision-making processes that determine what is published.

JRN 311 Public Affairs Reporting

Practical training in the news coverage of government and government agencies, including schools, public safety and the courts.

JRN 312 Feature Writing

Practice in writing human interest features for newspaper, magazine and online publication. Study of the aims, styles, categories, techniques and structures of feature writing.

JRN 332 Radio Television News

Fundamentals and techniques of preparing broadcast news including story development, writing and producing news for radio and TV broadcast.

JRN 341 The Advertising Medium

Focus on the strategic aspects of advertising and integrated marketing communications (IMC), development of media strategy, sales promotion and the new media. Prerequisite: JRN 340.

JRN 350 Introduction to Public Relations

Overview of the practices of public relations and its potential impact on various audiences. Study of basic public relation writing formats and management functions related to key external and internal publics.

JRN 351 External Public Relations

Study of public relations related to an organization's external audiences such as the news media and local, state and national government officials. Students study public relations strategies used to interact with these groups, including media relations, legislative lobbying and special events.

JRN 352 Internal Public Relations

Study of public relations related to internal audiences of an organization. In-depth discussion of the shaping of internal culture via public relations vehicles such as publications, general memos, video, new/social media, and face-to-face employee communications.

JRN 353 Public Relations and the News

Study of the relationship between public relations practitioners and the news media. Students focus on understanding the differing needs of the news media and how to create and implement various public relations vehicles to reach target audiences through the media.

JRN 404 Journalism Internship

Full- or part-time internship at a newspaper, online news organization, radio or television station, public relations firms, advertising agency or a non-profit organization. Open only to journalism majors and minors. May be repeated once for credit in a different medium. Satisfies the university general education requirement for the capstone experience. Satisfies the university general education requirement for a writing intensive course in the major. Prerequisite for writing intensive: completion of the university writing foundation requirement.

JRN 410 Computer Assisted Reporting

Identifying, analyzing and interpreting data for reporting complex, public interest stories utilizing computer database management systems.

2. Committee approved the request from the Department of Communication and Journalism to **change** the course description and prerequisite for:

JRN 338 Television News

Practical application of TV news skills gained in JRN 332. Advanced story development, writing, video editing and production. Students produce and perform weekly TV newscasts streamed on OU Journalism website. Class may be repeated once.

Prerequisite: JRN 332.

JRN 340 Introduction to Advertising

Introduction to advertising in print, electronic and online media. Emphasis on marketing, strategy, and the social and legal environment.

Prerequisite: JRN 200 or instructor permission.

JRN 354 Case Studies in Public Relations

Study of real-life public relations efforts of various companies and organizations. Students take on the role of public relations practitioners for a fictitious organization and develop public relations goals, objectives, tactics and programs to deal with situations that affect the organization. Prerequisite: JRN 350.

JRN 402 Ethical Issues in the Media

Study of ethics with an emphasis on problems that arise in digital, broadcast and print news, public relations and advertising. Students learn to identify ethical dilemmas, discuss basic principles for ethical decision-making, and build strategies for applying those principles.

Prerequisite: JRN 200 or instructor permission.

3. Committee approved the request from the Department of Communication and Journalism to **change** the course title, description and prerequisite for:

JRN 342, Case Studies in Advertising to Advertising Creative Strategy

Practical application of creative strategy towards the development of a complete advertising campaign in an ad agency group format. Prerequisite: JRN 340.

JRN 403, Law of the Press to Media Law

Introduction to media law, basic principles governing the American judicial system, historical context for First Amendment issues and analysis of key legal decisions governing the media's right to gather and disseminate information. Students discuss issues dealing with prior restraint, libel law, invasion of privacy, protection of news sources, obscenity law, copyright law and FCC regulations. Prerequisites: JRN 200 or instructor permission.

4. Committee deferred the request from the Department of Communication and Journalism to **change** the course title, description and prerequisite for:

JRN 411 Convergence Journalism

Multimedia storytelling through an introduction to a variety of software programs and digital applications. Students create websites, podcasts, slideshows and short videos, and participate in crowdsourcing, (micro) blogging and citizen journalism projects.

Prerequisite: JRN 200 or instructor permission.

5. Committee approved the request from the Department of Communication and Journalism to **change** the course description, credits and prerequisite for:

JRN 440 Media Design (4)

Workshop in design to explore techniques and trends in typography, layout and design in traditional and new media. Students learn the theory and practice of text-heavy print and digital projects designed to communicate with specific audiences in a diverse society.

Prerequisite: JRN 200 or instructor permission.

JRN 480 Special Topics in Journalism (4)

Various topics subject to change from semester to semester. May be repeated under different subtitles. Prerequisite: JRN 200 or instructor permission.

6. Committee approved the request from the Department of Communication and Journalism to **change** the *course description* and *credits* for:

JRN 313 Magazine Writing and Freelancing (4)
Practical training in writing magazine-length articles. Discussion of medium-specific differences, how to write and sell freelance pieces, legal liabilities and rights of the freelance writer, including a discussion of the U.S. copyright laws.

7. Committee approved the request from the Department of Communication to **eliminate** the *prerequisite* for:

JRN 441 Advanced Media Design (4)
Advanced skills and trends in typography, layout and design in traditional and new media culminating in the exhibition of a multi-faceted body of work. Final project must include a significant graphic component as well as a substantive writing element.

8. Committee approved the request from the Department of Communication and Journalism to **change** the *prerequisite* for:

COM 305 Interpersonal Communication
Explores how communication negotiates our understanding of self and others. Focus is on current research, theory and issues in relational communication.

9. Committee approved the request from the Religious Studies Program to:

- a. **Add** a new course:

REL 323 Christian Ethics (4)
Study of the dialogue between philosophical ethics and the Christian tradition. Ethical models of Christian tradition from late Jewish moral theory through the Greeks, Romans, and into the present. Christian perspectives on contemporary moral problems and social issues.

- b. **Renumber** the following courses:

REL 301, Religion in the Modern World, to *REL 351*
REL 314, Islamic Ethics, to *REL 321*
REL 350, Philosophies and Religions of Asia, to *REL 359*

- c. **End date** the following courses:

REL 301, Religion in the Modern World
REL 314, Islamic Ethics
REL 350, Philosophies and Religions of Asia

10. Committee deferred the request from the Religious Studies Program to **add** a new course:

REL 318 Written Traditions of Judaism (4)
Examination of Jewish sacred texts and their development in Jewish history. Texts include the Hebrew Bible, Talmuds, early mystical works, devotional texts from medieval Europe, and the Kabbalah. Texts are in English translation. Significant emphasis is placed on reading and the meaning of these texts.