

Journalism and Professional Writing

Faculty: Shaw, *Chair,* Lounsberry, Pearson, Webber

The Journalism and Professional Writing (JPW) curriculum is designed to provide intensive study in news and feature writing and editing, as well as corequisite training in ethics, media law, and multimedia/digital skills. JPW also offers two separate minors, one in Journalism and the other in Professional Writing. Any of these programs can be meaningfully combined with majors or minors in fields including communication studies, interactive multimedia, history, international studies, psychology, and marketing, among others.

The Journalism and Professional Writing major is interdisciplinary, so it offers a broad range of courses not only in writing but other areas of study, allowing students to design programs appropriate to their goals and interests. JPW is excellent preparation for careers in journalism, professional writing, editing, publishing, communications, public relations, law, management, or any other occupation that requires excellent written and oral communication skills. It is also one of the best preparations for graduate and professional schools, and many of our students go on to advanced study at universities across the country.

Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for Journalism and Professional Writing. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standard in two critical content courses: JPW 208/Introduction to Journalism (C) and JPW 250/Introduction to Professional Writing (C).
- Students wishing to transfer into Journalism and Professional Writing from another program within the College are required to submit an application by September 15 for admission into Spring courses and February 15 for admission into Fall courses. Please consult the JPW website for more information about the application process.
- Graduation requirements: all JPW and correlate courses (C-).

Transfer Credit

Each student is required to complete at least seven of the twelve courses for the JPW major at the College. The 12th course is selected by advisement from courses outside JPW offerings.

Journalism and Professional Writing Learning Goals

Upon completion of their program of study, JPW majors will be able to:

1. Research, write, edit and create material of entry-level professional quality according to the practices and standards of news organizations, magazines and professional communications. These materials include news stories, features,

- newsletters, business documents, headlines, photo captions, photos, videos and web/digital content.
2. Demonstrate an understanding of media law and ethical conduct in journalism and professional writing, and other requirements of good journalistic practice.
 3. Demonstrate an awareness of the assumptions about culture and gender implicit in choice of media, representations, and focus in journalism and professional writing.
 4. Demonstrate knowledge of the history and traditions of journalism and professional writing.
 5. Perform entry-level work at a professional publication or as a professional writer, as demonstrated by completion of a media experience.

Required courses:**8 course units**

JPW 208/Introduction to Journalism
 JPW 250/Writing for Interactive Media
 JPW 301/Data Journalism
 JPW 308/Media Law
 JPW 309/Media Ethics
 JPW 311/News Editing and Production
 JPW 498/Beats and Deadlines
 JPW 499/Media Experience

Three of the following courses:**3 course units**

JPW 251/Feature Writing
 JPW 310/Press History
 JPW 321/Race, Gender, and the News
 JPW 322/Future of the News
 JPW 350/Magazine Writing
 JPW 355/Topics in Professional Writing
 JPW 370/Topics in Journalism
 JPW 397/Practicum (by permission)

One course, by advisement, from outside the JPW offerings (e.g., creative writing, literature, business, design, political theory, science and technology, international studies). **1 course unit**

Total for major**12 course units****Suggested First-Year Sequence for Journalism and Professional Writing**

FSP First Year Seminar
 JPW250/IMM 140/Writing for Interactive Media
 JPW 208/Introduction to Journalism
 Liberal Learning *
 Liberal Learning*
 Liberal Learning
 Liberal Learning (or another journalism course)
 Liberal Learning (or WRI 102, if not exempted)

*It is recommended that students not exempted from the foreign language requirement take courses to meet that requirement. Note: *Arabic 151 and 152, Chinese 151 and 152, Japanese 151 and 152, and*

Russian 151 and 152 (offered annually) are intensive courses and carry two course units of credit each. Students should take this into account when planning a normal four-course semester.

Total for year

8 course units

Minors

Journalism Minor

Required Courses:

JPW 208/Introduction to Journalism

JPW 399/Internship in Journalism or Professional Writing

JPW 498/Beats and Deadlines

Any two JPW courses, 200-level or above

Only one course unit, either required or elective, may be used to satisfy requirements for both a major field and a minor field.

Professional Writing Minor

The professional writing minor allows students to gain a theoretical grounding and practical experience in both traditional and new media journalism, public relations, advertising, and marketing communications. Whenever possible, students in the professional writing classes work collaboratively on projects with students in other media-related disciplines. This minor requires each student to take 5 courses.

Required Course

JPW 250 – Writing for Interactive Media

3 Professional Writing Options

JPW 208 – Introduction to Journalism

JPW 251 – Feature Writing (Same as IMM 240)

JPW 301 – Data Journalism (Same as IMM 441)

JPW 311 – News Editing and Production

JPW 350 – Magazine Writing

JPW 370 – Topics in Journalism

JPW 371 – Topics in Professional Writing

JPW 399 – Internship in Journalism or Professional Writing

JPW 498 – Beats and Deadlines

1 Elective

Any LIT or CRW course by advisement. Any IMM course not listed above.

AAV 251 – Introduction to Graphic Design

BUS 200 – Legal & Regulatory Environment of Business

ECO 101 – Principles of Economics: Micro

COM 212 – TV Production

COM 371 – Topics in Public Relations

TST 160 – Creative Design

Only one course unit, either required or elective, may be used to satisfy requirements for both a major field and a minor field.

Academic Advisement

Each student is responsible for following JPW advisement procedures. Students will be assigned an academic advisor whose name will appear in their PAWS accounts. Advisors will publicize the times when they are available for conferences, but students are responsible for taking the initiative to arrange conferences with the advisor each semester during the registration period and whenever academic questions arise. JPW faculty believe that proper advisement is vital to the academic well-being of majors. The purposes of these conferences are to assure that: 1) the student is taking the appropriate courses to meet the College's academic requirements; 2) the student is pursuing those courses best suited to his or her career goals; and 3) the student will have a source of mature advice in handling whatever academic difficulties he or she may be encountering. Advisors will maintain files on each advisee, containing program planners, transcripts, a record of their attendance at advising sessions, and other relevant data.