

Journalism and Professional Writing

Faculty: Donna Shaw (chair), Kim Pearson, Emilie Lounsberry, Kathleen Webber

The Journalism and Professional Writing (JPW) curriculum provides 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 in 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, marketing, law, management, or any other occupation that requires superior written and oral communication skills. It also provides strong preparation for graduate and professional schools; many of our students go on to advanced study at universities across the country.

JPW 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 JPW major is based on the following performance standards in two “critical content” courses: JPW 208/Introduction to Journalism (C) and JPW 250/Writing for Interactive Media (C).
- Students in good academic standing, newly matriculated and first-term students without a GPA who wish to transfer into Journalism and Professional Writing from another program within the College, or to add JPW as a second major, are invited to submit a Change of Major form by the deadlines stated on the academic calendar. If JPW does not have capacity for all applicants, the applications will be considered competitively.
- Graduation requirements: all JPW and correlate courses (C-).

Adding or Removing a Minor

JPW is a major with two individual minors: One for Journalism and the other for Professional Writing. Fill out the required form and have it signed by the department chair. Then submit your signed form to Records & Registration.

All minors must be declared at least ONE semester prior to graduation.

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

To remove a minor, use the same form and procedure, but note that you would like to remove the minor.

Transfer Credit

Each student is required to complete at least seven of the twelve courses for the JPW degree at the College. The 12th course is one that is 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 326/Plato to Cable TV
 JPW 350/Magazine Writing
 JPW 360/Multimedia Storytelling for the Web
 JPW 370/Topics in Journalism
 JPW 371/Topics in Professional Writing
 JPW 391/Independent Study in Journalism or Professional Writing
 JPW 397/Practicum (by permission)
 JPW 399/Internship in Journalism or Professional Writing
 JPW 401/The Washington Center
 JPW 493/Independent Research II

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/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

The Journalism minor provides experience in journalism theory, technique, and practice, and prepares students for careers in the news media. This minor requires each student to take 5 courses.

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 provides 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 (with a minimum of two courses at 300-400 levels)

JPW 208/Introduction to Journalism

JPW 251/Feature Writing

JPW 301/Data Journalism

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 CWR course by advisement

Any IMM course not listed above

AAV 251/Design Fundamentals

BUS 200/Legal & Regulatory Environment of Business

ECO 101/Principles of Economics: Micro

COM 212/Introduction to TV Studio

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, and is assigned an academic adviser whose name will appear in his/her PAWS account. Advisers will publicize the times when they are available for conferences, but students are responsible for taking the initiative to arrange conferences with advisers each semester during the registration period and whenever academic questions arise.

JPW faculty believe that proper advisement is vital to the academic wellbeing 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/her career goals;
- 3) The student will have a source of mature advice in handling whatever academic difficulties he/she may encounter;
- 4) Advisers are able to maintain updated files on advisees, containing program planners, transcripts, a record of their attendance at advising sessions, and other relevant data.