

## **Journalism and Professional Writing**

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

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 separate minors in Journalism, Professional Writing, and Broadcast and Multimedia Journalism. 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, social media, 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 three individual minors: Journalism, Professional Writing, and Broadcast and Multimedia Journalism. 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 12<sup>th</sup> 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 209/Broadcast Journalism  
 JPW 251/Feature Writing  
 JPW 310/Press History  
 JPW 320 Social Media Strategy  
 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 372 Introduction to Media Entrepreneurship

JPW 385 Literature of Literary Journalism  
 JPW 391/Independent Study in Journalism or Professional Writing  
 JPW 393 Independent Research  
 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, political theory, science and technology, international studies, public health, communication studies, interactive multimedia, computer science, graphic design, photo and video). **1 course unit**

**Total for major**

**12 course units**

### **Suggested First-Year Sequence for Journalism and Professional Writing**

FYS 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 FYW 102, based on placement)

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

**Broadcast and Multimedia Journalism Minor**

The interdisciplinary minor in Broadcast and Multimedia Journalism requires a total of five units, in five categories as follows, with students taking one course from each:

1. JPW 209 Broadcast Journalism
2. COM 212 Intro to Digital Filmmaking
3. One of the following photo/video-related choices:
  - a. COM ~~270~~ 225 Writing and Announcing for Broadcasting
  - b. JPW 360 Mobile Video Production and Editing
  - c. IMM 342 Interactive Storytelling
  - d. AAV 130 Photo 1
  - e. AAV 230 Photo II: Documentary Photo
  - f. AAV 244 Video I
  - g. AAV 330 Photo III: Image and Narrative
  - h. Topics course by advisement
4. One of the following audio-related choices:
  - a. COM 269 Intro to Audio Production
  - b. COM 369 Advanced Radio and Audio Production
  - c. JPW 370 Topics in Journalism: Podcasting
  - d. IMM 251/MUS 337 Audio Recording and
  - e. Topics course by advisement
5. One of the following:
  - a. JPW 308 Media Law/COM 210 Mass Media and the First Amendment (cross-listed)
  - b. JPW 309 Media Ethics

In accordance with existing College policy, at least half of the courses required for the minor must be completed at TCNJ or through a prior approved course exchange program. In addition, in accordance with College policy, at least two of the courses must be 300-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, CWR or LNG course by advisement

Any IMM course not listed above

AAV 251/Design Fundamentals

BUS 200/Legal & Regulatory Environment

ECO 101/Principles of Microeconomics

COM 212/Intro to Digital Filmmaking

COM 370/Topics in Public Relations

TST 161/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.