

Journalism and Professional Writing

Faculty: Kathleen Webber (coordinator)

The Journalism and Writing (JPW) program resides in the department of Communication, Journalism, and Film. The Journalism and Professional Writing 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, Broadcast and Multimedia Journalism, and an interdisciplinary minor in Social Media. 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 one “critical content” course: JPW 208/Introduction to Journalism (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: minimum grade of C- in all JPW courses.

Adding or Removing a Minor

JPW is a program with three individual minors: Journalism; Professional Writing; and Broadcast and Multimedia Journalism.

- To add a minor, students should complete the required form, have it signed by the coordinator, and submit the signed form to the Office of 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, students should use the same form and procedure, but note that they would like to remove the minor.

Transfer Credit

Each student is required to complete at least six of the thirteen courses for the JPW degree at the College. The 13th 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: 9 course units

JPW 208/Digital Journalism

IMM 110/Intro to Digital Media

JPW 209/Broadcast Journalism or COM 212 Introduction to Digital Filmmaking

JPW 308/Media Law

JPW 309/Media Ethics

JPW 311/News Editing and Production

JPW 390/Beats and Deadlines

JPW 475/Data Journalism

JPW 499/Media Experience

Three of the following courses: 3 course units

JPW 250/Writing for User Experience
JPW 251/Feature Writing
JPW 271 Fact Checking
JPW 320 Social Media Strategy
JPW 321/Race, Gender, and the News
JPW 322/Future of the News
JPW 335 Health and Environmental Journalism
JPW 350/Magazine Writing
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 471/Topics in Professional Writing
JPW 493/Independent Research II

CS 102/Intro to Computational Thinking

COM 172/Intro to Media Communication
COM 220/Editing for Social Media
COM 261/Intro to Public Relations
COM 265/Emerging Communication Technologies
COM 269/Intro to Audio Production
COM 350/Documentary Production
COM 369/Advanced Audio
COM 371/Strategies in Public Relations
COM 380/News in our Lives Today

IMM 130/Design Fundamentals for the Web
IMM 280/Design Perspectives
IMM 240/Technical Writing

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 13 course units

Suggested First-Year Sequence for Journalism and Professional Writing

FYS First-Year Seminar
JPW 208/Digital Journalism
College Core *
College Core*

IMM 110/Digital Media or COM 212 or JPW 209
College Core
College Core (or another journalism course)
College Core

*It is recommended that students not exempted from the second 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 typical 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 five courses.

Required Courses

JPW 208/Digital Journalism
JPW 399/Internship in Journalism or Professional Writing
JPW 390/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 225/Writing and Announcing for Broadcast
- b. JPW 360/Mobile Video Production and Editing
- c. IMM 34/ 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 26/ Introduction to Audio Production
- b. COM 369/Advanced Audio Production
- c. JPW 370/Topics in Journalism: Podcasting
- d. IMM 251/Audio Recording and Production
- 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 five 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/Digital Journalism

JPW 251/Feature Writing

JPW 390/Beats and Deadlines

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 471 Topics in Professional Writing
JPW 475/Data Journalism

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 Communication Studies
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.

Social Media Minor

The interdisciplinary Social Media minor combines courses from Journalism and Professional Writing, Communication Studies and Marketing.

Choose one of the following:

COM 201/Social Media: History, Theory, Practice
MKT 384/Digital Marketing
MKT 370/Topics: Marketing and Social Media
JPW 320/Social Media Strategy

Choose two of the following:

COM 220/Editing for Social Media
COM 371/Strategies of Public Relations
COM 394/Global Health and Risk Communication
JPW 309/Media Ethics
MKT 384/Digital Marketing Strategy
MKT 370/Topics: Marketing and Social Media
BUS 380/Law, Technology and Business

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 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/her career goals;
3. The student will have a source of mature advice in handling whatever academic difficulties he/she may encounter;
4. Advisers maintain updated files on advisees, containing program planners, transcripts, a record of their attendance at advising sessions, and other relevant data.