

# Communication

*“Shaping minds to master tomorrow’s communication challenges”*

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4.10.2015

To: Communication Majors and Minors

From: Professor Clampitt, Chair of Communication

Re: Program Tweaks

We are always looking for ways to improve our program and enhance your student experience. Therefore, the faculty has agreed on a few tweaks to our courses and changes to the Journalism track. These tweaks primarily affect students in the Journalism and PR tracks.

The primary reason for the program tweaks is that the Journalism track needs to be updated for the 21<sup>st</sup> Century (see attached for details). That means letting go of the print based orientation, and being able to better integrate digital components into our Journalism emphasis. I’ve listed below the major changes.

1. The Feature Writing (Comm 303) will no longer be offered. For the PR track – it will be replaced **with Media Workshop I / Comm 474** (as required instead).
2. **Advanced Reporting** will be moved from a 400 to a 300 level: **Comm 396**. Content would remain the same.
3. Practicum in Print I and II (Comm. 353 & 453) would be renamed **Media Workshop I and II** and moved to a 400 level, to be capstone courses: **Comm. 474 & 475**. Moreover, Media Workshop I & II would be open for any student from other tracks. For example: Mass Media students interested in taking the class and concentrating on creating podcasts / broadcast formats are welcome!!
4. A new course would be introduced, at a 400 level: **Comm 425 – Digital Journalism**. This course would be the Journalism track equivalent of what Social Media Strategies is for PR and Org. Comm. emphases.

**Note to PR & Journalism Students:** some of these changes are still working through the bureaucracy. **If you want to sign up for Media Workshop 1 (Comm 474) in the Fall, then you need to sign up under the old number/name (Print Practicum I – Comm 353).** It will still count as Comm 474 in the new program.

Three principles guide us through this minor transition:

- If you like your current plan, then you can keep it. However, we may have to make a few minor substitutions.
- If you’d like to switch a course in your current plan, then you can do that. For example, if your current plan requires Feature Writing and you’d want to take Media Workshop 1,

then will help you make the switch.

- If you are in the “old” Journalism track, then you can switch to the new requirement. Check with Professor Coman on details.

All the program tweaks should be finalized by the start of the Fall semester. If you have any questions, please check with your advisor. We are committed to helping you become communication professionals.