MEMORANDUM

TO: Dr. Chris Randall
Chair, Transitional Undergraduate Academic Council

THROUGH: Dr. Ed Roach
Provost, Troy University
(and if approved)

THROUGH: Dr. Hal Fulmer
Dean, College of Communication and Fine Arts
(and if approved)

THROUGH: The Faculty of the Hall School of Journalism
Dr. Steve Padgett
Director, Hall School of Journalism

FROM: Prof. Christopher Warden
Assistant Professor, Hall School of Journalism

SUBJECT: Proposed change in existing journalism course (JRN 3320 Interviewing to JRN 3320 Information Gathering)

DATE: May 15, 2004

1. Purpose of curriculum addition/modification (must include how this addition/modification will improve the major/minor program(s) that it is proposed to serve):

   The purpose of this proposal is to make changes to an existing course in journalism to supplement, strengthen and enhance the current offerings in the field.

   The course being changed is:

   JRN 3320 Interviewing

   The proposed course is:

   JRN 3320 Information Gathering

   Proposed catalog description for this course is:

   Supervised journalism-related experiences focusing on gathering and analyzing information through discussion and practice of the techniques of interviewing, document and online research, focus groups and opinion surveys.
Rationale for Proposal:

Justifications:

• This course allows students to gain experience in the techniques of information gathering and analysis in the fields of journalism, broadcast journalism, public relations, advertising and/or sports information.

• A second purpose of this course is to help students learn about basic research in mass communications and how to evaluate the quality of research.

• The Hall School of Journalism’s faculty reviewed the school’s curriculum developed a plan to improve and strengthen the courses and programs. This request is one step in the process to improve Troy University’s journalism programs.

2. Relationship of purpose to university purpose:

In accordance with the institutional purpose of Troy University, this course aids students in thinking critically, writing and reading about journalism and its practices.

3. Objectives (courses, requirements, and other specifics through which the purpose is to be achieved):

Objectives for this proposed class include:

• Apply the general theoretical and practical knowledge of information-gathering techniques relating to the fields of journalism, broadcast journalism, public relations, advertising or sports information.
• Explore the variety of challenges that face communication professionals when gathering, analyzing and verifying information.
• Learn about the ethical and professional standards in journalism and research.
• Understand the basic processes of research and journalism.
• Become better critical thinkers, writers and readers in the area of journalism.
• Understand the basic statistical techniques used in typical journalism, public relations and advertising research projects.

4. Expected results (must be stated in measurable terms):

More than 65 percent of the students taking this class will successfully complete the course with a grade of C or higher.

5. Assessment instrument(s):

There will be graded assignments during the term including exams, projects and papers.
6. Procedure for administering assessment instrument(s):

The assessments will be administered throughout the semester in accordance with Troy University guidelines.

7. Statement of results of assessment (must include who will analyze the results, who will formulate any necessary plan for improvement, who will be responsible for implementing any such plan, and the date of implementing such plan).

The instructor will analyze the results of the assessments and formulate any necessary plan for improvement. The plan will be reviewed and approved by the director of the Hall School of Journalism and upon approval will be assigned an implementation date.

In addition, students will be able to assess the course through the student evaluation system used at Troy University.

8. How will faculty be made available to meet the needs of this curriculum addition/modification?

The faculty for this course will be existing or new Hall School of Journalism faculty or approved adjunct faculty members.

9. What additional resources (library materials, lab equipment, and et al.) will be required to meet the needs of this curriculum addition/modification?

The purpose of the proposal is to improve the journalism degree programs for the School’s majors and minors. While this is the driving force behind this request, more than half of the classes offered by the Hall School of Journalism are taught by adjunct faculty members or as overloads. This means that any changes in the School’s degree programs may impact our ability to continue growing and improving our curriculum. We anticipate being able to find a faculty member willing to teach this class as an overload or find an adjunct qualified to teach this course.

While the School’s faculty members are confident that this course will help strengthen the program, we ask that the University consider adding additional faculty to the School of Journalism. This will help lower the number of classes taught as overloads or by adjunct faculty members plus it would help the School maintain a high level of quality instruction in all classes.

10. Estimated annual cost to the university:

If an adjunct faculty member is used to teach this class, the university will need to increase the Hall School of Journalism’s part-time faculty budget line. The university establishes the pay scale for adjunct faculty members.

11. This curriculum addition/modification will be required of students in the following major/minor program(s):
This course will be required for all students in journalism degree programs.

12. Number of students currently enrolled in this (these) program(s):

325

13. Total FTE faculty in this department (AY 2003-2004):

3.3

14. Analysis of credit hour production in this department:
   a. Total credit hours of GS and remedial courses (AY 2003-2004) 0%
   b. Total credit hours of all other courses (same period) 184 semester hours
   c. Percentage analysis:
      - GS and remedial 0%
      - Upper level 61%
      - Graduate 0%

15. Relevant course syllabi (attached):
Information Gathering

COURSE: JRN 3320  (Troy University – Fall 2005)

TIME OF CLASS:

LOCATION OF CLASS:

CLASS WEB PAGE:  http://jschool.troyst.edu/~jrn3320

INSTRUCTOR:  Staff

INSTRUCTOR'S E-MAIL:

INSTRUCTOR'S WEB ADDRESS:

INSTRUCTOR'S OFFICE LOCATION:

INSTRUCTOR'S OFFICE TELEPHONE:

INSTRUCTOR'S OFFICE HOURS:

PREREQUISITES:  None

DESCRIPTION: This course offers the student supervised journalism-related experiences focusing on gathering and analyzing information through interviewing, document research and opinion survey techniques

COURSE OBJECTIVES: Upon successful completion of this course, you should be able to:

• Apply the general theoretical and practical knowledge of information-gathering techniques relating to the fields of journalism, broadcast journalism, public relations, advertising or sports information.
• Explore the variety of challenges that face communication professionals when gathering, analyzing and verifying information.
• Learn about the ethical and professional standards in journalism and research.
• Understand the basic processes of research and journalism.
• Become better critical thinkers, writers and readers in the area of journalism.
• Understand the basic statistical techniques used in typical journalism, public relations and advertising research projects.
• Conduct a survey, focus group and an experiment for a journalism, public relations or advertising research project.

TEXT:  Mass Communication Research Methods by Hansen, Cottle, Negrine and Newbold.
Channels of Propaganda by J. Michael Sproule, dean of the College of Arts and Sciences, St. Louis University
Assignments and grading: This course is based on a ten-point scale.

10.0 percent first exam
10.0 percent second exam
10.0 percent first paper
10.0 percent second paper
10.0 percent survey research project
10.0 percent focus group project
15.0 percent final project
25.0 percent final exam

100.0 percent TOTAL

E-MAIL and MAJORDOMO LIST: Troy University provides all students with free e-mail addresses, and you are required to properly maintain this account. You are also required to subscribe to a class majordomo list to enable the instructor to send the class e-mail messages.

ATTENDANCE: In registering for classes at the university, undergraduate students accept responsibility for attending scheduled class meetings, completing assignments on time, and contributing to class discussion and exploration of ideas. If a student does not attend class during the first two weeks (first 14 calendar days) of the semester, and does not give prior notification to the instructor of reasons for absence and intent to attend the class, the student will be required to drop the course. It is the responsibility of the student to drop the course or to withdraw from the university according to university policy.

A faculty member may excuse absences and allow students to make-up work if the faculty member deems the absence legitimate. A faculty member is not expected to provide make-up opportunities for a student without a legitimate excuse. Official excuses are granted by the Office of the Provost for authorized university activities. Faculty members may levy academic penalties upon unexcused absences. Students should understand that absences might jeopardize their grade. Students receiving financial aid benefits are required to attend classes according to the regulations for financial aid benefits in addition to those regulations required for the course.

Inclement Weather and Emergency Situations: Both faculty and students are responsible for meeting all assigned classes. In the event of inclement weather, faculty and students will be expected to attend classes as usual as long as they may do so without risking peril to themselves or to others. During periods of inclement weather, faculty and students will not be penalized for absences dictated by perilous conditions. In severe cases of inclement weather or other emergency conditions, the Office of the Provost will announce cancellation of classes through the local and regional media as well as through the university’s web site.

Plagiarism, cheating, incompletes and other university policies and procedures: Students should be familiar with all policies and procedures of the university, including but not limited to those published in the undergraduate bulletin, student handbook and course schedule.
Americans with Disabilities Act
Any student whose disabilities fall within ADA must inform the instructor at the beginning of
the term of any special needs or equipment necessary to accomplish the requirements for this
course.

Additional Services
Students who have or may be dealing with a disability or learning difficulty should speak
with the instructor, contact the Office of Adaptive Needs (Wright 226) or call 670-3220/3221. Various accommodations are available through the Adaptive Needs Program.

Tentative Course Schedule

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<td>Week 5</td>
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