New Course Request

Indiana University

South Bend Campus

Check Appropriate Boxes: Undergraduate credit [x] Graduate credit [ ] Professional credit [ ]

1. School/Division: Raclin School of the Arts
2. Academic Subject Code: JOUR
3. Course Number: J 360 (must be cleared with University Enrollment Services)
4. Instructor: Alec R. Hosterman
5. Course Title: Public Relations Writing
   Recommended Abbreviation (Optional): PR Writing
   (Limited to 32 Characters including spaces)
6. First time this course is to be offered (Semester/Year): Fall/2006
7. Credit Hours: Fixed at [ ] or Variable from [ ] to [ ]
8. Is this course to be graded S-F (only)? Yes [x] No [ ]
9. Is variable title approval being requested? Yes [ ] No [x]
10. Course description (not to exceed 50 words) for Bulletin publication: Prerequisite: J200. The class will learn how to develop public relations/communications tools for clients including press releases, newsletters, persuasive memoranda, presentations, web copy, issue papers, backgrounds, crisis communications, and promotional pieces. This is intended to be a hands-on experience for students who want to learn the art of public relations writing. (Adopted from: http://journalism.indiana.edu/academics/courses/undergradcourse.php - see attached document)
11. Lecture Contact Hours: Fixed at [2, 5] or Variable from [ ] to [ ]
12. Non-Lecture Contact Hours: Fixed at [n/a] or Variable from [ ] to [ ]
13. Estimated enrollment: [ ] of which [ ] percent are expected to be graduate students.
14. Frequency of scheduling: Once per yr.
   Will this course be required for majors? [ ] Yes [ ]
15. Justification for new course: Improving curriculum to provide expanded course offerings/requirements for majors.
16. Are the necessary reading materials currently available in the appropriate library? [ ] Yes [ ]
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.
19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature]
Department Chairman/Division Director

Date: 9/29/05

Approved by: [Signature]
Dean

Date: 10/28/05

Dean of Graduate School (when required)

Date:

Chancellor/Vice-President

Date:

University Enrollment Services

Date:

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

UPS 724 University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow;
Department/Division—Pink; University Enrollment Services Advance—White
JOUR-J 353: Advanced Broadcast News (3 cr)  

JOUR-J 354: Photojournalism Editing (3 cr)  
P: 1344, or permission of the instructor. Workshop on the role and function of the picture editor for the print and internet news media. Theory and practice of picture editing skills including assigning, selecting, cropping, writing captions and blurbs, producing informational graphics, designing photo pages, editing by computer, and managing visual journalist.

JOUR-J 360: PR Writing  
There is currently no description for this course.

JOUR-J 360: Reporting, Writing, Edit for WWW (3 cr)  
Even as the online news industry struggles through some growing pains, the medium is here to stay. This course prepares student journalists to enter that rapidly-evolving, fast-paced world. With the "convergence" of different media occurring in the leading newsrooms, the skills you acquire in this course will be a valuable asset regardless of whether you pursue an online, print, magazine, or broadcast career. You will learn how to report and write high-quality journalism-worthy of any print outlet—but specifically tailored to be presented using the Web’s multimedia features. Students will acquire the skills needed to hold an online reader's notoriously short attention span when presenting articles on the Net, including how to organize a project in an inter-linked, multipart story structure. Students will learn techniques to meet deadlines dictated by the need for immediacy on the Web, including how to take advantage of the vast and varied communities and data bases proliferating across the Internet to identify credible sources and reliable information.

In addition, students will examine the history of Web journalism as well as discuss ways to modify the skills they acquire in this course in the face of emerging technologies that are likely to impact the medium.

JOUR-J 360: Public Relations Writing (3 cr)  
P: 1200, 1201, 1321 or permission of instructor. The class will concentrate on developing public relations/communications tools for a client: press releases, persuasive memoranda, presentations, issue papers or backgrounders, a crisis communications plan and promotional pieces. This is intended to be a hands-on experience for students who want to learn the art of public relations writing. Students who take the course will have completed a principles of PR class and two classes in reporting/writing/editing. We would like to work with a Bloomington community group for this class. Students would adopt the agency to help develop the kinds of pieces the agency needs. Students
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>JOUR-J 375</td>
<td>Race, Gender, and the Media (3 cr)</td>
<td>Survey and analysis of how news and entertainment media represent issues of race and gender. History of women and people of color as media professionals and media consumers. Discussion of contemporary problems and potential solutions.</td>
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<td>JOUR-J 385</td>
<td>Television News (3 cr)</td>
<td>P: 3343 and 3353, or consent of instructor. Preparation and presentation of news for television. Practice in writing, reporting, filming, and editing news for TV. TV writing problems; use of photographs, film, and videotape; problems of sound in TV news; ethical problems of the TV film reporter and editor.</td>
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<tr>
<td>JOUR-J 403</td>
<td>Laboratory/Field Experience</td>
<td>There is currently no description for this course</td>
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<td>JOUR-J 407</td>
<td>Newsgathering and the Law (3 cr)</td>
<td>P: 3300. Students study the law relating to the content of news media and the processes by which that content is created. Discussion includes the legal issues triggered by story framing, selection of sources, interviewing, photography, and access to information. The course involves reading and research using primary legal materials.</td>
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<tr>
<td>JOUR-J 409</td>
<td>Media Management (3 cr)</td>
<td>Research seminar that examines techniques and processes used in managing media organizations. Through discussions, case analysis, and group projects, the course explores organizational missions and social responsibilities, market analysis techniques, personnel management issues, and budgeting.</td>
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<tr>
<td>JOUR-J 410</td>
<td>The Media as Social Institutions (3 cr)</td>
<td>P: 3300, senior standing. Examination of the functions and impact of the mass media in society with primary focus on the United States. Discussion of the values of media organizations and the professional and ethical values of journalists. Critical analysis of the relationship of the media and society and the effect of political, economic, and cultural factors on the operation of the media.</td>
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<tr>
<td>JOUR-J 413</td>
<td>Magazine Article Writing (3 cr)</td>
<td>P: 3342. In-depth explanation of the nonfiction magazine article field. Examination of trends and problems in nonfiction writing for both general and specialized magazines. Criticism of student articles written for publication. Seminar sessions with editors and freelance writers.</td>
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<tr>
<td>JOUR-J 414</td>
<td>International News Gathering (3 cr)</td>
<td>Structure and function of international communication systems and barrier to flow of information among nations. Emphasis on gathering and disseminating information around the world. Study of the major newspapers of the world, international news agencies, and international broadcasting and satellite networks.</td>
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<tr>
<td>JOUR-J 414</td>
<td>International News Gathering</td>
<td>There is currently no description for this course</td>
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