

**Proposed Changes to the Curriculum
of the Department of Journalism and Mass Communication
Abilene Christian University
Fall 2001**

- Currently the department has six majors; under the proposed plan it will have three majors and eight tracks.
- All journalism-based tracks are grouped together under the Journalism major; the Integrated Marketing Communication major remains unchanged since its 1996 revision; and the Electronic Media major is split into two tracks.
- The Visual Communication track in the proposed plan gives an option to students interested in communication through visual media, but not committed to photojournalism.
- The proposed plan will help clarify the areas of study to prospective students, i.e., because the Broadcast Journalism track is part of the Journalism major, students will understand the scope of the major better than they do currently.
- Under the proposal three new courses are being added to the curriculum: JMC 210 Electronic Visual Media , JMC 239 Writing for Electronic Delivery and JMC 452 Advanced Digital Media.
- Two courses were deleted from the 2001-02 catalog: JMC 101 Grammar for Journalists and JMC 498 Capstone Project.
- Several courses are undergoing name or number changes so they will fit more logically into the sequence. Catalog changes to the description of these courses will be minimal.

Brief Explanation of Changes to the JMC Curriculum

Fall 2001

Changes for All Majors

The JMC Core is the list of classes every JMC major takes, regardless of major. The biggest change to the Core is the addition JMC 210 – Electronic Visual Media. This class was created because many students thought JMC 233 Intro to Photography and JMC 260 Video I had too much overlap in content. This course will take the place of those two courses, and it will give students an introduction to the basics of digital photography, digital videography and digital editing. Only those majoring in using images to communicate will take JMC 260 and/or JMC 233.

Each major will have between 3-12 elective hours within the department, depending on his or her major and track. This change is based on new standards of ACEJMC, our accrediting body, regarding number of hours allowed in the department.

Changes to Individual Majors

- **Journalism** – We have combined all of the journalism-related majors into one major, (journalism), and four tracks (print, broadcast, religious and photo). Courses within the journalism major will change very little from the current curriculum.
- **IMC** – No changes.
- **Electronic Media** – Most changes occurred in this area. First, we divided the major into two tracks – Visual Communication, which will focus on photography and video, and Digital Media, for those interested in Web publishing.