



**FOR APPROVAL**

**PUBLIC**

**OPEN SESSION**

**TO:** UTSC Academic Affairs Committee

**SPONSOR:** William Gough, Vice-Principal, Academic and Dean  
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**DATE:** March 22, 2018 for March 29, 2018

**AGENDA ITEM:** 2

**ITEM IDENTIFICATION:**

Undergraduate Major Modifications-- Specialist (Joint) Program in Journalism

**JURISDICTIONAL INFORMATION:**

University of Toronto Scarborough Academic Affairs Committee (AAC) “is concerned with matters affecting the teaching, learning and research functions of the Campus” (*AAC Terms of Reference, Section 4*). Under section 5.6 of its terms of reference, the Committee is responsible for approval of “Major and minor modifications to existing degree programs.” The AAC has responsibility for the approval of Major and Minor modifications to existing programs as defined by the University of Toronto Quality Assurance Process (*UTQAP, Section 3.1*).

**GOVERNANCE PATH:**

1. **UTSC Academic Affairs Committee [For Approval] (March 29, 2018)**

**PREVIOUS ACTION TAKEN:**

No previous action in governance has been taken on this item.

## **HIGHLIGHTS:**

The Department of Arts, Culture and Media (ACM) is proposing major modifications to the existing Specialist (Joint) program in Journalism (BA).

The Joint Journalism program is offered in partnership with Centennial College. The program requirements combine courses taught at UTSC that are focused on the critical analysis of the field of Journalism with courses taught at Centennial College that are focused on Journalism practice. Students in the program move between the two institutions as they complete their program requirements. Completion of the existing Joint Journalism program allows students to earn both an Honours Bachelor of Arts (HBA) degree from the University of Toronto and an Ontario College Advanced Diploma from Centennial College.

Journalism practice is evolving, and Journalism education must evolve with it. It must not only catch up to the media industry, it should also look forward into the future to become a laboratory for innovation, collaboration and entrepreneurship. The proposed major modifications to the Joint Journalism program respond to these changes, as well as the recent redevelopment and expansion of UTSC Journalism courses.

In the evolving world of media, and against the backdrop of competing journalism programs, Centennial College and UTSC have the opportunity to introduce the innovative, digital-, data- and mobile-focused curricula needed to train, and graduate, storytellers with the skills and mindset to be enterprising and confident contributors and leaders in media today and tomorrow. To achieve this goal, we are changing the Centennial College-based curriculum of the Joint Journalism program in four important ways:

- (1) four courses are being retired – any relevant content from these courses has been moved to other existing courses, or to new courses;
- (2) nine existing courses are updating their content to catch up with the changing skillsets that our students will need to gain a foothold in a rapidly evolving industry;
- (3) a non-credit module has been removed from the program and its content added to a credited course; and
- (4) four new courses are being added to the program to address the growing need for an understanding of data and information handling within the world of news publishing and audience metrics, and the entrepreneurial demands on early career journalists to navigate the world of freelance-contract and self-promotion.

These changes fall into three overarching categories:

- **Fundamentals** – news judgment, reporting, interviewing, writing, visual storytelling with photography and videography, effective use of social media, editing and curating and law and ethics.
- **Mobile and emerging technologies, tools, trends and strategies** - mobile storytelling and technologies, interactive and data journalism, contemporary and emerging trends in media and storytelling, and analytics, algorithms and audiences.

- **Professional practice** – personal branding and operating as a freelancer, entrepreneurial and collaborative reporting and field placement.

We will also be taking this opportunity to make minor modifications to the UTSC-based program requirements, to eliminate confusion and redundancy.

The structure of the Joint Journalism program is also being revised. Specifically, the timing of the three Centennial College focused semesters, which are currently spread out across the Fall and Winter semesters of Year 3 and Fall semester of Year 4, will now take place over the Fall, Winter, and Summer semesters of Year 3. Following the completion of the Centennial College focused terms, students will return to UTSC for a final semester, which will now be in the Fall semester of Year 4 (rather than the Winter semester of Year 4).

The learning outcomes for the UTSC-based components of the Joint Journalism program have not changed and remain academically oriented to reflect advances in the disciplinary research and pedagogy of the study of journalism as a field. The learning outcomes for the Centennial-based components of the Joint Journalism program are industry- and training-oriented learning outcomes. They are being updated to reflect the changes in journalism production technologies that have occurred over the last decade. These changes are detailed in Appendix B of the proposal.

Students in the Joint Journalism program will continue to have the option of completing two credentials: the Honours Bachelor of Arts degree granted by University of Toronto, and the Ontario Graduate Certificate in Contemporary Journalism. This is a change from the existing Joint program in which students have the opportunity to earn an Ontario College Advanced Diploma. The Ontario Ministry of Advanced Education and Skills Development has approved this new certificate program.

Students who are already enrolled in the Joint Journalism program will be grandfathered. Accommodations will be made to allow new courses to act as substitutes for courses that are being deleted. This is appropriate since components of the deleted courses have all been incorporated into the updated/changed courses as well as the new courses.

There will be a transition period of three years during which Centennial College will provide course availability for the new compressed schedule (with a final Summer term in Year 3) as well as the current schedule (with a final Fall term in Year 4).

Accommodations are being built into the program for any students – whether existing or new – who face unforeseeable difficulty managing the pressure of the three semesters at Centennial, which are very intensive. These include the flexibility to choose when students complete their final semester at Centennial and their final semester in the program overall, which may offer a welcome opportunity to remain in sync with at least part of one's cohort, continuing on one of the two prescribed paths, but taking a needed break to catch up on extended deadlines or to address one's health concerns.

There has been extensive consultation regarding these changes at UTSC and Centennial College. The overall results of this consultation are positive with students eager for the expanded and updated skillsets that proposed changes to the Joint program will provide. A majority of students from the UTSC consultation expressed a desire for flexibility in both the credentials awarded, as well as being able to choose between the proposed compressed Centennial schedule or the current schedule.

**FINANCIAL IMPLICATIONS:**

There are no net financial implications to the campus operating budget.

**RECOMMENDATION:**

Be It Resolved,

THAT the major modifications to the Specialist (Joint) program in Journalism (BA), as described in the proposal dated January 24, 2018, and recommended by the Vice-Principal, Academic and Dean, Professor William Gough, be approved for the academic year 2018-19.

**DOCUMENTATION PROVIDED:**

1. Major Modification to the Specialist (Joint) program in Journalism (BA), dated January 24, 2018.

## University of Toronto

# Major Modification Proposal: Significant Modifications to Existing Graduate and Undergraduate Programs

<b>Program being modified:</b>	Specialist (Joint) Program in Journalism (BA)
<b>Type of Major Modification:</b>	(1) Changes to Centennial College-based course requirements to address the growing need for an understanding of data and information handling in the field of Journalism. (2) Changes to program structure to consecutively place the timing of the Centennial-based course requirements in the Fall, Winter and Summer terms of Year 3 of the program.(3) Changing the program learning outcomes to align with the program requirement changes
<b>Effective Date of Change:</b>	April 1, 2018
<b>Department / Unit where the program resides:</b>	Arts, Culture and Media
<b>Discipline Area/Calendar Section:</b>	Journalism
<b>Faculty / Academic Division:</b>	University of Toronto Scarborough
<b>Faculty / Academic Division contact:</b>	Annette Knott, Academic Programs Officer; <a href="mailto:aknott@utsc.utoronto.ca">aknott@utsc.utoronto.ca</a>
<b>Department / Unit contact:</b>	Kenzie Burchell, Program Director, <a href="mailto:Kenzie.burchell@utoronto.ca">Kenzie.burchell@utoronto.ca</a>
<b>Date of this version of the proposal:</b>	January 24, 2018

# 1 Summary

The Department of Arts, Culture and Media (ACM) at the University of Toronto Scarborough (UTSC) is proposing major modifications to the existing Specialist (Joint) program in Journalism (BA).

The Joint Journalism program is offered in partnership with Centennial College. The program requirements combine courses taught at UTSC that are focused on the critical analysis of the field of Journalism with courses taught at Centennial College that are focused on Journalism practice. Students in the program move between the two institutions as they complete their program requirements. Completion of the existing Joint Journalism program allows students to earn both an Honours Bachelor of Arts (HBA) degree from the University of Toronto and an Ontario College Advanced Diploma from Centennial College.

Recent changes in the field of Journalism have prompted Centennial College to assess and revise its Journalism Diploma program and course offerings. The proposed major modifications to the Joint Journalism program respond to these changes, as well as the recent redevelopment and expansion of UTSC Journalism courses.

Within the Joint Journalism program's Centennial College-based curriculum: (1) four courses are being retired – any relevant content from these courses has been moved to other existing courses, or to new courses; (2) nine existing courses are updating their content to catch up with the changing skillsets that our students will need to gain a foothold in a rapidly evolving industry; (3) a non-credit module has been removed from the program and its content added to a credited course; and (4) four new courses are being added to the program to address the growing need for an understanding of data and information handling within the world of news publishing and audience metrics, and the entrepreneurial demands on early career journalists to navigate the world of freelance-contract and self-promotion. These changes fall into three overarching categories:

- **Fundamentals** – news judgment, reporting, interviewing, writing, visual storytelling with photography and videography, effective use of social media, editing and curating and law and ethics.
- **Mobile and emerging technologies, tools, trends and strategies** - mobile storytelling and technologies, interactive and data journalism, contemporary and emerging trends in media and storytelling, and analytics, algorithms and audiences.
- **Professional practice** – personal branding and operating as a freelancer, entrepreneurial and collaborative reporting and field placement.

We will also taking this opportunity to make minor modifications to the UTSC-based program requirements, to eliminate confusion and redundancy.

Finally, the structure of the Joint Journalism program is being revised. Specifically, the timing of the three Centennial College focused semesters, which are currently spread out across the Fall and Winter semesters of Year 3 and Fall semester of Year 4, will now take place over the Fall, Winter, and Summer semesters of Year 3. Following the completion of the Centennial College focused terms, students will return to UTSC for a final semester, which will now be in the Fall semester of Year 4 (rather than the Winter semester of Year 4).

## **Impact on Program Learning Outcomes:**

The learning outcomes for the UTSC-based components of the Joint Journalism program have not changed and remain academically oriented to reflect advances in the disciplinary research and pedagogy of the study of journalism as a field. The learning outcomes for the Centennial-based components of the Joint Journalism program are industry- and training-oriented learning outcomes. They are being updated to reflect the changes in journalism production technologies that have occurred over the last decade. These changes are detailed in Appendix B.

Students in the Joint Journalism program will continue to have the option of completing two credentials: the Honours Bachelor of Arts degree granted by University of Toronto, and the Ontario Graduate Certificate in Contemporary Journalism. This is a change from the existing Joint program in which students have the opportunity to earn an Ontario College Advanced Diploma. The Ontario Ministry of Advanced Education and Skills Development has approved this new certificate program.

## 2 Academic Rationale

The Department of Arts, Culture and Media (ACM) at the University of Toronto Scarborough (UTSC) is proposing major modifications to the existing Specialist (Joint) program in Journalism (BA).

Journalism practice is evolving, and Journalism education must evolve with it. It must not only catch up to the media industry, it should also look forward into the future to become a laboratory for innovation, collaboration and entrepreneurship. Following recommendations of the 2013-14 external review of the Joint Journalism program, the journalism faculty at UTSC set about redeveloping and expanding its Journalism course offerings. In the 2016-17 academic year, we introduced four new elective Journalism courses across the C- and D-levels, and also updated existing course offerings to reflect rapidly changing approaches to teaching journalism, thus consolidating UTSC's research-oriented and scholarly contributions to the Joint Journalism program,

Overall, the changes we made to the UTSC course components of the Joint Journalism program reflect the disciplinary reality that the study of journalism, and its impact on society, is increasingly intertwined with the adjacent disciplines of Media and Technology studies. It is fitting, therefore, that the Centennial College-based course components of the Joint Journalism program should undergo similar changes – changes that reflect the current reality and future trajectory of the journalism industry, and training needed for students to become working and thriving journalists.

Journalism education must be conducted in an environment where students are not only recognized for, and graded on, their level of success but one in which the attempt, even one that fails, is recognized as an essential learning experience. We must inspire and train students to become confident, fearless and innovative contributors and leaders in traditional and non-traditional workplaces where employers demand multiplatform and multimedia storytelling skills. That does not mean we ignore the essential foundation –researching, interviewing, reporting, writing, shooting and so on – but that we also teach a new and fluid skill set while fostering open minds so that these young professionals can navigate the changes occurring in the industry.

In the evolving world of media, and against the backdrop of competing journalism programs, Centennial College and UTSC have the opportunity to introduce the innovative, digital-, data- and mobile-focused curricula needed to train, and graduate, storytellers with the skills and mindset to be enterprising and confident contributors and leaders in media today and tomorrow. To achieve this goal, we are changing the Centennial College-based curriculum of the Joint Journalism program in four important ways:

- First, we are retiring four courses and removing them from the program:
  - JOUB10H3 News Laboratory – content from this course will be incorporated into other existing courses and/or new courses.
  - JOUB17H3 Radio News – content from this course will be incorporated into JOUB05H3.
  - JOUC16Y3 News Laboratory II – content from this course will be incorporated into other existing courses and/or new courses.
  - JOUC17H3 Television News – content from this course will be incorporated into JOUB05H3.
- Second, we are updating the content of nine Centennial College-based courses:
  - JOUA06H3 Journalism Law and Ethics is being updated and renamed *Contemporary Issues in Law and Ethics*. Currently the course focuses on an examination of the key legal and ethical issues facing Canadian journalists, with an emphasis on the practical: what a journalist needs to know to avoid legal problems and develop strategies for handling ethical challenges. The revised course will be expanded to include new issues facing the journalism industry beyond the core study of media law and ethics in practice. As an example, the issue of “fake news” and “news bots” will be examined as a core challenge to the ethical practice of journalism.
  - JOUB03H3 Personal Branding and Freelancing is being updated and renamed *Business of Journalism*. Currently the courses focuses on learning techniques for both successful freelancing and magazine staff work. Students learn the importance of finding market niches, winning assignments, and carrying them out professionally. The revised course will focus on the business of journalism to help students better situate their career, in addition to developing the entrepreneurial skills essential to becoming a successful freelancer and developing an identity as an independent content producer. Students will explore the relationship between content, audience and revenue. They will dissect models of distribution and engagement and discuss trends, predictions and future opportunities in media inside and outside the traditional newsroom, including their impact on their careers as journalists.
  - JOUB05H3 Advanced Interviewing Techniques is being updated and renamed *Advanced Video and Audio Production*. Currently the course focuses on analyzing professional interviews, critiquing student interviews, conducting research and interviewing newsmakers. The revised course will focus specifically on developing interviewing skills and editorial content for a range of audio and video platforms and purposes. Students will hone their interviewing skills for both feature and breaking news stories, and be expected to produce audio and video content using skills developed in other courses. The course will also include critiques of on-camera interviewing skills. Students will be expected to edit and distribute their material.
  - JOUB11H3 News Reporting is being updated to reflect the shifting realities of reporting in the City of Toronto and the shift away from classic ‘beat reporting’ (ie police, sports, courts, City Hall), which is no longer representative of how journalism reporting is done at the entry level of one’s career. The classic ‘beats’ no longer exist for the younger generation of journalists who will be expected to work on a much greater diversity of topics and themes and specialisations.
  - JOUB14H3 Multiplatform Design is being updated and renamed *Mobile Journalism*. Currently the course focuses on how to develop impactful multimedia content for websites. The revised course will focus on additional authoring and design tools specifically for mobile devices, and the difference between iOS and Android operating systems. Students will explore the principles of design, including responsive design, and how they apply to



various platforms and devices. They will also delve into the strategy discussion of the mobile-optimized site versus the mobile app and look at each in the context of audience behaviour, measuring success and business decisions.

- JOUB18H3 Visual Storytelling: Photography and Video is being updated and renamed *Visual Storytelling: Photography and Videography*. Currently the course focuses on an introduction to the basic concepts of photography and a deeper examination of the principles of photojournalism. The revised course is being expanded to include specific instruction on shooting and editing still photography, and video on mobile devices, such as iPhones and Android smartphones. Students will also examine how popular social media platforms such as Instagram and Snapchat can be used for sharing news stories. The course will continue to have instruction in the principles of photojournalism and the use of DSLR cameras.
- JOUB20H3 Interactive Journalism is being updated and renamed *Interactive: Data and Analytics*. Currently the courses focuses on-new production protocols appropriate for digital news media. It focuses on orienting students to the multiplatform and web-focused environment by refining reporting/writing/production skills already acquired for the special needs of digital news operations. The revised course will expand on this with modules about using analytics to better understand audiences, and how algorithms impact news dissemination. Students, through a variety of tools and techniques, including search and social optimization, will learn to track and understand audience behaviour and to explore the analytics that matter to editors, publishers and advertisers. It will hone skills built in JOUB11H3 and JOUB19H3 (new) to ensure students are capable of reporting, editing and distributing content in multiplatform environments.
- JOUC13H3 Entrepreneurial Project is being updated and renamed *Entrepreneurial Reporting*. Currently the course is a multimedia content driven course where students, working in groups and under faculty supervision, select a narrow topic and conduct preliminary research to prepare and present a proposal. The revised course involves students working in groups and under faculty supervision from the newsroom to create, present and share multiplatform content demonstrating their expertise in credible, verifiable storytelling for discerning audiences. The new element in the course is the requirement to demonstrate their understanding of analytics by measuring audience engagement with their work and reflecting on approaches to improve both the product and the engagement. Students will be encouraged to focus on mobile storytelling and to incorporate technology, such as virtual reality, in their stories.
- JOUC25H3 Field Placement is currently a 12-week course comprising 24 hours of placement. It is being changed to a 7-week course comprising 35 hours of the placement. Beyond the duration and concentration of the placement, these changes do not effect the content or nature of the course, which is a field placement internship type module in a professional media outlet, but are rather matters of how Centennial manages the provision of the field placement internally and under its own remit. The adjustment of the hours is in recognition of professional world realities that have already long affected the placement in how it has operated. A 7-week course comprising of 35-hour placements allows for a more concentrated engagement (roughly 5 hours per week) by the student with the real pace and work-cycle of a newsroom or media outlet. This avoids having an intern who only shows up for 2 hours each week over twelve weeks and therefore is unable to engage and contribute in a meaningful way to real world works in progress. The concentrated field placement allows for continuity of tasks between days and weeks as well as longer engagement each time the student visits the placement (5 hours rather than 2 hours) for a

duration that is something closer to a newsroom shift as they are scheduled in the real world of work for which we are preparing students.

- Third, we are removing a non-credit module:
  - The non-credit Centennial-only “Career Management” module will no longer be available, it is a 9-hour non-credit, no fee course that has never been entered or listed into the UTSC course calendar as a course, but rather as conditional module (that must be completed before taking the Field Placement). This module has always been below the half credit course threshold of UTSC and has therefore never been recognized as a credit course within our calendar. It was offered for free at Centennial to prep students for their Field Placement and future careers. This material is now being taught in JOUB03H3.
- Fourth, we are introducing four new courses:
  - JOUB19H3 Data Management and Presentation will give students proficiency in sourcing and analyzing data. These skills are becoming increasingly important for journalists and will give students the ability to produce relevant and in-demand editorial content.
  - JOUC18H3 Storyworks is an experiential learning course that will provide students with strong project management skills and the real-world application of skills they have been learning in the program.
  - JOUC19H3 Social Media and Mobile Storytelling will give the students the skills to succeed in a world where journalism and storytelling are increasingly practiced using mobile technologies and social platforms. Audiences are connecting with journalists through the same tools and technologies. This course will equip students to become effective mobile storytellers and fearless in embracing new technology as they move forward in their careers. Students will learn to apply the core principles of journalism to mobile storytelling and social media.
  - JOUC20H3 Emerging Tools and Technology is focused on new tools and technology that are impacting journalism. It is critical to meeting the learning outcomes of the program as they have always engaged with the standards of the industry. It meets the goal of offering students an introduction to emerging technologies and places them at the forefront of the practice of contemporary journalism.

In addition to the proposed changes to the Centennial-based curriculum, we are removing the component to complete one Minor offering from the UTSC-based curriculum for the Third/Fourth Year. This component was designed to address the slow development of the Joint Journalism program at its very outset, when not enough courses were offered in the program to have students meet the program requirements for C- and D-level courses. This patchwork solution is no longer needed and removing it aligns the Joint Journalism program with other Specialist programs.

We are also restructuring the Joint Journalism program. Under the current program structure:

- In Year 1 students complete introductory Journalism, Media Studies, and Humanities courses at UTSC. The overarching goal of these courses is to study the impact of the journalism on society.
- In Year 2 students complete Journalism core courses at UTSC. The overarching goal of these courses is to think about the existing scholarship of journalism and media studies and develop a critical awareness of what it means to be practicing journalist.
- In Year 3 students complete Journalism application courses at Centennial College. These courses are divided into Group 1 – normally taken in the Fall semester – and Group 2 – taken only when Group 1 courses have been completed, and normally in the Winter semester. The overarching goal of these courses is to introduce students to the primary foundational skills of being a working journalist and then in Group 2 more advanced and specific skills of content creation and story

generation are undertaken.

- In the Fall of Year 4 students complete Group 3 of the Centennial College-based courses. The overarching goal of these advanced application courses is to prepare students to be independent and contributing members of the journalist industry, including managing one's career as a freelancer or within media outlets and institutions.
- In the Winter of Year 4, students complete their final senior Journalism studies courses at UTSC. The overarching goal of these courses is to facilitate students through their C- and D-level program requirements and help them relocate many of the freshly learnt news production skills within the context of wider societal and scholarly debates. Students must also complete their field placement administered through Centennial (JOU25H3) - the timing of this placement is largely dependent on available opportunities within various news organizations.

Under the revised program structure:

- Year 1 and 2 of the program remain unchanged.
- In Year 3 of the program:
  - Students will continue to complete the requirements of Centennial College Group 1 in the Fall semester. A new course – JOUB19H3, described above – has been added to this group.
  - Students will continue to complete the requirements of Centennial College Group 2 in the Winter semester. JOUB10H3 and JOUB17H3 have been removed from this Group and are being deleted. Three new courses – JOUC18H3, JOUC19H3 and JOUC20H3, described above, have been added to this Group. JOUB03H3 has been moved from this Group to Centennial College Group 3 courses.
  - Students will now complete Centennial College Group 3 courses in the Summer semester. This Group will include JOUB03H3 (moved from Group 2) and the field placement requirement (JOU25H3). Two courses – JOUC16Y3 and JOUC17H3 have been removed from the Group and are being deleted.
- In Year 4 of the program:
  - Students will return to UTSC to complete their senior Journalism Studies courses in the Fall semester.

The rescheduling of the Centennial-based semesters to take place in the Fall, Winter and Summer semesters of Year 3, rather than the Fall and Winter semesters of Year 3 and the Fall semester of Year 4 allows students to return to UTSC for their final semester in the Fall rather than Winter semester. This means that students do not have to put their program on pause during the Summer semester, and they can complete the program and enter the workforce following the Fall semester, rather than Winter semester of Year 4. Their industry training and experience (field placement – JOUC25H3) leaves the students eager to complete the Joint Journalism program and enter the workforce, and having a taste of producing and developing real news items brings students to a new level of confidence and maturity. Given the strategic relationships that Centennial manages for the students' industry field placement, the proposed rescheduling offers students a better chance to leverage the contacts and relationships gained during their placement to find employment after completing the Joint Journalism program. It is more difficult to ask a prospective employer to wait a year, than it is to present yourself as nearing completion of your degree in just a few months after completing their final fourth year semester at UTSC in the Fall.

The final semester at UTSC is importantly placed because it allows the students to re-situate their Year 3 industry training and placement experience within wider ethical and societal debates addressed in C- and D- level courses. That final semester at UTSC includes JOUD10H3 (Senior Seminar in Journalism)

where the students develop an independent capstone project. This capstone project is more than just another article or show reel, it involves a real journalistic innovation in content and form that will help our student's portfolios stand out from the graduates of other Journalism programs.

The proposed changes to Centennial College portion of the Joint Journalism program means that rather than completing the program and earning an Honours Bachelor of Arts from University of Toronto with the option to complete a further Ontario College Advanced Diploma in Journalism from Centennial, students will have the opportunity to earn an Honours Bachelor of Arts from University of Toronto and the option to complete a further Ontario Graduate Certificate in Contemporary Journalism from Centennial. This change results in a higher echelon of qualifications being awarded to Joint Program graduates, which nevertheless still carries the specialised training and technical component of current Centennial program. The new outcomes provide the students with a Bachelors degree and an additional **further** Ontario Graduate Certificate that is more specialised and demonstrates further education beyond the level of the Bachelors Degree, whereas the Advanced Diploma recognizes education that does not amount to or always contribute to the completion of an undergraduate Bachelors degree.

### 3 Description of the Proposed Major Modification(s)

#### Changes to course components taught at Centennial College:

1. Four courses are being removed from the program:
  - JOUB10H3 News Laboratory has been removed from Centennial College Group 2
  - JOUB17H3 Radio News has been removed from Centennial College Group 2
  - JOUC16Y3 News Laboratory II has been removed from Centennial College Group 3
  - JOUC17H3 Television News has been removed from Centennial College Group 3
2. Seven courses are being given new titles:
  - JOUA06H3 Journalism Law and Ethics is being renamed *Contemporary Issues in Law and Ethics* in Centennial College Group 1
  - JOUB03H3 Personal Branding and Freelancing has been moved from Centennial Group 2 to Centennial Group 3 and renamed *Business of Journalism*.
  - JOUB05H3 Advanced Interviewing Techniques is being renamed *Advanced Vide and Audio Production* in Centennial College Group 2
  - JOUB14H3 Multiplatform Design is being renamed *Mobile Journalism* in Centennial College Group 1
  - JOUB18H3 Visual Storytelling: Photography and Video is being renamed *Visual Storytelling: Photography and Videography* in Centennial College Group 1
  - JOUB20H3 Interactive Journalism is being renamed *Interactive: Data and Analytics* in Centennial College Group 2
  - JOUC13H3 Entrepreneurial Project is being renamed *Entrepreneurial Reporting* in Centennial Group 3
3. Four new courses are being added to the program:
  - JOUB19H3 Data Management and Presentation has been added to Centennial Group 1
  - JOUC18H3 Storyworks has been added to Centennial Group 2

- JOUC19H3 Social Media and Mobile Storytelling has been added to Centennial Group 2
- JOUC20H3 Emerging Tools and Technology has been added to Centennial Group 2

**Changes to course components taught at UTSC:**

- The component to complete the requirements of one Minor offering from the Third/Fourth Year components has been removed.

As a result of these changes to the course components, the total requirements to complete the Joint Journalism program decreases by 0.5 credit from 13.5 credits to 13.0 credits.

**Changes to the Program Structure:**

- JOUB03H3 has been moved from Centennial College Group 2 to Centennial College Group 3
- Centennial College Group 3 has been moved from Fourth Year to the Summer Semester of Third Year
- JOUC25H3 has been added to Centennial College Group 3

**These changes are shown in Appendix A below.**

## 4 Impact of the Change(s) on Students

**Impact on Continuing Students:**

Enrolment in the Joint Journalism program over the past three years has been:

2015-16	2016-17	2017-18
152	160	154

Students who are already enrolled in the Joint Journalism program will be grandfathered. Accommodations will be made to allow new courses to act as substitutes for courses that are being deleted. This is appropriate since components of the deleted courses have all been incorporated into the updated/changed courses as well as the new courses.

There will be a transition period of three years during which Centennial College will provide course availability for the new compressed schedule (with a final Summer term in Year 3) as well as the current schedule (with a final Fall term in Year 4).

Moving the three semesters of Centennial Collage-based course components into the Fall, Winter and Summer terms of Year 3, allows students to return to UTSC for their final term in the Fall of Year 4, rather than the Winter of Year 4. To accommodate this change, JOUD10H3 (Senior Seminar in Journalism), currently offered in the Winter term, will also be offered in the Fall term.

During the transition period, offering other appropriate C- and D-level in both the Fall and Winter terms at UTSC will also facilitate a greater flexibility both for current students who had planned for the current schedule and current students who are eager to take up the proposed schedule. There are two Media Studies/Journalism double-numbered courses (MDS/JOUC62H3 and MDSJOUC63H3) that students can take to fulfill the 1.5 credits at the C- or D- level in JOU courses (Third/Fourth Year

components of the program requirements). They are currently offered in the Fall term only and thus the returning Joint program students do not have the opportunity to take them unless they have planned ahead, or received clear guidance to have taken these courses in Year 2. Adding sections in the transitional period to the Winter term will serve to provide more flexibility for current Joint program students. Offering additional sections of appropriate C- and D-level courses is in accordance with existing departmental plans to address the current lack of flexibility for Joint program students as well as the larger cohorts of students within the Media, Journalism and Digital Cultures Program.

At the conclusion of the transition period, we will review the program. If students clearly prefer the new schedule, the option to continue on the longer schedule will be eliminated for new students.

Students will retain the option to receive the Honours BA Degree and the Advanced College Diploma although they will be encouraged to select the higher Ontario Graduate Degree in order to reflect the specialised post-graduate training they will have received that is beyond the level of an Advanced College Diploma.

### **Impact on New Students:**

New students will be able to complete the Centennial portion of the program in 1 year over three semesters, rather than 1.5 years with a summer semester hiatus. As mentioned in the rationale, this will provide them with the opportunity to better leverage the contacts made during their field placement by minimizing the time between working in the industry for that placement and completion of the program. In addition, following the intensive industry training and field placement during Year 3 of the program, students are often eager to seek employment sooner rather than later. Removing the summer term hiatus in their studies allows them to do so.

The adjusted timeframe of the program may encourage students of diverse socio-economic levels to apply to the program and furthermore it may encourage students to stay in and complete the program if they are facing financial, familial, or other social pressures to take on full time work nearing the completion their degree.

### **All Students:**

Accommodations are being built into the program for students who face unforeseeable difficulty managing the pressure of the three semesters at Centennial, which are very intensive. These include the flexibility to choose when students complete their final semester at Centennial and their final semester in the program overall, which may offer a welcome opportunity to remain in sync with at least part of one's cohort, continuing on one of the two prescribed paths, but taking a needed break to catch up on extended deadlines or to address one's health concerns.

We do not anticipate any negative impact on time to graduation. Support and advising will be provided to students by the Department, and where necessary alternative pathways will be considered. We do not anticipate any impact on OSAP, however, should any occur every effort will be made to appropriately support our students.

## 5 Consultation

There has been extensive consultation regarding these changes at UTSC and Centennial College. The UTSC and Centennial College program supervisors and faculty delivering the program have worked together closely to review the program and develop the proposed changes. The Chair of the Department of Arts, Culture and Media at UTSC, and the Chair of Communication and Media at Centennial College have been included in all discussions. In addition, both UTSC and Centennial have reached out to students in the Joint Journalism program. The overall results of this consultation are positive with students eager for the expanded and updated skillsets that proposed changes to the Joint program will provide. A majority of students from the UTSC consultation expressed a desire for flexibility in both the credentials awarded, as well as being able to choose between the proposed compressed Centennial schedule or the current schedule.

The details of both consultations are outlined in Appendix C.

## 6 Resources

No new UTSC resources are needed to address these changes for the Centennial-based portion of the program. The transitional period will require a half-stipend in order to run the single required D-level course in both the Fall and Winter terms to ensure flexibility for student to either keep the current schedule or shift to the new schedule. This will be covered by the unit's existing budgets.

There has been consultation with UT Central Planning and Budget. They report:

1. Under a course fee billing approach most students are going to take 20 total FCEs to achieve their degree so they won't face additional fees/costs.
2. A significant proportion of Year 4 Fall 2017 students already look as if they are actually taking a fifth year of time to complete the program. Under the proposed changes, it may mean a similar proportion may finish in 4.5 years.

## 7 UTQAP/Governance Process

<b>Levels of Approval Required</b>	<b>Date</b>
<b>Departmental Curriculum Committee</b>	October 4, 2017
<ul style="list-style-type: none"> <li>• <b>Decanal Sign-Off</b></li> <li>• <b>Provost Office Sign-Off</b></li> </ul>	November 13, 2017 January 23, 2018
<b>UTSC Campus Curriculum Committee</b>	March 2, 2018
<b>UTSC Academic Affairs Committee</b>	
<b>Submission to Provost's Office</b>	
<b>AP&amp;P – reported annually</b>	
<b>Ontario Quality Council – reported annually</b>	

## Appendix A: Calendar Copy [showing changes]

### SPECIALIST (JOINT) PROGRAM IN JOURNALISM (ARTS)

*Program Director:* K. Burchell (416-287-7581) *Email:* [journalism@utsc.utoronto.ca](mailto:journalism@utsc.utoronto.ca)

This program may be taken in fulfillment of the requirements of a four-year (20.0 credit) Honours B.A. degree and requires four to five years to complete. In addition to completing the requirements for the Honours Bachelor of Arts degree, students will also qualify for the Advanced College Diploma Ontario Graduate Certificate in Contemporary Journalism from Centennial College.

Courses are taught at both U of T Scarborough and at Centennial College (The Story Arts Centre in East York). Year 1 and Year 2 of the program are taught at UTSC. Centennial courses are taken during three consecutive college semesters starting in the Fall semester of Year 3 of the program, prior to returning to UTSC for a final semester of instruction in the Fall semester of Year 4 of the program. Students must be registered on a full-time basis while at Centennial College. The course work during the Centennial portion of the program may include evenings and weekends. The Centennial portion of the program includes a 7-week, 35-hour field placement (JOU25H3). The final semester prior to graduation will take place on the UTSC campus where students will complete the C- and D-level program requirements, including the D-level 'capstone' course. ~~as well a "capstone course."~~ is required along with a work placement of 15 weeks.

#### Guidelines for 1st year course selection

Students intending to complete the program should include the following in their first year course selection: MDSA01H3 and JOUA01H3 and JOUA02H3 and ACMB01H3 and other courses of interest.

**Guidelines for computer and software selection** Students accepted in the Joint Program in Journalism are advised to purchase an industry standard laptop and obtain designated software and hardware.

- Computer: 13-inch Apple MacBook Pro capable of running the current version of Adobe software.
- Software: Microsoft Office Suite (Word, Excel, Powerpoint), 2010 or more recent version, and Adobe Photoshop (most recent version).
- For questions regarding camera equipment, please contact the Centennial College Program Coordinator, Prof. Tim Doyle [TDoyle@centennialcollege.ca](mailto:TDoyle@centennialcollege.ca)

**The Journalism Study Guide is available at:**

<http://www.utsc.utoronto.ca/jtprogs/journalism-course-sequence> ~~www.utsc.utoronto.ca/~humdiv/prg\_jo.html~~



## Enrolment Requirements

This program has limited enrolment. Applicants must fill out a joint program application form, which is available online at [www.utsc.utoronto.ca/jtprogs](http://www.utsc.utoronto.ca/jtprogs)

**Students must maintain a Cumulative Grade Point Average (CGPA) of 2.0 or higher to remain in the program.**

## Program Requirements

This program requires the completion of at least ~~13.5~~ 13.0 credits, as indicated below:

### 1. First Year (2.5 credits):

*Introductory Journalism Courses (1.0 credit)*

[JOUA01H3](#) ~~Introduction to Journalism I~~ Introduction to Journalism and News Literacy I

[JOUA02H3](#) Introduction to Journalism II

*Introductory Media Studies Courses (0.5 credit)*

[MDSA01H3](#) Introduction to Media Studies

*Introductory Humanities Courses (1.0 credit)*

[ACMB01H3](#) Critical Reading, Thinking and Writing for ACM Programs

[ACMB02H3](#) Methods of Inquiry and Investigation for ACM Programs

Note: courses for Year 1 of the program are taught on the UTSC campus.

### 2. Second Year (2.0 credits):

*Journalism Core Courses*

[JOUB01H3](#) Covering Immigration and Transnational Issues

[JOUB02H3](#) Critical Journalism

[JOUB24H3](#) Journalism in the Age of Digital Media

[JOUB39H3](#) Fundamentals of Journalistic Writing

Note: courses for Year 2 of the program are taught on the UTSC campus.

### 3. Third Year (~~4.5~~ 6.5 credits):

*Journalism Application Courses*

(a) Centennial College Group 1, Fall Semester (~~2.0~~ 2.5 credits)

\*[JOUA06H3](#) ~~Contemporary Issues in Law and Ethics~~ Journalism Law and Ethics

\*[JOUB11H3](#) News Reporting

\*[JOUB14H3](#) ~~Multiplatform Design~~ Mobile Journalism

\*[JOUB18H3](#) Visual Storytelling: Photography and Videography Video

\*[JOUB19H3](#) Data Management and Presentation

\*A minimum grade of 60% is required in these courses to pass and maintain standing in the program.

Note: students will be eligible to enrol in Centennial College Group 1 courses after successfully completing at least 10.0 credits at the University of Toronto Scarborough (or obtaining permission of the Program Director), including [JOUA01H3](#), [JOUA02H3](#), [MDSA01H3](#), [JOUB01H3](#), [JOUB02H3](#), [JOUB24H3](#), [JOUB39H3](#), [ACMB01H3](#), and [ACMB02H3](#).

(b) Centennial College Group 2, Winter Semester (2.5 credits)

~~\*[JOUB03H3](#) Personal Branding and Freelancing~~ (moved to Centennial College Group 3)

\*[JOUB05H3](#) Advanced Video and Audio Production ~~Interviewing Techniques~~

~~\*[JOUB10H3](#) News Laboratory I~~

~~\*[JOUB17H3](#) Radio News~~

\*[JOUB20H3](#) Interactive Journalism: Data and Analytics

\*[JOUC18H3](#) Storyworks

\*[JOUC19H3](#) Social Media and Mobile Storytelling

\*[JOUC20H3](#) Emerging Tools and Technology

\*A minimum grade of 60% is required in these courses to pass and maintain standing in the program.

Note: students will be eligible to enrol in Centennial College Group 2 courses after successfully completing the courses from Centennial College Group 1 above.

*Advanced Journalism Application Courses (moved from Fourth Year)*

(c) Centennial College Group 3, Summer Semester (~~2.0~~ 1.5 credits)

\*~~[JOUB03H3](#) Personal Branding and Freelancing~~ [Business of Journalism](#) (moved from Centennial Group 2)

\*[JOUC13H3](#) Entrepreneurial Reporting ~~Project~~ (moved from Third/Fourth Year)

\*[JOUC25H3](#) Field Placement (moved from Fourth Year)

\*A minimum grade of 60% is required in these courses to pass and maintain standing in the program.

Note: students will be eligible to enrol in Centennial College Group 3 courses after successfully completing the courses from Centennial College Group 2 above.

Note: courses for Year 3 of the program are taught at the Centennial Story Arts Centre in East York.

#### 4. ~~Third~~ Fourth Year (2.0 credits):

*Senior Journalism Studies Courses*

(a) 1.5 credits at the C- or D-level in MDS or JOU courses, of which at least 0.5 credit must be at the D-level. Selection of these courses may be made only after prior consultation with the Program Director.

(b) Courses that satisfy the requirements of one Minor Program. **Note:** Courses used to meet this requirement may also be applied to requirements 1, 2 and 4(a)

## **5. Fourth Year (3.0 credits):**

### *Advanced Journalism Application Courses*

*Centennial College Group 3 (2.0 credits) (full component moved to Third Year, Summer Semester)*

\*JOUC13H3 Entrepreneurial Project

\*JOUC16Y3 News Laboratory II

\*JOUC17H3 Television News

\*A minimum grade of 60% is required in these courses to pass and maintain standing in the program.

Note: students will be eligible to enrol in Centennial College Group 3 courses after successfully completing the courses from Centennial College Group 2 above.

### *D-level Journalism Courses (0.5 credit)*

JOUD10H3 Senior Seminar in Journalism

Note: this course is held on the UTSC campus

Note: courses for Year 4 of the program are taught on the UTSC campus.

### *Journalism Field Placement (0.5 credit) (moved to Third Year, Summer Semester)*

\*JOUC25H3 Field Placement

\* A minimum grade of 60% is required in this course to pass and maintain standing in the program. Students are also required to have completed a non-credit Career Management course prior to starting their field placement. No academic credit is given for the Career Management course and no fee is charged. Students must contact their Program Coordinator at Centennial College to enroll in the Career Management course; they cannot enroll in this course via ACORN.

Note: students will be eligible to enrol in this course after successfully completing the courses from Centennial College Group 3 above.

## **ASSOCIATED COURSES**

### **ACMB01H3 - Critical Reading, Thinking and Writing for ACM Programs**

Academic study in the Department of Arts, Culture and Media is distinguished by critical, historical and practice-based approaches to text, image, sound and performance. This course focuses on critical reading, thinking and writing skills while introducing students to humanistic inquiry through lectures, readings, discussions, and attendance of campus performances and

gallery exhibits. This is a writing intensive course that offers students regular constructive feedback on their work.

**Prerequisite:** Any 2.0 credits

**Exclusion:** ACMA01H3 (if taken before the 2016-17 academic year)

**Enrolment Limits:** 25

**Breadth Requirements:** Arts, Literature & Language

**Note:** Priority will be given to students enrolled in Specialist and Major offered by the Department of Arts, Culture & Media. Other students will be admitted as space permits.

### **ACMB02H3 - Methods of Inquiry and Investigation for ACM Programs**

An introduction to investigative research methods where the humanities and social sciences meet including visual, documentary, ethnographic, interview and other qualitative tools for analyzing social and cultural practices. Students develop skills to identify research inquiries, formulate approaches to investigate, locate, collect and learn from data, analyze evidence, and communicate results.

**Corequisite:** ACMB01H3

**Exclusion:** (ACMA02H3)

**Breadth Requirements:** Social & Behavioural Sciences

**Note:** Students in the Specialist (Joint) program in Journalism, and in the Journalism Studies Stream of the Major in Media, Journalism and Digital Cultures are encouraged to take ACMB01H3 and ACMB02H3 in the same semester.

### **JOUA01H3 - Introduction to Journalism I**

An introduction to the social, historical, philosophical, and practical contexts of the media. The course will examine various types of media and the role of the journalist. Students will be introduced to story forms and journalistic skills. Media coverage of current issues will be discussed.

**Exclusion:** (MDSA21H3)

**Breadth Requirements:** Arts, Literature & Language

### **JOUA02H3 - Introduction to Journalism II**

A continuation of JOUA01H3.

**Prerequisite:** (MDSA21H3) or JOUA01H3

**Exclusion:** (MDSA22H3)

**Breadth Requirements:** Arts, Literature & Language

### **JOUA06H3 - ~~Journalism Law and Ethics~~ Contemporary Issues in Law and Ethics**

An examination of the key legal and ethical issues facing Canadian journalists, with an emphasis on the practical: what a journalist needs to know to avoid legal problems and develop strategies for handling ethical challenges. This course is taught at Centennial College and is open only to students in the Journalism Joint Program.

**Prerequisite:** 10 credits including [(MDSA21H3) or JOUA01H3], [(MDSA22H3) or JOUA02H3], [(MDSB26H3) or JOUB01H3], [(MDSB27H3) or JOUB02H3], (HUMB11H3).

**Corequisite:** JOUB11H3 and JOUB14H3 and JOUB18H3 **and JOUB19H3**

**Exclusion:** (MDSB04H3)

**Breadth Requirements:** History, Philosophy & Cultural Studies

### **JOUB01H3 - Covering Immigration and Transnational Issues**

An examination of Canadian coverage of immigration and transnational issues. With the shift in Canada's demographics, media outlets are struggling to adapt to new realities. We will explore how media frame the public policy debate on immigration, multiculturalism, diaspora communities, and transnational issues which link Canada to the developing world.

**Prerequisite:** ACMB01H3 and JOUA01H3 and JOUA02H3

**Exclusion:** (MDSB26H3)

**Breadth Requirements:** Arts, Literature & Language

### **JOUB02H3 - Critical Journalism**

The course examines the representation of race, gender, class and power in the media, traditional journalistic practices and newsroom culture. It will prepare students who wish to work in a media-related industry with a critical perspective towards understanding the marginalization of particular groups in the media.

**Prerequisite:** 4.0 credits including ACMB01H3 and JOUA01H3 and JOUA02H3

**Exclusion:** (MDSB27H3)

**Breadth Requirements:** Arts, Literature & Language

### **JOUB03H3 –~~Business of Journalism~~ Personal Branding and Freelancing**

~~An introduction to developing and selling quality magazine stories for multiplatform publication. Students learn techniques for both successful freelancing and magazine staff work. Students learn the importance of finding market niches, winning assignments, and carrying them out professionally. Assignments include producing source materials, a query letter and a feature-length story.~~

~~Today's 'contract economy' means full-time staff jobs are rare. Students will dissect models of distribution and engagement, discussing trends, predictions and future opportunities in media inside and outside the traditional newsroom.~~ This course is taught at Centennial College and is open only to students in the Journalism Joint Program.

~~**Prerequisite:** 12.0 credits, including JOUA06H3 and JOUB11H3 and JOUB14H3 and~~

~~JOUB18H3 **Corequisite:** JOUB05H3 and JOUB10H3 and JOUB17H3 and JOUB20H3~~

~~**Prerequisite:** 14.5 credits, including JOUB05H3, and [(JOUB09H3) or JOUB20H3] and JOUB19H3 and JOUC18H3 and JOUC19H3 and JOUC20H3; students must have a minimum 2.0 CGPA to take this course.~~

~~**Corequisite:** JOUC13H3 and JOUC25H3~~

~~**Breadth Requirements:** Arts, Literature & Language~~

### **JOUB05H3 –~~Advanced Interviewing Techniques~~ Advanced Video and Audio Production**

~~Students analyze professional interviews, critique student interviews, conduct research and interview newsmakers. This is as much a "people" skills course as it is a course in learning how to ask the right questions.~~ ~~The fundamentals of video and audio story telling and performance will be applied to mobile and social platforms, exploring the best practices before researching, interviewing, reporting, editing and producing content.~~ This course is taught at Centennial College and is open only to students in the Journalism Joint Program.

~~**Prerequisite:** 12.0 credits, including JOUA06H3 and JOUB11H3 and JOUB14H3 and JOUB18H3 and JOUB19H3~~

**Corequisite:** JOUB03H3 and JOUB10H3 and JOUB17H3 and JOUB20H3 and JOUC18H3 and JOUC19H3 and JOUC20H3

**Breadth Requirements:** Arts, Literature & Language

### **JOUB11H3 - News Reporting**

Practice in reporting, from a news story to feature and profile writing and coverage of the police, courts, sports, politics and Toronto City Hall. Students learn how to blog, tweet, shoot video and edit simple audio and TV news stories. Through research and practice, students gain an understanding of news judgment and value, finding and developing credible sources and developing interviewing, editing and curating skills. This course is taught at Centennial College and is open only to students in the Journalism Joint Program.

**Prerequisite:** 10 credits including [(MDSA21H3) or JOUA01H3], [(MDSA22H3) or JOUA02H3], [(MDSB26H3) or JOUB01H3], [(MDSB27H3) or JOUB02H3], (HUMB11H3).

**Corequisite:** JOUA06H3 and JOUB14H3 and JOUB18H3 and JOUB19H3

**Breadth Requirements:** Arts, Literature & Language

### **JOUB14H3 - ~~Multiplatform Design~~ Mobile Journalism**

This course provides an introduction to the principles of design and aims to help students develop the skills they will need to package and present news and feature content across print and digital platforms. Today, content creators and consumers both use mobile tools and technologies. Students will explore the principles of design, including responsive design, and how they apply to various platforms and devices. This course is taught at Centennial College and is open only to students in the Specialist (Joint) program in Journalism.

**Prerequisite:** 10.0 credits including [(MDSA21H3) or JOUA01H3] and [(MDSA22H3) or JOUA02H3] and [(MDSB26H3) or JOUB01H3] and [(MDSB27H3) or JOUB02H3]; students must have a minimum 2.0 CGPA to take this course.

**Corequisite:** JOUA06H3 and JOUB11H3 and JOUB18H3 and JOUB19H3

**Breadth Requirements:** Arts, Literature & Language

### **JOUB18H3 - Visual Storytelling: Photography and Videography**

An introduction to the basic concepts of photography and a deeper examination of the principles of photojournalism. Students create photo stories using a range of equipment (portable, battery-operated flash equipment, digital cameras, etc.) and learn how to edit images for publication, either in print or in Web form. Applying photojournalism principles to the journalist's tool of choice – the smartphone – students will take professional news and feature photos, video optimized for mobile and will capture credible, shareable visual cross-platform stories. This course is taught at Centennial College and is open only to students in the Journalism Joint Program.

**Prerequisite:** 10.0 credits including [(MDSA21H3) or JOUA01H3], [(MDSA22H3) or JOUA02H3], [(MDSB26H3) or JOUB01H3], [(MDSB27H3) or JOUB02H3], (HUMB11H3).

**Corequisite:** JOUA06H3 and JOUB11H3 and JOUB14H3 and JOUB19H3

**Breadth Requirements:** Arts, Literature & Language

### **JOUB19H3 - Data Management and Presentation**

To develop stories from raw numbers, students will navigate spreadsheets and databases, and acquire raw data from web pages. Students will learn to use Freedom of Information requests to

acquire data. This course is taught at Centennial College and is open only to students in the Specialist (Joint) program in Journalism.

**Prerequisite:** 10.0 credits including [(MDSA21H3) or JOUA01H3] and [(MDSA22H3) or JOUA02H3] and [(MDSB26H3) or JOUB01H3] and [(MDSB27H3) or JOUB02H3]; students must have a minimum 2.0 CGPA to take this course.

**Corequisite:** JOUA06H3 and JOUB11H3 and JOUB14H3 and JOUB18H3

**Breadth Requirements:** Arts, Literature & Language

### **JOUB20H3 - Interactive Journalism: Data and Analytics**

~~News gathering today requires journalists to be able to file to a number of different media platforms. This course builds on JOUB11H3 and introduces students to new production protocols appropriate for digital news media. It focuses on orienting students to the multiplatform and web-focused environment by refining reporting/writing/production skills already acquired for the special needs of digital news operations. Using a multiplatform, newsroom-in-action format, the course includes instruction in skills related to gathering, editing and uploading custom interactive content and data presentations and will outline protocols for audience interaction. Building the blending of traditional skills in reporting and writing with interactive production protocols for digital news. The course provides an introduction to web development and coding concepts.~~ This course is taught at Centennial College and is open only to students in the Specialist (Joint) program in Journalism.

**Prerequisite:** 12.0 credits, including JOUA06H3, JOUB11H3, JOUB14H3 and JOUB18H3 and JOUB19H3; students must have a minimum 2.0 CGPA to take this course.

**Corequisite:** JOUB03H3, JOUB05H3 JOUB10H3 and JOUB17H3 and JOUC18H3 and JOUC19H3 and JOUC20H3

**Breadth Requirements:** Arts, Literature & Language

### **JOUB24H3 - Journalism in the Age of Digital Media**

Journalism is undergoing a revolutionary change. Old trusted formats are falling away and young people are consuming, producing, exchanging, and absorbing news in a different way. The course will help students critically analyze new media models and give them the road map they will need to negotiate and work in New Media.

**Exclusion:** (MDSB24H3)

**Breadth Requirements:** Arts, Literature & Language

### **JOUB39H3 - Fundamentals of Journalistic Writing**

An overview of the standard rules and techniques of journalistic writing. The course examines the basics of good writing style including words and structures most likely to cause problems for writers. Students will develop their writing skills through assignments designed to help them conceive, develop, and produce works of journalism.

**Prerequisite:** [(MDSA21H3) or JOUA01H3] and [(MDSA22H3) or JOUA02H3] and (HUMA01H3).

**Exclusion:** (MDSB39H3)

**Breadth Requirements:** Arts, Literature & Language

### **JOUC13H3 - Entrepreneurial Content Reporting**

~~This is an advanced, multimedia content-driven course where students, working in groups and~~



~~under faculty supervision, select a narrow topic and conduct preliminary research to prepare and present a proposal. After the approval of their proposal, students will research, write, shoot and produce a series of stories, including at least one documentary-style video, and for a final project, a website and a magazine. Students will be graded on their individual work as well as their teamwork and professionalism.~~

~~Working in groups under faculty supervision from the newsroom, Students, will create, present and share significant portfolio pieces of multiplatform content, demonstrating expertise in credible, verifiable storytelling for discerning audiences. This course is taught at Centennial College and is open only to students in the Specialist (Joint) program in Journalism.~~

~~**Prerequisite:** 14.5 credits, including JOUB03H3, JOUB05H3, JOUB10H3, JOUB17H3 and [(JOUB09H3) or JOUB20H3] and JOUC18H3 and JOUC19H3 and JOUC20H3; students must have a minimum 2.0 CGPA to take this course.~~

~~**Corequisite:** JOUC16Y3 and JOUC17H3 JOUB03H3 and JOUC25H3~~

~~**Breadth Requirements:** Arts, Literature & Language~~

### **JOUC18H3 - Storyworks**

~~This experiential learning course provides practical experience in communication, media and design industries, supporting the student-to-professional transition in advance of work placements and graduation towards becoming practitioners in the field. This course is taught at Centennial College and is open only to students in the Specialist (Joint) program in Journalism.~~

~~**Prerequisite:** 12.0 credits, including JOUA06H3, JOUB11H3, JOUB14H3 and JOUB18H3 and JOUB19H3; students must have a minimum 2.0 CGPA to take this course.~~

~~**Corequisite:** JOUB05H3 and JOUB20H3 and JOUC19H3 and JOUC20H3~~

~~**Breadth Requirements:** Arts, Literature & Language~~

### **JOUC19H3 - Social Media and Mobile Storytelling**

~~Students will effectively use their mobile phones in the field to report, edit and share content, while testing emerging apps, storytelling tools and social platforms to connect with audiences. This course is taught at Centennial College and is open only to students in the Specialist (Joint) program in Journalism.~~

~~**Prerequisite:** 12.0 credits, including JOUA06H3, JOUB11H3, JOUB14H3 and JOUB18H3 and JOUB19H3; students must have a minimum 2.0 CGPA to take this course.~~

~~**Corequisite:** JOUB05H3 and JOUB20H3 and JOUC18H3 and JOUC20H3~~

~~**Breadth Requirements:** Arts, Literature & Language~~

### **JOUC20H3 Emerging Tools and Technology**

~~From drones to virtual reality and from augmented reality to artificial intelligence, this course will open students' minds to innovation in storytelling and communications and provide opportunities to discover and explore through interaction with leading-edge practitioners in communications and journalism. This course is taught at Centennial College and is open only to students in the Specialist (Joint) program in Journalism.~~

~~**Prerequisite:** 12.0 credits, including JOUA06H3, JOUB11H3, JOUB14H3 and JOUB18H3 and JOUB19H3; students must have a minimum 2.0 CGPA to take this course.~~

~~**Corequisite:** JOUB05H3 and JOUB20H3 and JOUC18H3 and JOUC19H3~~

~~**Breadth Requirements:** Arts, Literature & Language~~



### **JOUC25H3 - Field Placement**

In Field Placement, students use theoretical knowledge and applied skills in professional journalistic environments. Through individual work and as team members, students create editorial content on various platforms and undertake academic research and writing assignments that require them to reflect upon issues arising from their work placement experience. This course is taught at Centennial College and is open only to students in the Journalism Joint Program.

**Prerequisite:** Students must be in good standing and have successfully completed groups 1, 2, and **be completing group 3** of the Centennial College phase of the Specialist (Joint) program in Journalism. ~~In addition, students are required to have completed a non-credit Career Management course prior to starting their field placement.~~

**Breadth Requirements:** Arts, Literature & Language

**Note:** ~~No academic credit is given for the Career Management course and no fee charged. Students must contact their Program Coordinator at Centennial College to arrange for enrolment in the course.~~

### **JOUD10H3 - Senior Seminar in Journalism**

A project-oriented capstone course requiring students to demonstrate the skills and knowledge necessary for contemporary journalism. Students will create a project that will serve as part of a portfolio or as a scholarly exploration of the state of the mass media. This course is open only to students in the Journalism Joint Program.

**Prerequisite:** JOUC13H3 and **JOUC18H3** ~~JOUC16Y3~~ and **JOUC19H3** ~~JOUC17H3~~

**Breadth Requirements:** Arts, Literature & Language

### **MDSA01H3 - Introduction to Media Studies**

Introduces students to key terms and concepts in media studies and provides an overview of theoretical and critical understandings of media. Students develop their understanding of the political, economic, social and cultural contexts in which mediated images and texts are produced, distributed, and consumed.

**Exclusion:** (NMEA20H3)

**Breadth Requirements:** History, Philosophy & Cultural Studies

## Appendix B: New Learning Outcomes, and Degree Level Expectations [Undergraduate Programs]

*Address how the design, structure, requirements and delivery of the program support the program learning outcomes and degree level expectations.*

Degree Level Expectations	Clearly describe the new Program Learning Outcomes. <ul style="list-style-type: none"> <li>Program Learning Outcomes describe what students will know or be able to do at the completion of the program.</li> <li>Program Learning Outcomes should support the Degree Level Expectations.</li> </ul>	Clearly describe how the revised program design/structure will support the program learning outcomes.
<p><b>1. Depth and Breadth of Knowledge</b></p> <p>Depth of Knowledge: is attained through a progression of introductory, core and specialized courses. Specialized courses will normally be at the C and D levels.</p> <p>Breadth of Knowledge: students will gain an appreciation of the variety of modes of thinking, methods of inquiry and analysis, and ways of understanding the world that underpin different intellectual fields.</p>	<p><b>UTSC-based programming:</b>  “Students comprehend and are conversant with primary concepts, theories and practices related to the changing field of journalism for the purpose of applying these to the landscape of current issues, events, and the changing needs of society.”</p> <p><b>Centennial-based programming:</b></p> <p><u>Current learning outcomes:</u></p> <ol style="list-style-type: none"> <li>Students know how to apply analytical, writing, editing, and other creative production skills to a variety of journalistic activities.</li> <li>Students are able to report, in a way appropriate to the medium, a wide range of stories in an accurate, detailed, balanced, fair, and timely manner.</li> <li>Students know how to prepare and edit content.</li> <li>Students are able to</li> </ol>	<p>Learning outcome #1 is demonstrated during:</p> <p>JOUB11H3 News Reporting  JOUB14H3 Mobile Journalism  JOUB18H3 Visual Storytelling: Photography and Videography  JOUB05H3 Advanced Video and Audio Production  JOUC18H3 Storyworks  JOUC19H3 Social media and storytelling  JOUC20H3 Emerging tools and technology  JOUB03H3 Business of Journalism  JOUC13H3 Entrepreneurial Reporting</p> <p>Learning outcome #2 is demonstrated during:</p> <p>JOUB11H3 News Reporting  JOUB14H3 Mobile Journalism  JOUB19H3 Data Management and Presentation  JOUB05H3 Advanced Video and Audio Production  JOUC19H3 Social media and storytelling  JOUC20H3 Emerging tools and technology  JOUC13H3 Entrepreneurial Reporting</p>

	<p>apply a broad knowledge of current events and affairs, and history to provide a context for journalism.</p> <p>5. Students know how to prepare and deliver broadcasting content.</p> <p><u>Updated learning outcomes:</u></p> <ol style="list-style-type: none"> <li>1. Students will be able to create and distribute content for a range of platforms using multimedia and interactive tools.</li> <li>2. Students will know how to assess and apply emerging technologies, tools and practices in journalism and visual design to enhance user experience.</li> </ol>	
<p><b>2. Knowledge of Methodologies</b> Students have a working knowledge of different methodologies and approaches relevant to their area of study. They are able to evaluate the efficacy of different methodologies in addressing questions that arise in their area of study.</p>	<p><b>UTSC-based programming:</b> “Students establish a foundation for contributing to, and critically assessing, the field of journalism and the body of knowledge underlying Journalism Studies.”</p> <p><b>Centennial-based programming:</b></p> <p><u>Current learning outcomes:</u></p> <ol style="list-style-type: none"> <li>1. Students are able to apply computer skills to a variety of functions in journalism.</li> <li>2. Students know how to apply production skills and make use of production equipment in the preparation of print content.</li> <li>3. Students know how to apply production skills and make use of broadcast equipment in</li> </ol>	<p>Learning outcome #3 is demonstrated during: JOUB20H3 Interactive: Data and Analytics JOUC13H3 Entrepreneurial Reporting</p> <p>Learning outcome #4 is demonstrated during: JOUB19 Data Management and Presentation JOUC13H3 Entrepreneurial Reporting JOUB05H3 Advanced Video and Audio Production JOUB20H3 Interactive: Data and Analytics</p>

	<p>the preparation of broadcasting content.</p> <p><u>Updated learning outcomes:</u></p> <ol style="list-style-type: none"> <li>1. Students will be able to create and distribute content for a range of platforms using multimedia and interactive tools.</li> <li>2. Students will know how to assess and apply emerging technologies, tools and practices in journalism and visual design to enhance user experience.</li> <li>3. Students will be able to incorporate analytics into refining storytelling and measuring audience engagement.</li> <li>4. Students will develop and know how to apply journalism data skills in research, reporting and presentation.</li> </ol>	
<p><b>3. Application of Knowledge</b> Students are able to frame relevant questions for further inquiry. They are familiar with, or will be able to seek the tools with which, they can address such questions effectively.</p>	<p><b>UTSC-based programming:</b> “Students develop an understanding of the fundamentals of responsible journalism, by locating and identifying the role of journalism within an open civil society.”</p> <p><b>Centennial-based programming:</b></p> <p><u>Current learning outcomes:</u></p> <ol style="list-style-type: none"> <li>1. Students will know how to function as part of a journalistic team.</li> <li>2. Apply a broad knowledge of current events and affairs, and history to provide a context for journalism.</li> <li>3. Students will develop a realistic view of the</li> </ol>	<p>Learning outcome #5 is demonstrated during: JOU19H3 Social media and storytelling JOU03H3 Business of Journalism JOU25H3 Field Placement</p>

	<p>journalism field and develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize professional opportunities, including self-employment.</p> <p><u>Updated learning outcomes:</u>  1. Students will develop and be able to apply strategies for personal and professional development to enhance work performance and maximize professional opportunities, including self-employment.  2. Students will know how to employ entrepreneurial skills, such as effective communication, creativity and problem-solving, to enhance marketability.</p>	
<p><b>4. Awareness of Limits of Knowledge</b>  Students gain an understanding of the limits of their own knowledge and an appreciation of the uncertainty, ambiguity, and limits to our collective knowledge and how these might influence analyses and interpretations.</p>	<p><b>UTSC-based programming:</b></p> <ul style="list-style-type: none"> <li>• “Students derive a knowledge-based value system underpinned by a sense of equality and social responsibility for future exercises of journalistic, political, cultural and/or social leadership.”</li> <li>• “Students hone skills for the evaluation of social and technological change, derived from a critical understanding of their impact on society.”</li> </ul> <p><b>Centennial-based programming:</b></p> <p><u>Current learning outcomes:</u>  1. Students will be able to complete all work in compliance with relevant</p>	<p>Learning outcome #6 is demonstrated during:</p> <p>JOUA06H3 Contemporary Issues in Law and Ethics  JOUR11H3 News Reporting  JOUR18H3 Visual Storytelling: Photography and Videography  JOUR05H3 Advanced Video and Audio Production  JOUR20H3 Interactive: Data and Analytics</p> <p>JOUR18H3 Storyworks  JOUR19H3 Social media and storytelling  JOUR20H3 Emerging tools and technology  JOUR03H3 Business of Journalism  JOUR13H3 Entrepreneurial Reporting  JOUR25H3 Field Placement</p>

	<p>law, standards, and the appropriate principles and practices of journalism.</p> <p><u>Updated learning outcomes:</u>  1. Students will know how to comply with professional journalism industry standards, practices and ethics in research and delivering content for diverse audiences.</p>	
<p><b>5. Communication Skills</b>  Students are able to communicate information, arguments, and analyses accurately and reliably, both orally and in writing. They learn to read and to listen critically.</p>	<p><b>UTSC-based programming:</b>  “Students are able to communicate information, arguments and analyses accurately and reliably, both orally and in writing. They learn to read and to listen critically.”</p> <p><b>Centennial-based programming:</b></p> <p>Current learning outcomes:  1. Students will know how to apply analytical, writing, editing and other creative production skills to a variety of journalistic activities  2. Students will be able to prepare and deliver broadcasting content.  3. Students will be able to prepare and edit content.</p> <p>Updated learning outcomes:  1. Students will be able to create and distribute content for a range of platforms using multimedia and interactive tools.  2. Students will know how to assess and apply emerging technologies, tools and practices in journalism and visual design to enhance user experience.</p>	<p>All courses within the Centennial portion of this program support these learning outcomes.</p>

	<p>3. Students will be able to incorporate analytics into refining storytelling and measuring audience engagement.</p> <p>4. Students will develop and apply journalism data skills in research, reporting and presentation.</p>	
<p><b>6. Autonomy and Professional Capacity</b> The education students receive achieves the following broad goals:</p> <ul style="list-style-type: none"> <li>• It gives students the skills and knowledge they need to become informed, independent and creative thinkers</li> <li>• It instils the awareness that knowledge and its applications are influenced by, and contribute to, society</li> <li>• It lays the foundation for learning as a life-long endeavour</li> </ul>	<p><b>UTSC-based programming:</b> “Students establish the skills to continue in lifelong intellectual growth beyond graduation.”</p> <p><b>Centennial-based programming:</b></p> <p><u>Current learning outcomes:</u></p> <p>1. Students will know how to function as part of a journalistic team.</p> <p>2. Students will be able to apply a broad knowledge of current events and affairs, and history to provide a context for journalism.</p> <p>3. Students will develop a realistic view of the journalism field and develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize professional opportunities, including self-employment.</p> <p><u>Updated learning outcomes:</u></p> <p>1. Students will develop and be able to apply strategies for personal and professional development to enhance work performance and maximize professional opportunities, including self-employment.</p> <p>2, Students will be able to</p>	<p>Learning outcome #7 is demonstrated during: JOUB11H3 News Reporting JOUB18H3 Visual Storytelling: Photography and Videography JOUB05H3 Advanced Video and Audio Production JOUB20H3 Interactive: Data and Analytics</p> <p>JOUC18H3 Storyworks JOUC19H3 Social media and storytelling JOUB03H3 Business of Journalism JOUC13H3 Entrepreneurial Reporting JOUC25H3 Field Placement</p>

	employ entrepreneurial skills, such as effective communication, creativity and problem-solving, to enhance marketability.	
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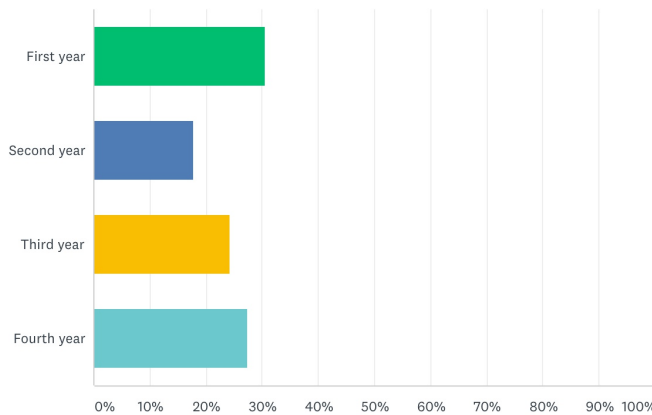
# Appendix C: Consultation with Students

## UTSC CONSULTATION

With a relatively even distribution of response from each year (Q1) of the Joint Journalism cohort (See image below) totalling to 62 respondents (out of 160 students – a response rate of 39%) and conducted in September 2017, the overall consultation demonstrated a positive response to the proposed changes though a clear preference for flexibility was expressed in relation to the scheduling and final degree option. Many of the critical responses, as will be explained below, related to confusion about the proposed change.

What is your year of study as of Fall 2017

Answered: 62 Skipped: 1



ANSWER CHOICES	RESPONSES
▼ First year	30.65% 19
▼ Second year	17.74% 11
▼ Third year	24.19% 15
▼ Fourth year	27.42% 17
TOTAL	62

Q2

### MINOR PROGRAM

Students largely saw the removal of the Minor Program as a positive change, citing some of the current difficulty in completing a Minor as well as program requirements despite having been at Centennial for 3 semesters in their senior years. There were a few respondents who explicitly thought this was a negative but their responses demonstrate that the proposed change was not fully understood: Specialist (Joint) Program Students will not be required to complete a minor but they still have the option to complete a minor. These few detractors thought that students would no longer have the option to do a minor.

### CONDENSED CENTENNIAL SCHEDULE

This was clear support new schedule but specifically as an option open to students. The need for flexibility was stressed by many respondents - citing their own preference and perceived divergent preferences of their peers. Many students also felt that the earlier completion date was a benefit but a comparable amount felt the current schedule was healthy and worried about the workload of three concentrated Centennial semesters without a summer break or without the opportunity to gain work experience in the summer. Some students responded with frustration that this option is not currently available.

### *GRADUATION AWARDS*

The responses to graduation outcomes of the proposal was largely muddled in confusion about what the Ontario Graduate University Certificate actually is. Many saw it as lesser or lower than or a partial version of an Ontario Diploma rather than post-graduate certificate that builds on their required Bachelors degree. The majority of respondents did suggest that they would prefer a Diploma but cited the ‘partial’ nature of a graduate certificate. Many students did however agree that the option would be a good change. This requires a dual response on the part of the program administration: 1) the option to choose between a Graduate Certificate and Diploma must remain open for currently enrolled students and 2) much more work needs to be done to signal to students that quality of a Graduate Certificate so that they can make an informed decision.

### *NEW COURSES*

A clear majority of students approved of these additional courses. Four students disapproved with two of them citing a fear of the quantitative or math elements of the Data Management and Presentation course.

### *COURSE DELETIONS*

Most students supported these course deletions with the caveat that they material was incorporated into other courses, which is the proposed plan. There was a substantial minority that were worried this would mean a reduction of ‘hands-on’ training courses and too drastic of a shift away from the modes of journalism that they are aware of, but this largely underestimates the presence of these same skill sets in the altered courses.

### *COURSE UPDATES VIA COURSE CHANGES*

These course updates and course changes were accepted in a near full consensus. The odd negative response involved tirade about very inconsequential changes such as the change of JOUB18H3 Visual Storytelling: Photography and Video has been renamed JOUB18H3 Visual Storytelling: Photography and Videography.

### *ADJUSTMENT TO THE FIELD PLACEMENT*

Of the 41 responses to proposed adjustments to the Field Placement there were less than 5 detractors. Most saw the field placement shorter in number of weeks but longer in duration of hours as more concentrated module as a benefit to the time-strapped students.

### *OTHER COMMENTARY*

The responses to this request for other commentary were varied and detailed. There were very few responses that, if read closely, were actually about the proposed changes. A negative statement about the proposed changes would detail complaints about the current program and tuition and particular instructors at Centennial or Centennial portion of the program overall. Other negative responses focused on nervousness of starting at Centennial in general rather than the changes or the pressures to complete the current requirements again rather than the proposed changes. One student asked for more memes in courses!

### **CENTENNIAL CONSULTATION**

Centennial has conducted a survey amongst their current Journalism students. This includes Students in all three journalism programs at Centennial College (Advanced Diploma, Joint Degree with UTSC and Fast-Track) were surveyed regarding the potential Contemporary Journalism program. Results are based on 39 responses. It should be noted that as the students are already studying journalism, some may have had a bias against the proposal for a different program in the future, which they may not have the opportunity take given that the changes would, at least for the Specialist (Joint) program, occur after they completed the Centennial portion

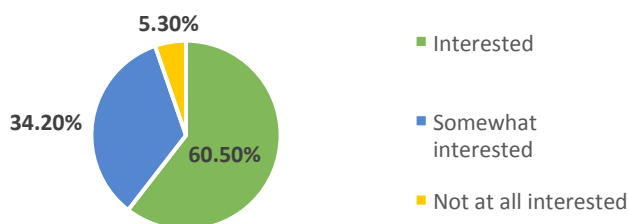
Key findings:

- The majority (60.5%) of the students are interested in enrolling in the proposed program.
- Almost all the students (97.4%) chose full-time, permanent position as their preferred work arrangement after completion of the program.
- “Reporter/Journalists” is identified as the preferred job by most (86.8%) of the students.
- Skills related to basic journalism, digital journalism, writing, telling stories, video journalism and knowledge on current trends in the industry are the areas where students hope to learn by completing the proposed program.
- Students expect that the proposed program will support their long-term career goals by providing them the required skills, qualifications and experience to succeed in the field.

### **Interest in Enrolment**

Most (60.5%) of the students showed interest in enrolling in the new program. However, 34.2% students were somewhat interested, and 5.3% were not at all interested in enrolling in the new program. It needs to be explained that this ‘new’ Ontario Graduate program refers to the Ontario Graduate certificate that Centennial seeks to offer outside of their partnership with the Specialist (Joint) Program to replace their current diploma. The courses changes for the proposed Specialist (Joint) Program are the courses for this ‘new’ program.

**Chart 1: How interested would you be in enrolling in this program if you were considering a post-graduate education?**



### **Areas/skills students wish to learn by completing the Contemporary Journalism**

In response to the question about what they would hope to learn by completing the Graduate Certificate in Contemporary Journalism, students mention the desire to acquire skills related to basic journalism, writing, telling stories and digital journalism. They also mention wanting more field experience and wanting to learn about the current trends in the industry.

Following are some quotations from the students copied directly from their survey responses about what they hope to learn from the proposed program:

- *“..I would hope the certificate would helping me learn about digital journalism, still teaches the fundamentals that journalists need to succeed.”*
- *“...Would like to learn more about current trends in the industry.”*
- *“...Hope to gain enough skills to feel confident in the workplace. Focusing especially on social media and it's role in journalism, as well as new techniques and skills that are relevant to the field currently. More focus on technology and data.”*
- *“Hope to improve writing skills... learn skills that could help me outside the traditional writing forms of Journalism....want to Emphasis on audio and video...”*
- *“Hope to learn data journalism, videography, Adobe Creative Cloud.”*
- *“(Would like to learn)....everything necessary to obtain full-time employment within an incredibly difficult industry.”*
- *“The ability to tell stories through audio, video and digital elements like infographics and data.”*
- *“How to market me and my stories in this ever-changing journalistic climate.”*
- *“I would hope to learn how to self-brand, get work published consistently and I would want lots more field experience.”*
- *“How to succeed as a journalist in a technology-dominated society. I would hope to learn how to make the shift from print journalism to visual journalism.”*

### **How would this program support students’ long-term career goals?**

In response to the question asking how the proposed program would support their long-term career goals, students mention that they hope the program will support them in getting the skills required to succeed in the field, the ability to complete work tasks, acquiring enough qualifications, experience to get the real job, and to learn about journalism.

Following are some quotations from the students, directly copied from their survey responses:

- *“...I think this program would support me in getting employment in an industry that is constantly changing and going digital.”*
- *“...It would support me by giving me more qualifications and experience.”*
- *“...It would hopefully give me an edge and more refined reporting and writing skills.”*
- *“...Help me find useful connections in the field.”*
- *“...By giving students a complete skill set and the ability to create their own things.”*
- *“I feel it would give me the tools and skills to succeed in the field in the long term.”*
- *“It would give me more experience.”*