

COMMITTEE RECOMMENDATIONS OF FUTURE GOALS
OF JOURNALISM EDUCATION AT PENN STATE

The Planning Committee of the Department of Journalism, at its meeting September 22, unanimously agreed on the following as desirable objectives for Journalism education at Penn State. These are now submitted to the department as a whole for discussion.

I. A SCHOOL OF JOURNALISM AND COMMUNICATIONS

This School would centralize under one administrative authority instruction in the theory, fundamentals, and techniques as applied to all media of mass communication.

The School might encompass all of the work now offered by the Department of Journalism and offer wider fields of study for its students by closer cooperation with the departments of Speech, Drama, and Commerce. The School would also offer increased service to the Schools of Agriculture, Home Economics, Education, and Engineering.

The School might offer curricula in such fields as News and Editorial Journalism, Advertising, Radio and Television, Publication Management, and Public Relations.

The establishment of this School would be in line with current practices at many of the larger state universities of the country, notably Illinois and Iowa.

II. A COMMUNICATIONS BUILDING

A Communications Building would be desirable to make the most economical use of laboratory facilities that will be made available to serve both students of the School of Journalism and Communications and the entire College.

Besides providing journalism laboratories, classrooms, and office space, the building might house the student press, College radio and television stations, photography laboratories, motion picture studio, a School library, offices for student publications, (and perhaps offices for the Department of Public Information.)

The presence of all these facilities in one building would make possible their operation with a minimum of space, equipment, and personnel.

III. BROAD STUDY PROGRAMS TO MEET INDIVIDUAL STUDENT REQUIREMENTS

A solid background in Liberal Arts subjects is recognized as the basic need for majors in all the communications fields. The Bachelor of Arts degree is favored.

However, considerable freedom of selection of courses is necessary for the student in Journalism and Communications during his junior and senior years.

The professional needs of students in Journalism and Communications are varied, and it is felt that more attention to individual needs should be permitted than is now possible under the requirements of the School of the Liberal Arts. This is one of the most immediate needs of the department.

BENEFITS TO COLLEGE, STUDENTS, AND STATE

A School of Journalism and Communications will

1. Better prepare students for professional work in the communications field.
2. Offer all students on campus an opportunity to understand and use intelligently communications media that influence public opinion.
3. Better coordinate all campus activities in the communications field.
4. Save the College money by avoiding duplication of physical plant and facilities. (College press, radio, and television.)
5. Help the College maintain a leading position nationally among accredited Schools of Journalism and Communications.
6. Provide a means of increased cooperation between the College and the communication media throughout the state through such activity as placement, research, conferences, etc. Such cooperation would serve to increase the prestige of the College in the state.
7. Help emphasize the important role played by communications in a democracy, and the social responsibilities of people who work in the communications fields.