

Scholarship Standards
Department of Communication and Journalism

Mission Statement: The Department of Communication and Journalism prepares graduates of competence and character, who understand communication as a social, intellectual, ethical and artistic process and who engage in communication and journalism as a responsible human behavior.

Communication and Journalism address the engagement of human beings at all levels, from interpersonal interaction to globally mediated discourse. Consequently, the Department of Communication and Journalism sees its scholarship as central to Seattle Pacific University's goal of engaging the culture and changing the world.

The Department of Communication and Journalism embraces each of the four kinds of scholarship currently defined in the Faculty Handbook (Discovery, Teaching, Application, and Synthesis). The Scholarship of Discovery involves the advancement of new knowledge. This expands the field of knowledge through original perspectives and new ways of thinking. The Scholarship of Discovery may also include creative works such as fiction, poetry, plays, screenplays, creative non-fiction, literary journalism, and investigative reporting. The Scholarship of Teaching involves inquiry into teaching practices and student ways of learning. Such scholarship examines trends in classroom techniques of teaching and methods of assessing student learning. The Scholarship of Application involves the utilization of academic knowledge to address various real world problems and situations. This might involve, for example, assisting for-profit and non-profit organizations in addressing their communicative practices through cutting edge technology and current research. To be considered such scholarship should result in traditional peer reviewed publication. The Scholarship of Synthesis involves the investigation of connections across disciplines. As communication and journalism are inherently interdisciplinary, synthesis would feature literature reviews and application of scholarship from other fields that bears directly on our work. Examples include appropriation of concepts relevant to communication from related fields such as psychology, sociology, literary criticism, and management.

The general indicator of scholarship is that it is publically disseminated and peer reviewed. Each publication listed should include an indicator of its type of peer review (e.g., blind review, editor review, etc.). Non-traditional types of scholarship should include statements indicating how they were publicly disseminated and peer reviewed.

Although there is not a strict rank order in levels of scholarship, greater weight will generally be given to peer-reviewed publication and presentation at national and international conferences. The following are regarded as admissible evidence of scholarly production:

- Scholarly books or monographs
 - Publication in refereed journals
 - Textbooks and trade books
 - Competitive lectures (such as Weter lecture)
 - Invited essays in books/journals (featuring peer review)

- Conference papers
 - competitively selected papers
 - competitively selected panels/proposals producing papers
 - invited papers (featuring peer review)
- Published reviews of books, movies, performances etc.
- Performances

The trajectory of a scholar in the Department of Communication and Journalism may be seen in the following description of progression through the academic ranks.

The threshold for tenure and Associate Professor are essentially the same. The Associate Professor is a maturing scholar who has demonstrated growth and productivity by continuing to pursue scholarship beyond his or her doctoral work. A generally accepted standard for publication would be two to three peer-reviewed articles and/or other substantial scholarly products as noted above.

The Professor is a mature scholar, who has demonstrated continuing growth and productivity by making a substantial contribution of work, such as a scholarly book, distinguished textbook, or a series of significant articles. A generally accepted standard for publication would be six peer-reviewed articles, or a scholarly book, and/or other substantial scholarly products as noted above.

We expect a growing body of scholarship from each faculty member. We think it is best to be flexible about the nature and “growth rate” of a faculty member’s body of scholarship, but it is reasonable to expect the equivalent of a refereed journal article every other year. A typical textbook would be equivalent to about three refereed journal articles. A typical original book would be equivalent to about five refereed journal articles. These standards for scholarly output, however, should be used as guidelines, allowing for a consensus for the evaluation of specific and unusual events. For example, not all publications are created equal. In order to encourage and reward the extraordinary, the department reserves the right to give additional weight to unique accomplishments.