

# School of Journalism

## Larry Burriss, Interim Director Mass Communication 249

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The School of Journalism offers work leading to the Bachelor of Science degree with a major in Mass Communication and concentrations in Advertising-Public Relations, Media Design and Graphics, or Journalism (newspaper/magazine). A total of 37-39 hours of coursework is required for the major in the School of Journalism. A minimum of 80 hours must be taken outside the college, with at least 65 hours in the liberal arts and sciences. Students outside the college may choose to minor in Mass Communication with an emphasis in any of the School of Journalism's concentrations.

**Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 60–63.**

Freshmen/sophomores in all concentrations should follow this general outline of courses; selection of junior and senior courses should be made in consultation with the adviser. Majors must have a C (2.00) or better in all mass communication courses.

### Recommended Curriculum

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
COMM 2200 (Comm)	3	HUM 2610 (Hum/FA)	3
Natural Sciences (2 prefixes)	8	Social/Behavioral Sciences	
JOUR 1020, 2710	6	(2 prefixes)	6
Humanities and/or		HIST 2010, 2020, or 2030	6
Fine Arts (2 prefixes)	6	Consult adviser for course(s)	
	<b>29</b>	in major	3-6
		Mathematics	3
		Minor electives*	6
			<b>27-30</b>

\*All students in the School of Journalism are required to complete two 15-18 hour minors, at least one of which must be in the liberal arts and sciences. Students in any School of Journalism concentration may **not** minor in any area of the College of Mass Communication.

### Concentration: Advertising-Public Relations

Advertising and public relations are distinct fields; these programs help students prepare for positions in advertising agencies and departments, media sales and management, advertising production and design, public relations agencies and departments, and organizational and employee relations.

### Advertising

Although students in advertising are primarily oriented toward either the creative or management side of the business, they essentially take the same courses in advertising. Creative students usually minor in liberal arts areas such as English and art. In addition to the required liberal arts minor, management students usually complete their second minor in a business area such as marketing.

Advertising students take the following required courses. **Students should check the prerequisites for each course.**

### Admission to Candidacy

To be admitted to candidacy, the student must meet the following requirements:

- 45 hours completed before applying for candidacy
- Grade of C (2.00) or better in each of the following:  
JOUR/EMC/RIM 1020  
JOUR 2710  
ADV 3020  
ENGL 1010 and 1020  
Math course satisfying General Education Mathematics requirement
- Minimum overall GPA in all school and university coursework of 2.50.

### Advertising Required Courses:

#### Foundations (6 credits)

JOUR 1020	Understanding Mass Media
JOUR 3650	Free Expression, Mass Media, and the American Public

#### Writing/Design (12 credits)

JOUR 2710	Media Writing
ADV 4160	Advertising Copywriting
<i>Plus two of the following:</i>	
GRAF 3950	Microcomputer Design for Media
P R 3360	Public Relations Communication
P R 3380	Public Relations Publications

#### Conceptual (9 credits)

ADV 3020	Survey of Advertising
<i>Choose two:</i>	
GRAF 3010	Media Design and Visual Language
JOUR 3510	Media History and American Culture
JOUR 4250	Mass Media Law
JOUR 4210	Mass Communication and Society
JOUR 4660	Mass Media Research
JOUR 4780	Media and Markets
JOUR 4790	Global News and World Media Cultures
JOUR 4850	Ethics and Mass Communication

#### Professional Topics (6 credits)

<i>Choose two:</i>	
ADV 3480	Advertising Media Planning
ADV 4230	Advertising Management
Upper-division elective with adviser's permission	

#### Special/Senior Topics (3 credits)

ADV 4170	Advertising Campaigns
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#### Practicum/Internship or Upper-Division Elective (1-3 credits)

JOUR 3580	MC Practicum
JOUR 4000	MC Internship
Journalism upper-division elective	

**Total hours in the college: 37-39**

## Public Relations

Students in public relations may choose the general program or a specialty in the recording industry; both programs require 37-39 credits. By the junior year, students should choose one minor in the liberal arts and sciences, plus 15 hours, approved by their major advisers, in the Jennings A. Jones College of Business. With permission of the adviser or the director of the School of Journalism, a student may replace the 15 hours in the Jennings A. Jones College of Business with a minor in the basic or applied sciences or a second minor in the liberal arts and sciences.

## Admission to Candidacy

To be admitted to candidacy, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:  
 JOUR/EMC/RIM 1020  
 JOUR 2710  
 P R 3040  
 ENGL 1010 and 1020  
 Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

### Public Relations Required Courses:

#### Foundations (6 credits)

JOUR 1020 Understanding Mass Media  
 JOUR 3650 Free Expression, Mass Media, and the American Public

#### Writing/Design (15 credits)

##### Writing

JOUR 2710 Media Writing  
 P R 3360 Public Relations Communication

Choose one:

JOUR 3530 Feature Writing  
 JOUR 3450 Editing

##### Design

GRAF 3010 Media Design and Visual Language

Choose one:

GRAF 3950 Microcomputer Design for Media  
 P R 3380 Public Relations Publications

#### Conceptual (9 credits)

P R 3040 Public Relations Principles

Choose two:

ADV 3020 Survey of Advertising  
 JOUR 3510 Media History and American Culture  
 JOUR 4250 Mass Media Law  
 JOUR 4210 Mass Communication and Society  
 JOUR 4660 Mass Media Research  
 JOUR 4780 Media and Markets  
 JOUR 4790 Global News and World Media Cultures  
 JOUR 4850 Ethics and Mass Communication

#### Professional Topics (3 credits)

Choose one:

P R 3400 Case Studies in Public Relations  
 GRAF 3910 Basic Media Design  
 JOUR 3090 Reporting

#### Senior Topics (3 credits)

P R 4740 Public Relations Campaigns

#### Internship/Practicum or Upper-Division Elective (1-3 credits)

Choose one:

JOUR 3580 MC Practicum  
 JOUR 4000 MC Internship  
 JOUR upper-division elective

**Total hours in the college: 37-39**

### Public Relations/Recording Industry Specialty Required Courses:

#### Foundations (6 credits)

JOUR 1020 Understanding Mass Media  
 JOUR 3650 Free Expression, Mass Media, and the American Public

#### Writing/Design (15 credits)

##### Writing

JOUR 2710 Media Writing  
 P R 3360 Public Relations Communication  
 RIM 3770 Publicity in the Recording Industry

##### Design

GRAF 3010 Media Design and Visual Language

Choose one:

P R 3380 Public Relations Publications  
 GRAF 3950 Microcomputer Design for Media

#### Conceptual (9 credits)

P R 3040 Public Relations Principles  
 RIM 3600 Survey of the Recording Industry

Choose one:

JOUR 3510 Media History and American Culture  
 JOUR 4250 Mass Media Law  
 JOUR 4210 Mass Communication and Society  
 JOUR 4660 Mass Media Research  
 JOUR 4780 Media and Markets  
 JOUR 4790 Global News and World Media Cultures  
 JOUR 4850 Ethics and Mass Communication

#### Professional Topics (3 credits)

Choose one:

JOUR 3450 Editing  
 P R 3400 Case Studies in Public Relations  
 GRAF 3910 Basic Media Design  
 RIM 3720 Artist Management  
 RIM 4320 Concert Promotion and Touring  
 ADV 3020 Survey of Advertising  
 RIM 3890 International Recording Industry  
 RIM 4620 Marketing of Recordings

#### Senior Topics (3 credits)

P R 4740 Public Relations Campaigns

#### Internship/Practicum or Upper-Division Elective (1-3 credits)

Choose one:

Journalism elective  
 JOUR 3580 MC Practicum  
 JOUR 4000 MC Internship/  
 RIM 4000 Recording Industry Internship: Business

**Total hours in the college: 37-39**

## Concentration: Media Design and Graphics

Media Design and Graphics involves all the elements of visual communication, from traditional typography to digitized design for newsletters, newspapers, magazines, and the Web. The sequence's main emphasis is publication design, including print and interactive media that deliver information, opinion, and entertainment via printed publications ranging from informational graphics, brochures, books, magazines, and newspapers to the digital production in various multimedia forms, including the Internet.

Media Design and Graphics students take the following required courses. **Students should check the prerequisites for each course.**

**Admission to Candidacy**

To be admitted to candidacy, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:  
JOUR/EMC/RIM 1020  
JOUR 2710  
GRAF 3010  
ENGL 1010 and 1020  
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

**Media Design and Graphics Required Courses:****Foundations (6 credits)**

JOUR 1020 Understanding Mass Media  
JOUR 3650 Free Expression, Mass Media, and the American Public

**Writing/Design (12 credits)****Writing (9 credits)**

JOUR 2710 Media Writing  
JOUR 3450 Editing  
*Choose one:*  
JOUR 3090 Reporting  
JOUR 3530 Feature Writing  
EMC 3020 Writing for the Electronic Media  
EMC 3060 Writing for Digital Media

**Design**

GRAF 3910 Basic Media Design

**Conceptual Topics (12 credits)**

GRAF 3010 Media Design and Visual Language  
*Choose three:*  
JOUR 3510 Media History and American Culture  
JOUR 4250 Mass Media Law  
JOUR 4210 Mass Communication and Society  
JOUR 4660 Mass Media Research  
JOUR 4780 Media and Markets  
JOUR 4790 Global News and World Media Cultures  
JOUR 4850 Ethics and Mass Communication  
JOUR 4810 Advanced Media Design  
PHOT 4190 Ethics and Law for Visual Communicators

**Professional Topics (3 credits)**

*Choose one:*  
GRAF 4010 Publication Design  
GRAF 3950 Microcomputer Design for Media

**Senior Topic (3 credits)**

GRAF 4180 Advanced Media Design

**Internship (1-3 credits)**

*Choose one or a combination of not more than 3 hours total*  
JOUR 4000 MC Internship  
JOUR 3580 MC Practicum  
Journalism upper-division elective

**Total hours in the college: 37-39**

**Concentration: Journalism**

The concentration in Journalism offers preparation for students who wish to be news reporters, copy editors, feature writers, editorial writers, and freelance magazine writers. **Students should check the prerequisites for each course.**

**Admission to Candidacy**

To be admitted to candidacy, the student must meet the following requirements:

1. 45 hours completed before applying for candidacy
2. Grade of C (2.00) or better in each of the following:  
JOUR/EMC/RIM 1020  
JOUR 2710  
JOUR 3090  
ENGL 1010 and 1020  
Math course satisfying General Education Mathematics requirement
3. Minimum overall GPA in all school and university coursework of 2.50.

**Journalism Required Courses:****Foundations (6 credits)**

JOUR 1020 Understanding Mass Media  
JOUR 3650 Free Expression, Mass Media, and the American Public

**Writing/Design (12 credits)**

JOUR 2710 Media Writing  
JOUR 3090 Reporting  
*Choose one:*  
JOUR 3530 Feature Writing  
JOUR 4440 Advanced Reporting  
*Choose one:*  
JOUR 3450 Editing  
GRAF 3950 Microcomputer Design for Media

**Conceptual (12 credits)**

*Choose four:*  
GRAF 3010 Media Design and Visual Language  
JOUR 3510 Media History and American Culture  
JOUR 4250 Mass Media Law  
JOUR 4210 Mass Communication and Society  
JOUR 4660 Mass Media Research  
JOUR 4780 Media and Markets  
JOUR 4790 Global News and World Media Cultures  
JOUR 4850 Ethics and Mass Communication

**Professional Topics (3 credits)**

*Choose one:*  
JOUR 3520 Specialized Journalism  
JOUR 3590 Magazine Writing and Editing  
JOUR 4300 Reviewing and Criticism

**Special/Senior Topics (3 credits)**

JOUR 4800 Seminar in Media Issues

**Practicum/Internship (1-3 credits)**

*Choose one:*  
JOUR 3580 MC Practicum  
JOUR 4000 MC Internship

**Total hours in the college: 37-39**

**Minor in Art for Mass Communication Students**

Students majoring in Mass Communication programs take the following sequence for the art minor: ART 1610, 1620, 1630; an art history course and two studio courses, one of which must be upper-division.

## Courses in Advertising [ADV]

- 3020 Survey of Advertising.** Three credits. Overview of advertising principles and practices including the role of advertising in society and the marketplace, consumer behavior, advertising media, budgeting and planning, and the creation and production of advertising messages.
- 3160 Advertising Copy and Layout.** Three credits. Prerequisite: Admission to candidacy or permission of instructor. Creation and production of advertising messages for various media, including publications, broadcast, outdoor, and direct mail.
- 3480 Advertising Media Planning.** Three credits. Prerequisite: Admission to candidacy. Planning, implementation, and evaluation of media objectives and strategy in advertising, including media characteristics, limitations, and budgeting.
- 4160 Advertising Copywriting.** Three credits. Prerequisite: Admission to candidacy. Advanced techniques and skills in the writing and design of advertising messages, emphasizing print and electronic media.
- 4170 Advertising Campaigns.** Three credits. Prerequisites: Admission to candidacy; ADV 3480 and 4160 or permission of instructor. Planning, designing, and executing all phases of a complete advertising campaign. An opportunity for advanced students to synthesize and apply skills from previous courses.
- 4230 Advertising Management.** Three credits. Prerequisites: Admission to candidacy; junior standing. Problems, decisions, and decision-making processes of advertising managers. Emphasis on decision making across functional areas of advertising process.

## Courses in Media Design and Graphics [GRAF]

- 3010 Media Design and Visual Language.** Three credits. Required for candidacy. Overview of concepts for effective visual communication; the role of visual elements and design practices in a cultural, historical, and political context; basic typography and design, electronic and digital composition and reproduction, and technological aspects of design and production.
- 3910 Basic Media Design.** Three credits. Prerequisites: Admission to candidacy; JOUR 2710 and GRAF 3010. Basic design process for publication; in-depth analysis of typography, copywriting, art and illustration, photography; theory and practice of color reproduction; diverse design images; informational graphics, production methods of design for print and electronic media. Cannot be taken concurrently with GRAF 3950.
- 3950 Microcomputer Design for Media.** Three credits. Prerequisites: Admission to candidacy; GRAF 3010. Computer design process of conceptualization, organization, and implementation for publication and foundations for content-based designs; reviews of software programs, related hardware and peripheral components applicable to publication design; introduction of electronic publishing procedures. Cannot be taken concurrently with GRAF 3910.
- 4010 Publication Design.** Three credits. Prerequisites: Admission to candidacy; GRAF 3910 or 3950. Principles and practices of publication design and production with emphasis on newsletters, magazines, newspapers, and contemporary formats; use of traditional and electronic information services as a resource; se-

lection and use of photographs and illustrations for publication; preparation of design for print, electronic, or multimedia publication.

- 4180 Advanced Media Design.** Three credits. Prerequisites: Admission to candidacy; GRAF 4010. Application of contemporary graphic design technologies for solving visual problems in print and electronic media. Creative strategies in media design and design copywriting; cooperative and collaborative design projects; legal aspects of media graphics; strategies for designing diverse images, color reproduction, and evaluation of design performance standards for portfolio.

## Courses in Journalism [JOUR]

- 1020 Understanding Mass Media.** Three credits. (Same as EMC/RIM 1020.) Analysis of the content and context of the American mass media to understand how they affect individuals and society. Emphasis on practical knowledge of the workings of the media from a general perspective.
- 2710 Media Writing.** Three credits. Prerequisites: ENGL 1010 and 1020 or equivalents. Theory and practice of writing for print and electronic media according to the techniques, styles, and formats of various media. Laboratory required.
- 3000 Introduction to Motion Pictures.** Three credits. (Same as EMC 3000.) Prerequisite: Junior standing or permission of instructor. The development and role of motion pictures in America, including the history of films and filmmakers, the influence of film on American culture, and film criticism.
- 3090 Reporting.** Three credits. Prerequisite: JOUR 2710. Theory and practice of basic journalistic skills, including the gathering, evaluating, and processing of news copy for newspapers. Classwork will be submitted to student or local newspapers.
- 3100 Music as Popular Culture.** Three credits. (Same as RIM 3100.) Prerequisite: Admission to candidacy. Introduces range of scholarly approaches to the study of popular music. Encourages perspectives other than those of "producer" or "consumer." Requires applications of analytical and critical methods in research paper assignment.
- 3450 Editing.** Three credits. Prerequisite: Admission to candidacy. Theory and practice in the art of copy editing, including editing, language skills, newspaper style, news judgment, headline writing, photo editing, cutline writing, and page design.
- 3510 Media History and American Culture.** Three credits. (Same as EMC 3510.) Development of American journalism and the mass media from Colonial times to the present, including the role and influence of mass media on American culture, technical advances, and contributions of individual personalities.
- 3520 Specialized Journalism.** Three credits. Prerequisite: JOUR 3090 and admission to candidacy. The unique facets of print journalism not available in other courses. Topics include investigative, online, environmental, sports, medical, political reporting, or opinion writing. May be repeated up to 6 credits.
- 3530 Feature Writing.** Three credits. Prerequisite: Admission to candidacy or permission of instructor. Theory and practice of writing feature stories for newspapers and magazines. Assignments in writing for professional publications as well as the student newspaper.

- 3580 MC Practicum.** One to three credits. Prerequisites: Admission to candidacy; junior standing; permission of instructor. Practical experience in an on-campus mass communication setting. **Note:** Total credit for practicum and internship courses cannot exceed 3 credits. Pass/Fail.
- 3590 Magazine Writing and Editing.** Three credits. Prerequisites: Admission to candidacy; JOUR 3530. Types of magazines and editorial needs; practice in magazine article writing.
- 3650 Free Expression, Mass Media, and the American Public.** Three credits. (Same as EMC/RIM 3650.) A general introduction to the issues surrounding free expression and its relationship to mass media in contemporary America. Comprehensive analysis of the history, philosophies, cases, and controls associated with freedom of expression.
- 4000 MC Internship.** One to three credits. Prerequisites: Admission to candidacy; upper-division standing; permission of the internship coordinator. Advanced students gain practical experience in a professional setting. **Note:** Total credit for internship and practicum courses cannot exceed 3 credits. Pass/Fail.
- 4210 Mass Communication and Society.** Three credits. (Same as EMC 4210.) Prerequisite: Junior standing. Theories of the process of mass communication, how media affect society, the evolution within a social and cultural context, ethical and social dimensions. Extensive reading in theory, history, and research. Media-content emphasis varies depending on instructor's expertise.
- 4250 Mass Media Law.** Three credits. (Same as EMC 4250.) Prerequisites: JOUR 1020; junior standing. Examination of legal guarantees and restrictions on the flow of information using the case study method. Focus on libel, privacy, obscenity, and the special restrictions placed on advertising, broadcasting, cable TV, and the Internet.
- 4300 Reviewing and Criticism.** Three credits. Prerequisite: Admission to candidacy or permission of instructor. Theories and practice of reviewing and criticism in the mass media. Overview of current trends in film, theatre, music, books, and other entertainment media. Practice in critical and analytical writing.
- 4440 Advanced Reporting.** Three credits. Prerequisite: Admission to candidacy. Advanced theory and practice in news reporting, emphasis on coverage of governmental affairs and other public affairs-related assignments, including an introduction to interpretive and investigative reporting techniques.
- 4660 Mass Media Research.** Three credits. (Same as EMC 4660.) Prerequisite: Junior standing. Overview of contemporary research methods, analysis, and evaluation of current research, and design and execution of a study. Emphasis on public opinion and media research.
- 4780 Media and Markets.** Three credits. Prerequisite: Junior standing. Approaches to understanding media audiences. Examines tensions between the business and public functions of media, and social and ethical conflicts related to media marketing.
- 4790 Global News and World Media Cultures.** Three credits. (Same as EMC 4790.) Prerequisite: Junior standing. Systems and philosophies associated with gathering international news and news coverage in different regions. Looks at global communication systems and ownership; examines how cultures shape news and the role of the individual in reporting news internationally. Includes discussion of development issues and role of global advertising and public relations.
- 4800 Seminar in Media Issues.** Three credits. (Same as EMC 4800.) Prerequisite: Junior standing. Examination and critical evaluation of issues relevant to the operation and functions of mass media, including their relationships to each other and to government, advertisers, consumers, and other publics. May be repeated up to 6 credits.
- 4810 Global Comparative Media Systems.** Three credits. (Same as EMC 4810.) Prerequisites: EMC/JOUR 4790 or permission of instructor and junior standing. A close comparative study of chosen media systems in regions of the world. Examines print, broadcast, entertainment, and new media in Western and Eastern Europe, Asia and the Pacific Rim Region, the Middle East, Africa, and the Americas. Media interactions with an influence on the geographic, demographic, linguistic, cultural, economic, and political structures of countries.
- 4850 Ethics and Mass Communication.** Three credits. (Same as EMC 4850.) Prerequisite: Junior standing. Examination of ethical concerns of media practitioners illuminated by study of selected current ethical issues and an overview of the cultural and philosophical basis of socially responsive mass media.
- 4900 Individual Problems in Mass Communication.** One to three credits. (Same as EMC 4900.) Prerequisites: Admission to candidacy; permission of instructor. Independent study projects or research related to media issues or professions. Pass/Fail.

## Courses in Public Relations [P R]

- 3040 Public Relations Principles.** Three credits. Practice of public relations, including its fundamental concepts and theories, historical development, and current issues.
- 3360 Public Relations Communication.** Three credits. Prerequisite: Admission to candidacy. Techniques of creating and writing, including the planning and development of corporate, public service, and other persuasive messages.
- 3380 Public Relations Publications.** Three credits. Prerequisites: Admission to candidacy; GRAF 3010. Effective print-design techniques with emphasis on organizational publications.
- 3400 Case Studies in Public Relations.** Three credits. Practical methods of handling problems in public relations with emphasis on fact-finding, planning, promoting, and evaluating.
- 4740 Public Relations Campaigns.** Three credits. Prerequisites: Admission to candidacy; P R 3360; P R 3380 or GRAF 3950; senior standing. Researching and planning public relations campaigns. An opportunity for senior-level students to synthesize and apply knowledge and skills from previous courses.