The Department of Communication offers a variety of areas of professional study, including Advertising, Broadcast/Print/Web Journalism, International Journalism, Corporate and Health Communication, Electronic Media, and Public Relations.

**Journalism (BA/BS)**

The journalism program houses two diverse emphases. Advertising is a constantly changing, fast-paced industry built on creative people and ideas. This emphasis combines art and business, preparing students for an in-demand career that offers fun work and great rewards. Now with social media, the web and mobile apps joining print, radio and television, advertising provides more growth and opportunities than ever before. Career opportunities include Account Manager, Writer/Content Developer, Art Director/Designer, Creative Director, Media Planner/Buyer, Social Media Manager and more. Broadcast/Print/Web Journalism offers a converged media environment where professionals inform the public via print, video, audio, Web, mobile and social media. Students will be prepared for a professional career in an exciting, fast-paced industry where every new day brings new stories and new opportunities. Career opportunities include Reporter, Freelance Correspondent, Newscaster/Sportscaster, Multimedia Producer, Television Host, and more.

Both the Advertising and Broadcast/Print/Web emphases in the Journalism major require a GPA of 2.50 in the major qualifier block, which includes three courses: COMM 110 or COMM 131 plus the first two classes in each respective curriculum.

A 2.75 cumulative GPA will be required to declare an emphasis of International Journalism in the Journalism major. The major GPA is based upon both the grades for courses completed at UW-W and those courses accepted in transfer.

A minimum 2.25 GPA is required in the major for graduation.

All students are required to fulfill a writing requirement prior to graduation. Each emphasis in the Department of Communication specifies how that requirement will be met. Details on fulfilling the writing requirement are available on the department website.

**Communication**

The communication program offers three diverse emphases. Corporate and Health Communication prepares students to capitalize on advancements in technology and emerging markets as professionals with advanced skills who support organizations through strategic communication both internally and externally. Those who select this area of study will learn to conduct trainings, facilitate outreach, and coordinate presentations and events. Students will acquire leadership and team building skills that they will use to impact the lives of people served by their organizations. A vast array of career options include Patient Advocate, Communication Campaign Specialist, Crisis Communication Manager, Coordinator of Personnel Development, Director of Training and more. Electronic Media offers students the opportunity to prepare for exciting jobs producing television and radio programs, video projects, documentaries or music recordings. Those selecting this emphasis will gain hands-on experience in television, radio and music recording while operating production equipment used in the industry. While developing professional communication skills, students will produce and direct projects for television stations, commercial clients, radio stations, websites, and the recording industry. Career opportunities include Television/Radio Reporter, Anchor, Camera Operator, Video/Audio Editor, Radio/Television Producer and more. Public Relations inspires positive relationships between organizations and the public. Those pursuing this emphasis will prepare for opportunities in event planning, crisis management, message creation, news conference coordination and more. Career possibilities include Strategic Communications Specialist, Social Media Strategist, Account Executive, Event Planner, Press Secretary, Media Relations Manager, and more.

**Major/Emphases**

All Communication emphases require a GPA of 2.50 in the major qualifier block, which includes three courses: COMM 110 or COMM 131 plus the first two classes in each respective curriculum.

These requirements also apply to admitted freshmen and transfer students.

A minimum 2.25 GPA is required in the major for graduation.

All students are required to fulfill a writing requirement prior to graduation. Each emphasis in the Department of Communication specifies how that requirement will be met. Details on fulfilling the writing requirement are available on the department website.

**Majors in Communication**

- Journalism - Advertising Emphasis BA/BS (http://uww-public.courseleaf.com/undergraduate/arts-communication/journalism-advertising-emphasis-ba-bs)
- Journalism - Broadcast/Print/Web Emphasis BA/BS (http://uww-public.courseleaf.com/undergraduate/arts-communication/journalism-broadcast-print-web-journalism-ba-bs)
- Communication - Public Relations Emphasis BA/BS (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/public-relations-emphasis-ba-bs)
- Communication - Corporate and Health Communication Emphasis BA/BS (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/corporate-health-communication-ba-bs)

**Minors in Communication**

- Advertising (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/advertising-minor)
- Journalism (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/journalism-minor)
- General Communication (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication/general-communication-minor)
- Communication - Corporate (http://uww-public.courseleaf.com/undergraduate/arts-communication/communication_minor_corporate)
Communication Courses

COMM 110 INTRODUCTION TO PUBLIC SPEAKING 3 Units
A basic course designed to help students increase their effectiveness in public speaking through classroom speeches. Emphasis is on research, preparation, organization, delivery, and visual aids, to enhance informative and persuasive speaking. The student will develop skills to communicate orally in clear, coherent language appropriate to purpose, occasion, and audience.

COMM 131 INTRODUCTION TO MASS COMMUNICATION (GS) 3 Units
A study of mass communication with relation to current economic, political and social institutions and trends. Emphasis on print and broadcast media with consideration of advertising, public relations, government and technology. The role of media in entertainment, news, and persuasion is examined.

COMM 202 PRINCIPLES OF PUBLIC RELATIONS 3 Units
An introduction to the principles, processes and techniques of public relations as they are used in business, government and nonprofit organizations.

COMM 203 PUBLIC RELATIONS TACTICS I 3 Units
A beginning exploration of public relations communication styles as they apply to various media, including news releases, public service messages, media alerts, newsletters and brochures.

COREQ: COMM 202

COMM 204 PUBLIC RELATIONS TACTICS II 3 Units
Instruction and practice in the theory, design, production and utilization of non-print media in the context of various public relations activities.
PREREQ: COMM 202 AND COMM 203, AND A 2.5 GPA IN THE MAJOR QUALIFIER BLOCK (WHICH CONSISTS OF COMM 110 OR COMM 131, AND COMM 202, AND COMM 203)

COMM 228 INTERPERSONAL COMMUNICATION 3 Units
Theory and exercises in interpersonal communication situations. Basic theory, self disclosure, listening, conflict, trust and other topics will be examined.

COMM 230 RADIO PRACTICUM Repeatable 1 Units
A laboratory course in which the student participates in at least one area of radio broadcasting: Announcing, engineering, interviewing, or publicity. Repeatable.

COMM 231 PRACTICUM IN TELEVISION PRODUCTION Repeatable 1 Units
Participation in a variety of areas of television production including camera, lighting, graphics, audio, switching, video engineering and announcing and television performance. Repeatable for a maximum of 4 units in major/degree.

COMM 234 ELECTRONIC MEDIA ANNOUNCING 3 Units
Emphasizes the development of professional speech and performing habits for radio, television, and related electronic media. Training in proper use of announcing-related technical equipment provided. Vocal and performing styles pertinent to the presentation of entertainment, information, and persuasion for electronic media are presented within an applied framework.
PREREQ: COMM 110

COMM 236 INTRODUCTION TO CINEMA (GA) 3 Units
Focuses on understanding and appreciating film as a unique visual communication experience. Includes an introduction to the understanding of film language and different theories of film aesthetics and criticism.

COMM 238 VIDEO PRODUCTION I: FUNDAMENTALS OF VIDEO 3 Units
This introductory video production course provides students with a basic understanding of the video production process. Students work on studio and field exercises to develop their video production skills.

COMM 239 AUDIO PRODUCTION I: FUNDAMENTALS OF AUDIO 3 Units
A study of audio theory relevant to the production of programming for radio and related electronic mass media. Substantial attention devoted to the fundamental theoretical principles of digital audio systems. Practical experience in program production is also emphasized, in combination with the development of critical listening skills for audio production work.

COMM 240 PUBLIC SPEAKING (GH) 3 Units
Study of the theory and techniques of public address with required presentation of speeches.
PREREQ: COMM 110

COMM 242 COMMUNICATION AND TEAM BUILDING (GH) 3 Units
This course is designed to demonstrate the importance of team building in today's work culture. Students learn how to create, participate in and lead successful working teams. The course will teach relationship building to foster interpersonal relationships and aid in conflict resolution.

COMM 249 GREAT MOMENTS IN CINEMA 3 Units
This course seeks to familiarize students with the industrial, cultural, and aesthetic history of cinema as an art form and as a social force.

COMM 258 VIDEO PRODUCTION II: MEDIA STORYTELLING 3 Units
This course will consist of advanced video and field production labor, lectures, outside reading assignments and exams. Each student will write, produce and direct a series of theme-based production assignments over the course of the semester, and strive to improve on video production skills first introduced in Video Production I: Fundamentals of Video. Student will gain knowledge in advanced knowledge in field equipment, non-linear editing, graphic production, and multi-media presentations. The work in the course will primarily focus on individual project efforts, unless approved by the instructor.
PREREQ: COMM 238 AND (COMM 241 OR JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376)

COMM 259 AUDIO PRODUCTION II: ADVANCED AUDIO TECHNIQUES 3 Units
An advanced level course that studies the utilization of audio in broadcast, recording, sound reinforcement and multi-media with an emphasis on critical listening and advanced audio production skills. Students critique and analyze existing works and produce related audio materials for various media.
PREREQ: COMM 239 AND (COMM 241 OR JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376)
COMM 263  PRACTICUM IN FORENSICS  Repeatable  1 Units
Participation in public address or interpretation events in intercollegiate contest situations. May be retaken.

COMM 275  ADVERTISING AND PUBLIC RELATIONS RESEARCH LITERACY  3 Units
Students will learn about information gathering for communication planning. They will learn to assess the quality of research reports. Students will study survey and group research methods. They will examine subscription data sources commonly used for advertising and public relations and learn about media tracking and Web page evaluation. PREREQ: JOURNLSM 220 OR COMM 202

COMM 276  EVENT PLANNING FOR COMMUNICATION PROFESSIONALS  3 Units
Special events are essential tactics used by communication professionals to reach key target audiences and engage them with the organization. The Event Planning for Communication Professionals course teaches students how to design and administer special events for communication. Students will learn to plan and implement events. They will learn to develop strategies and budgets and manage event activities. PREREQ: COMM 110 ONE OF THE FOLLOWING: COMM 202, 228; ENGLISH 376; JOURNLSM 220, 227, 241; MAGD 150

COMM 285  SOCIAL MEDIA OPTIMIZATION & THE NEW WEB  3 Units
'Social Media Optimization' will teach students how to engage with online communities to generate publicity and manage the images and issues of organizations. This cutting-edge, timely curriculum will require students to investigate the most compelling topics confronting organizations and individuals striving to extract value from the dynamic, participatory, ever-changing 'new web.' PREREQ: SOPHOMORE STANDING OR CONSENT OF INSTRUCTOR

COMM 291  TRAVEL STUDY  Repeatable  1-3 Units
Variable topics. Faculty-led courses abroad.

COMM 293  AUDIO PRACTICUM  Repeatable  1 Units
Students will develop their skills in audio technology and application through practical experience working in sound reinforcement and studio recording environments. PREREQ: COMM 239 OR MUSED 290 OR CONSENT OF INSTRUCTOR CROSS-LISTED: COMM 293 AND MUSC 293

COMM 294  WEB VIDEO & THE GAME INDUSTRY - GAMEZOMBIE PRACTICUM  Repeatable  3 Units
The GameZombie practicum will provide students the opportunity to produce a globally distributed game media web series, strengthen multimedia production skills, and develop expertise in cutting edge game industry topics. Students will greatly enhance their portfolios, industry connectedness, and global web presence by participating in this practicum experience. PREREQ: COMM 238 OR CONSENT OF INSTRUCTOR

COMM 300  PUBLIC RELATIONS STRATEGIES  3 Units
An examination, using case studies, of the theories and research which support the selection of various public relations strategies to solve problems. Issues such as responding to crisis situations, applying ethical principles to public relations problems and assessing the use of emerging technologies in public relations are also addressed. PREREQ: COMM 202 AND COMM 203, RESTRICTED TO STUDENTS WITH A MAJOR OF COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A MINOR OF COMMUNICATION W/PUBLIC RELATIONS EMPHASIS
COMM 338 VIDEO PRODUCTION III: CORPORATE AND COMMERCIAL MEDIA 3 Units
The course will consist of advanced video and field production labor, lectures, outside reading assignments and exams. Each student will write, produce and direct a series of corporate and commercial productions and learn the importance of oral communication and proper client relationships. Each student will strive to improve existing skills with field equipment, non-linear editing, advanced software programs, and multi-media presentations. The work in the course will primarily focus on individual project efforts, unless approved by the instructor.
PREREQ: COMM 258

COMM 339 AUDIO III: STUDIO PRODUCTION 3 Units
An applied course using the knowledge and skills necessary for professional audio production with an emphasis on studio recording and aesthetics. Concepts include signal flow, processing, microphone selection and placement, mixing and mastering. Students will produce multi-track recording projects.
PREREQ: COMM 259 OR CONSENT OF INSTRUCTOR

COMM 340 PERSUASION 3 Units
A study of the process of persuasion: Logical, ethical, and emotional appeals as well as organizational patterns and stylistic devices are addressed. Application and analysis of these techniques through term papers and speeches.
PREREQ: COMM 110

COMM 346 SOUND AND IMAGE: AN EXPLORATION OF SOUND FOR/ WITH VISUAL MEDIA 3 Units
This course will explore the ways in which sound and music have been utilized in conjunction with images in diverse media including films, video games, video art, cartoons, music videos, television and live performance.
CROSS-LISTED: COMM 346 AND MUSC 346

COMM 351 GAME STUDIES AND DESIGN 3 Units
This course requires students to engage in and analyze a variety of interactive media: games and other forms of play. The goal is to turn a critical consciousness towards an activity that they have engaged in since birth, and consider how play changes when it is electronically mediated. Interactive media fundamentally changes the process of communication because the audience becomes more active. Users author their own experience and this fundamentally changes the role of author/architect of the medium. This course will examine audience/player experience, game/interaction content, and the effects of playing on the players. Students will analyze play experiences and learn how to develop new games.
PREREQ: JUNIOR/SeniOR STATUS OR CONSENT OF INSTRUCTOR

COMM 363 INTRODUCTION TO HEALTH COMMUNICATION 3 Units
This course provides an overview of health communication, with emphasis given to theory and research on social support messages. Factors that influence social support messages are examined in a variety of different contexts (e.g., relational, familial, support group, workplace, on-line).
PREREQ: SOPHOMORE STANDING

COMM 366 FAMILY COMMUNICATION 3 Units
This course is designed to enhance students’ understanding of communication in familial relationships. Topics such as parent-child relationships, sibling relationships, family stereotypes, aging family members, and cultural variations in family interactions will be covered.
PREREQ: SOPHOMORE STANDING

COMM 369 MEDICAL COMMUNICATION & HEALTH LITERACY 3 Units
Will familiarize students with common medical terminology, its usage, translating scientific jargon into everyday language for multiple target populations.
PREREQ: COMM 363 OR JUNIOR STANDING OR CONSENT OF INSTRUCTOR

COMM 372 SOCIAL MOVEMENTS AND PERSUASION 3 Units
This course examines how social movements accomplish change in our society. Using several case studies as examples, it explores communication and social movement theory perspectives and discusses the influence of social change communication strategies. The course explores such topics as the use of messaging to maintain movement momentum and the design of effective communication campaigns.
PREREQ: COMM 110 ONE OF THE FOLLOWING: COMM 202, 228; ENGLISH 376; JOURNLISM 220, 227, 241; MAGD 150

COMM 373 COMMUNICATING LEADERSHIP 3 Units
The purpose of this course is to introduce students to the study and practice of leadership from a communication perspective. Examination of leadership concepts and theories in organizational, group, and public contexts will illustrate the interactive process wherein leaders and followers are able to achieve collective goals. Students will analyze their personal leadership styles and develop leadership communication skills through case studies, self-assessments, projects and classroom exercises.
PREREQ: COMM 110

COMM 389 APPLIED WORKPLACE COMPETENCIES 3 Units
This advanced communicaton course emphasizes the demonstration and understanding of workplace competencies, such as developing successful writing and interviewing skills associated with finding employment, as well as demonstrating how to write and successfully complete professional goals. Other communication competencies linked with successful workplace practices are also covered.
PREREQ: COMM 228, COMM 327, COMM 363, JUNIOR STANDING, AND 2.5 GPA IN THE MAJOR QUALIFIER BLOCK (WHICH CONSISTS OF COMM 110 OR COMM 131, AND COMM 228, AND COMM 327)

COMM 402 PUBLIC RELATIONS PLANNING 3 Units
Application of public relations principles, tactics and strategies to a client’s public relations problem or opportunity, through the development and use of public relations planning skills.
PREREQ: COMM 202 AND COMM 203 AND COMM 204 AND COMM 275 AND COMM 302 RESTRICTED TO STUDENTS WITH A MAJOR IN COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A MINOR IN COMMUNICATION W/PUBLIC RELATIONS EMPHASIS

COMM 417 COMMUNICATION AND NONPROFIT ORGANIZATION 3 Units
This course prepares students to better understand the traditional organizational frameworks and apply them in the nonprofit world. Specifically, the course will address communicating a strategic vision, stewardship, managing and understanding the relationships between boards and volunteers and staff, building and maintaining successful volunteer programs, event planning, fundraising and media and government relations through reading, lectures, case studies and a capstone project.
PREREQ: COMM 327, COMM 424, COMM 485
COMM 422 COMMUNICATION THEORIES 3 Units
Study of theories of communication from various disciplinary viewpoints. An investigation of approaches which attempt to explain the communication process through a "meaning-centered" focus to the communication act (originating communicator, message, channel, responding communicator). Theories are discussed in terms of their assumptions, claims, and strengths-weaknesses.
PREREQ: JUNIOR/SENIOR STATUS

COMM 424 CROSS CULTURAL COMMUNICATION 3 Units
Study of cross cultural contacts and interactions when individuals are from different cultures. An analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers.
PREREQ: COMM 327, COMM 424, AND COMM 485

COMM 427 COMMUNICATION TRAINING 3 Units
This is an advanced level course that focuses on identifying, evaluating, and enhancing the communicative competencies behind the functioning of contemporary organizations.
PREREQ: COMM 110

COMM 440 NEW COMMUNICATION TECHNOLOGIES 3 Units
This course examines the major innovations in the telecommunication industry. Students will explore alternative regulatory contexts in which these systems can develop and address the implications of these developments in a variety of social, institutional and philosophical contexts.
PREREQ: MAGD 150 OR JOURNALISM 227 OR JOURNALISM 220 OR COMM 131 OR JUNIOR STANDING

COMM 463 APPLIED COMMUNICATION IN HEALTH AND WELLNESS 3 Units
This advanced level course integrates health communication theory and practices, analyzing the application of communication theory in a variety of health and wellness contexts, such as smoking cessation, HIV/AIDS prevention and cancer detection. Students will demonstrate understanding of applied principles by critiquing and developing health campaign messages during the semester.
PREREQ: COMM 363, COMM 424, AND COMM 485

COMM 464 HEALTH MESSAGE ADVOCACY AND ANALYSIS 3 Units
This course embraces a social justice perspective toward public health, and emphasizes the analytical, cross-cultural, health literacy and interpersonal skills students develop through the Corporate and Health Communication curriculum. Special attention is given to research-based tools students can use to assess and depict health-related risks in their communities.
PREREQ: COMM 363, COMM 424, AND COMM 485

COMM 485 COMMUNICATION RESEARCH METHODS 3 Units
An advanced-level undergraduate and graduate survey of methodologies and issues relevant to the practice of communication research.
PREREQ: JUNIOR/SENIOR STATUS

COMM 487 ELECTRONIC MEDIA CAPSTONE: SENIOR PROJECT 3 Units
This course allows students the opportunity to complete a capstone research or production project during their senior year. Students work with one or more faculty who advise and evaluate the project. During class meetings students work on the design of their projects and present their projects and findings. Students also develop professional networking and job acquisition skills and work on resume and portfolio preparation.
PREREQ: SENIOR STATUS AND COMM 258 AND COMM 259

COMM 490 WORKSHOP 1-6 Units
Variable topics. Group activity oriented presentations emphasizing 'hands on' and participatory instructional techniques. Repeatable

COMM 491 TRAVEL STUDY Repeatable 1-3 Units
Variable topics. Faculty-led courses abroad. Repeatable

COMM 493C INTERNSHIP IN COMMUNICATION Repeatable 1-3 Units
Professional experience in which the student who aspires to a career in the corporate and health industry works for an approved employer in his/her area of interest under the supervision of a professional in that field.

COMM 493E INTERNSHIP IN ELECTRONIC MEDIA Repeatable 1-3 Units
Professional experience in which the student who aspires to a career in the electronic media industry works for an approved employer in his/her area of interest under the supervision of a professional in that field.

COMM 493I PUBLIC RELATIONS INTERNSHIP Repeatable 1-3 Units
Professional experience in which the student who aspires to a career in public relations works for an approved employer in his/her area of interest under the supervision of a professional in that field.

COMM 493M MAGD INTERNSHIP Repeatable 1-3 Units
The MAGD internship is a hands-on multimedia work experience that counts toward the Media Arts & Game Development Degree under the supervision of a professional in that field.

COMM 494 SEMINAR Repeatable 1-6 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member. Repeatable.
PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR

COMM 496 SPECIAL STUDIES Repeatable 1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. Repeatable
PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR

COMM 497 EXCHANGE STUDY Repeatable 1-12 Units
Variable topics. Repeatable

COMM 498 INDEPENDENT STUDY Repeatable 1-3 Units
Study of a selected topic or topics under the direction of a faculty member. Repeatable.
PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR

COMM 498R INDEPENDENT STUDY - UNDERGRADUATE RESEARCH Repeatable 3 Units
Study of a selected topic or topics under the direction of a faculty member. Repeatable.

Journalism Courses

JOURNALISM 220 FOUNDATIONS OF ADVERTISING 3 Units
A survey of advertising and its role as an institution in society, both as a marketing tool and as a communication process.

JOURNALISM 224 MEDIA CRITICISM 3 Units
An introduction to critical and analytical approaches to writing about narrative performative and media texts, such as film, television, stage plays, and digital/online texts. Students will learn about the form and historical/production contexts of media texts and will write reviews and critical analyses of specific films, TV shows, video games, and other texts, for a variety of outlets and audiences.
JOURNLSM 227  WRITING FOR NEWS MEDIA  3 Units
Introduction to journalistic writing in the styles appropriate to various mass media. Includes a review of writing fundamentals. Emphasis is placed on selecting, organizing and structuring information. Practice in writing for print, broadcast, and Web journalism is included.

JOURNLSM 237  REPORTING FOR NEWS MEDIA  3 Units
An introduction to reporting for the news media. Students will learn interviewing and research skills, develop news and feature stories, and work with basic digital equipment to create content for print and online news operations. Stories will be told through text and through audio, video and other digital formats. PREREQ: JOURNLSM 227, RESTRICTED TO STUDENTS WITH A MAJOR OF JOURNALISM W/BROADCAST/PRINT/WEB EMPHASIS OR W/ INTERNATIONAL JOURNALISM EMPHASIS OR WITH A MINOR OF JOURNALISM

JOURNLSM 241  ELECTRONIC MEDIA COPYWRITING  3 Units
The course is designed as an introduction to the theory and practice of writing for the electronic media, principally radio and television. The course will provide intensive practice through writing assignments of commercial copy, program continuity copy, and public service announcements for radio and television. There will also be practice in the development and organization of various program types including talk, interview, discussion, news, and documentary programs.

JOURNLSM 245  PUBLICATION EDITING  3 Units
The course covers the proper use of language, spelling, punctuation and accepted writing style in news stories. It concentrates on use of the Associate Press Stylebook to check capitalization, abbreviations, numerals, and titles. Grammar fundamentals, sentence structure and news format are covered. PREREQ: JOURNLSM 227 OR COMM 203

JOURNLSM 248  PUBLICATION LAYOUT  3 Units
This course is a study of newspaper, magazine and on-line production that integrates working with text with layout and technological considerations. Building on the editing, writing of headlines and cutlines, proofreading and considering of newsworthiness practiced in Publication Editing, the course integrates these skills with selection and placement of graphic elements, proofreading page layout, selection and placement of stories, editorial responsibilities and basics of print media production, including newspapers, magazines, newsletters and online services. This is a lecture/demonstration/laboratory course in which information is presented for students to apply in practical situations. PREREQ: JOURNLSM 227 OR JOURNLSM 220 OR COMM 203

JOURNLSM 251  SCHOOL PUBLICATIONS: EDITORIAL  Repeatable  1 Units
A laboratory journalism course in which the student elects to work on the University newspaper or photo staff. A student may earn 1 hour of credit for each term of work and a maximum of 3 credits toward graduation. COREQ: JOURNLSM 227

JOURNLSM 291  TRAVEL STUDY  Repeatable  1-3 Units
Variable topics. Faculty-led courses abroad.

JOURNLSM 303  FEATURE WRITING  3 Units
A study of feature writing and editorial writing and their roles in print publications. Experience in writing feature articles and opinion pieces. PREREQ: JOURNLSM 227 OR JOURNLSM 241 OR COMM 203

JOURNLSM 304  SPORTS JOURNALISM  3 Units
Methods, techniques and writing styles of past and present sports reporters, to emphasize sports writing and to focus some concern for the social and political issues that affect sports and sports coverage. PREREQ: JOURNLSM 227

JOURNLSM 305  HISTORY OF MASS COMMUNICATION  3 Units
An overview of the origin, development, strengths and weaknesses, and achievements of mass communication in the United States, with particular attention to the interrelationship between mass communication and society. PREREQ: JUNIOR/SENIOR STATUS

JOURNLSM 309  MEDIA ETHICS  3 Units
This course exposes students to ethical theory in the context of rapid technological change and the means to acquire ethical analytical abilities. This two-tiered approach first examines the relationship between professional ethics and social philosophy to establish a framework for understanding the relationship between media practice and democratic society. PREREQ: (A) COMM 238 AND COMM 239 OR (B) COMM 131 OR (C) JOURNLSM 227 OR (D) JOURNLSM 220, AND 2.5 GPA IN THE MAJOR QUALIFIER BLOCK FOR EACH MAJOR BELOW: ELECTRONIC MEDIA: BROADCAST/PRINT/WEB: ADVERTISING:

JOURNLSM 310  PUBLICATION PHOTOGRAPHY  3 Units
Study of photography in which students concentrate on producing pictures suitable for publication in newspapers, magazines and on-line publications.

JOURNLSM 320  ADVERTISING COPYWRITING AND LAYOUT  3 Units
Study of the strategy and principles used to develop copy and visuals for persuasive messages in advertising, sales promotion, direct response, interactive and other brand communication. Students will apply the principles they learn by writing and designing messages across various media and for a variety of products and services. Students will also gain presentation experience. PREREQ: JOURNLSM 220 AND JOURNLSM 241

JOURNLSM 322  ADVERTISING MEDIA PLANNING AND BUYING  3 Units
This course provides an overview of the development of advertising media objectives and strategies. It examines the characteristics of the various media and the principles of media scheduling and buying. Students will learn how to evaluate media for the purpose of selecting the media and media vehicles that will most effectively deliver advertising messages to the target audience. Students will receive instruction in effective media planning and buying and will be able to practice putting media plans into action. This course examines the media of advertising and emphasizes development of advertising media objectives and strategies and provides practice in implementing those strategies. PREREQ: JOURNLSM 220
JOURNLSM 332 PRACTICUM IN TELEVISION NEWS Repeatable 1-3
Units
The core of the class will be the planning and execution of regularly
scheduled live television news programs that will be produced in
the studio of Cable 6. The instructor of the class will guide the students
in that activity. Students in the course will each have a specific role to
play in the production, and the number of credits earned will depend
on each student’s specialization. Each student’s role will be assigned
by the instructor according to experience and courses completed.
Typically, students who have taken courses in Newswriting and Broadcast
Newswriting and Production will be reporters, editors or assignment
editors. Students who have completed the announcing course will
serve as announcers. Others who have taken courses in television
production will serve as photojournalists and video editors. Each week
the newscasts will be critiqued at a joint session in which all students
participate.
PREREQ: COMM 238 AND EITHER JOURNLSM 227 OR COMM 241/
JOURNLSM 241

JOURNLSM 341 TELEVISION NEWS REPORTING AND PRODUCTION 3
Units
Television News Reporting and Production is a course in the theory
and practice of reporting and practice of reporting, photographing,
writing, editing and presenting television news. Students will also enroll
concurrently in Practicum in Television News (COMM/JOURNLSM 332)
for one unit.
PREREQ: COMM 238 AND EITHER JOURNLSM 227 OR COMM 241/
JOURNLSM 241

JOURNLSM 347 JOURNALISM FOR THE WEB 3 Units
Students will become proficient in the use of Web-related journalistic
tools to attract and retain an online audience. Topics will include site
design, content management systems, social media and Web metrics.
PREREQ: JOURNLSM 237

JOURNLSM 364 ADVERTISING AND PUBLIC RELATIONS ACCOUNT
MANAGEMENT 3 Units
This course provides students with specific knowledge and preparation
for the effective management of a corporate department or independent
agency in public relations or advertising. Special emphasis will be on
insights from research and practice, especially in terms of the social
and economic affects of public relations’ and advertising’s communication
efforts. Additional analysis and assessment of operations decision
making for public relations and advertising situations and cases will also
be covered.
PREREQ: COMM 302 OR JOURNLSM 322 RESTRICTED TO STUDENTS
WITH A MAJOR OF JOURNALISM W/ADVERTISING EMPHASIS OR
COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A
MINOR OF ADVERTISING OR COMMUNICATION W/PUBLIC RELATIONS
EMPHASIS

JOURNLSM 420 LAW OF MASS COMMUNICATION 3 Units
Study of law as applied to the mass media with particular emphasis on
freedom of information, libel, privacy, contempt, commercial speech,
regulation of electronic media and copyright regulation.
PREREQ: JOURNLSM 227 OR JOURNLSM 220 OR COMM 131

JOURNLSM 423 ADVERTISING CAMPAIGNS 3 Units
Sales problems in advertising; the planning and execution of an
advertising campaign; choice of advertising media; market and
consumer research; a study of advertising as an institution and its role in
communications, society, our economy and business.
PREREQ: JOURNLSM 275 AND JOURNLSM 320 AND JOURNLSM 322;
COREQ: JOURNLSM 364 AND JOURNLSM 309

JOURNLSM 425 ADVANCED ADVERTISING CREATIVE 3 Units
Students apply copywriting, layout, research, and strategy skills gained
in other advertising courses to hands-on development of portfolio-quality
creative materials. Projects require strong conceptualization, writing, and
presentation skills and the ability to use criticism to improve creative work.
Especially helpful for students planning to work in advertising writing and
design.
PREREQ: JOURNLSM 320

JOURNLSM 430 COMMUNICATION AND PUBLIC OPINION 3 Units
The role of the mass media of communication in the formation of public
opinion. Use of social science techniques for studying public opinion will
be examined.
PREREQ: JOURNLSM 227 OR JOURNLSM 220 OR ANY COURSE IN
POLITICAL SCIENCE OR SOCIOLOGY, AND EITHER JUNIOR STANDING OR
INSTRUCTOR CONSENT

JOURNLSM 431 MASS COMMUNICATION IN SOCIETY 3 Units
A course which examines the functions and effects of mass media in our
society. Theoretical bases for assessing social, behavioral and cultural
influences are emphasized.
PREREQ: COMM 131 OR COMM 202 OR JOURNLSM 227 OR JOURNLSM
220.

JOURNLSM 486 JOURNALISM CAPSTONE: PUBLIC AFFAIRS 3 Units
This senior-level course brings together those skills of writing,
reporting and media production. Assignments will focus on coverage of
government, including meetings and public documents. Each student will
produce a capstone project in text, audio, video, still photography or a
hybrid of those media.
PREREQ: JOURNLSM 227 AND JOURNLSM 237 AND SR STANDING OR
CONSENT OF DEPT CHAIR; RESTRICTED TO STUDENTS WITH
MAJOR OF JOURNALISM W/BROADCAST/PRINT/WEB EMPH OR W/
INTERNATIONAL JOURNALISM EMPH OR WITH A MINOR OF JOURNALISM
COREQ: JOURNLSM 309 AND JOURNLSM 420

JOURNLSM 491 TRAVEL STUDY Repeatable 1-3 Units
Variable topics. Faculty-led courses abroad. Repeatable

JOURNLSM 493G INTERNSHIP IN JOURNALISM Repeatable 1-3 Units
Professional experiences in which the student who aspires to a career
in journalism works for an approved internship setting in broadcasting,
on-line, or print journalism under the supervision of a professional in that
field.

JOURNLSM 493A INTERNSHIP ADVERTISING Repeatable 1-3 Units
Professional experience in which the student who aspires to a career in
advertising works for an approved employer in his/her area of interest
under the supervision of a professional in that field.

JOURNLSM 494 SEMINAR Repeatable 1-4 Units
Variable topics. Group activity. An advanced course of study in a defined
subject matter area emphasizing a small group in intense study with a
faculty member. Repeatable.

JOURNLSM 496 SPECIAL STUDIES Repeatable 1-4 Units
Variable topics. Group activity. Not offered regularly in the curriculum but
offered on topics selected on the basis of timeliness, need, and interest,
and generally in the format of regularly scheduled Catalog offerings.

JOURNLSM 497 EXCHANGE STUDY Repeatable 1-12 Units
Variable topics. Repeatable

JOURNLSM 498 INDEPENDENT STUDY Repeatable 1-3 Units
Study of a selected topic or topics under the direction of a faculty
member. Repeatable.
PREREQ: JUNIOR/SENIOR STATUS