

JOURNALISM (JOURNLSM)

Courses

JOURNLSM 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.

JOURNLSM 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 250 PRACTICUM IN NEWSPAPER REPORTING *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.

JOURNLSM 251 PRACTICUM IN NEWSPAPER EDITING *Repeatable* 1 Units

A laboratory journalism course in which the student elects to work on the university newspaper editorial staff producing stories for online and in print. A student may earn 1 hour of credit for each term of work and a maximum of 3 credits toward graduation.

PREREQ: JOURNLSM 227 AND JOURNLSM 250

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: SOPHOMORE STANDING OR ABOVE

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: (COMM 238 AND COMM 239) OR COMM 131 OR JOURNLSM 227 OR JOURNLSM 220

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 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. The number of credits is variable.
PREREQ: COMM 238 AND (JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376)

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 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 MANAGMENT 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: COMM 275 AND JOURNLSM 320 AND JOURNLSM 322

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

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