

# JOURNALISM (JOUR)

## JOUR 130 Intro To Journalism (3 Credits)

Introduction to Journalism (3) Survey of history, theory, aesthetics, and economics of print media; special emphasis placed on the development of electronic news operation. Three hours of lecture per week.

**Prerequisite(s):** ENG 131 (may be taken concurrently) or ENG 132 (may be taken concurrently)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 132 Intro To Reporting (4 Credits)

Introduction to Reporting (4) Introduction to fact gathering news and writing basic and advanced news stories considered. Students must be able to type at least 30 words per minute. Three hours of lecture and two hours of laboratory per week.

**Prerequisite(s):** (ENG 131 and ENG 132 (may be taken concurrently))

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 133 Intro to Broadcast News (4 Credits)

Broadcast News I / Introduction to Broadcast News (4) Introduction to reporting and writing news for the broadcast media. Four hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 232 Intro To Advertising (3 Credits)

Introduction to Advertising (3) Introduction to basic principles of advertising theory and practice. Broad picture of advertising as marketing communications and social information. Three hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 234 Intro To Pub Rel (3 Credits)

Introduction to Public Relations (3) Introduction to the principles and practices of public relations in business, education, social welfare, government, and the armed forces. Three hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 (may be taken concurrently) and CS 116 and JOUR 130 and JOUR 132)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 235 Online Journalism (3 Credits)

Online Journalism I (3) Hands-on introduction to journalistic writing for online publications and broadcasts using state-of-the-art software. Three hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 (may be taken concurrently) and CS 116 and JOUR 130 and JOUR 132)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 238 Intermediate Reporting (4 Credits)

Intermediate Reporting (4) Development of reporting and writing skills for the print media. Four hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 (may be taken concurrently) and CS 116 and JOUR 130 and JOUR 132)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 242 Inter Broadcast News (4 Credits)

Intermediate Broadcast News (4) Refining skills in gathering, evaluating, and writing news for the broadcast media. Four hours of lecture per week.

**Prerequisites:** JOUR 132, JOUR 133.

**Prerequisite(s):** JOUR 132 and JOUR 133

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 251 The Black Press (3 Credits)

The Black Press (3) Survey of the Black press, including a survey of Black journalists, past and present, along with the status of today's Black press. Three hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 (may be taken concurrently) and JOUR 130 and JOUR 132)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 253 News Editing I (3 Credits)

News Editing I (3) Development of clear, effective editing, rewriting, headline writing, page make-up, and reporting management for the print media. Three hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 330 Social Media & Digital Innovat (3 Credits)

Students will learn how to optimize storytelling techniques to become diverse content creators in the evolving world of digital media. This course will be suitable for all journalism concentrations.

**Prerequisite(s):** (JOUR 132 and JOUR 238 and JOUR 232 and JOUR 234)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 331 Law & Ethics Of Journalism (3 Credits)

Law and Ethics of Journalism (3) Evolution of print and broadcast media in the United States in the context of political, social, and economic change; privileges and responsibilities of a journalist are stressed. Three hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 (may be taken concurrently) and JOUR 130 and JOUR 132)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 332 Advanced Reporting (4 Credits)

Advanced Reporting (4) Advanced training and practice in the gathering and writing of news stories with emphasis placed on enterprise ability and publishable quality stories. Four hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 (may be taken concurrently) and CS 116 and JOUR 130 and JOUR 132 and JOUR 238)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 333 Newspaper Design (3 Credits)

Newspaper Design (3) Introduction to basic camera-ready production techniques for tabloid and standard newspaper designs. Three hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 and CS 116 and JOUR 130 and JOUR 132 and JOUR 253)

**College/School:** School of Communication

**Department:** Dept of Journalism

## JOUR 335 Computer Assisted Reporting (3 Credits)

Intermediate Desktop Publishing / Computer Assisted Reporting (3) Advanced training in the use of various database software products for contemporary reporting. Three hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 345 Public Relations Writing (3 Credits)**

A Public Relations Writing course is required by Public Relations Society of America for professional affiliation as well as for national accreditation by the AEJMC. Three hours per week.

**Prerequisite(s):** (JOUR 132 and JOUR 238 and JOUR 232 and JOUR 234)

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 346 Public Relations & Advertising and Public Relations (3 Credits)**

A research course in Advertising and Public Relations is a requirement for national accreditation as well as building cooperation with the Public Relations Society and its professionals programs.

**Prerequisite(s):** (JOUR 132 and JOUR 238 and JOUR 232 and JOUR 234)

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 356 Advertising & PR Campaigns (3 Credits)**

Advertising and PR Campaigns (3) Emphasis on group coordination of advertising and public information campaigns; development of strategies for local and national campaigns, including marketing media planning, research, and segmentation. Three hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 and JOUR 130 and JOUR 132)

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 359 Computer Skills Journalists (4 Credits)**

Computer Skills for Journalists (4) Fundamental principles and techniques of newsroom computer usage; hands-on experience in using various computer software. Four hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 362 Critical Writing (3 Credits)**

Critical Writing (3) Writing course for students who wish to specialize in writing reviews of motion pictures, plays, concerts, art, and books for print and electronic media. Three hours of lecture per week. Offered as needed.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 430 Independent Study (3 Credits)**

Independent Study (3) Independent study in history, ethics, practice, law, and aesthetics of journalism. Prerequisite: Consent of the instructor or Faculty Chair.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 431 Community News Operations (3 Credits)**

Community News Operations (3) Planning and preparation of news, features, and editorials for the rural and urban community newspaper; emphasis on weekly publications; practical problems in community issues. Three hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 432 Editorial Writing (3 Credits)**

Editorial Writing (3) Training in editorial research and writing for print media. Three hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 and JOUR 130 and JOUR 132 and JOUR 234 and JOUR 238 and JOUR 253 or JOUR 332)

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 433 Public Affairs Reporting (3 Credits)**

Public Affairs Reporting (3) Advanced training and practice in reporting the affairs of municipal, county, state, and federal agencies. Three hours of lecture per week. Prerequisite: JOUR 332.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 and JOUR 130 and JOUR 132 and JOUR 234 and JOUR 238 and JOUR 332)

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 435 Multimedia Graphic Designs (3 Credits)**

Advanced Desktop Publishing / Multimedia Graphic Designs (3) Hands-on approach to designing publications using contemporary software and online graphic techniques. Emphasis placed on the use of up-to-date contemporary software products. Three hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 437 Feature Writing (3 Credits)**

Feature Writing (3) Researching and writing feature stories such as human interest stories and personal columns presented. Three hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 438 Online Journalism II (4 Credits)**

Online Journalism II (3) Advanced Training for online publications and broadcast using state-of-the-art software. Three hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 443 Adv Broadcast News (4 Credits)**

Advanced Broadcast News (4) Advanced training and practice in broadcast news production; emphasis on production of audition tape and portfolio-quality material. Four hours of lecture per week.

**Prerequisite(s):** (CM 130 and CM 200 and CM 332 and JOUR 130 and JOUR 132 and JOUR 238 and JOUR 242)

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 450 Problems In Journalism (3 Credits)**

Problems in Journalism (3) Problems of current concern in journalism; topics may vary according to time and instructor. May be repeated as topics change. Three hours of lecture per week. Prerequisites: Junior/senior standing and consent of the Faculty Chair.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 453 News Editing II (3 Credits)**

News Editing II (3) Advanced training and practice in editing for specialty publications, book publishing, pagination, and other electronic editing techniques. Three hours of lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism

**JOUR 490 Media Management (3 Credits)**

Media Management (3) Ownership, financing, structure of mass media organizations; management of editorial, program, administrative support, and advertising staffs; servicing and evaluating media audiences. Three hours of lecture per week.

**College/School:** Liberal Arts & Behavioral Scie

**Department:** Dept of Journalism

**JOUR 491 Critical Thinking (3 Credits)**

Advertising and Public Relations Campaigns / Critical Thinking (3)  
Solutions to problems in advertising/public relations management;  
theories and research in persuasive campaigns; cases in advertising,  
public relations, political campaigns, and social change. Three hours of  
lecture per week.

**College/School:** School of Communication

**Department:** Dept of Journalism