

DEPARTMENT OF JOURNALISM

Undergraduate Degree(s):

- Bachelor of Arts in Journalism (Advertising and Public Relations Concentration) (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/journalism/journalism-advertising-public-relations-ba/>)
- Bachelor of Arts in Journalism (Broadcast Journalism Concentration) (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/journalism/journalism-broadcast-journalism-concentration-ba/>)
- Bachelor of Arts in Journalism (Print Journalism Concentration) (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/journalism/journalism-print-journalism-concentration-ba/>)

Journalism has been taught at Texas Southern University since the Texas Legislature passed enabling legislation for the creation of the university in 1947. Many of its graduates have gone on to form a cadre of African American journalists who fill a void in American newsrooms, public relations agencies, government entities, and other innovative organizations across the nation.

The Department of Journalism is one of four departments in the School of Communication, which includes departments of Communication Studies, Entertainment and the Recording Industry Management, and Radio, Television and Film. Journalism majors may choose from three concentrations:

- advertising/public relations.
- print journalism, and
- broadcast journalism

Graduate students may also earn a master's degree in Communication with concentrations in one of four areas:

- Health Communication
- Media Studies/Research and Theory
- Organizational Communication
- Sports and Entertainment Management

Or an M. A. in Professional Communication and Digital Media

Journalism majors must take a series of courses required of all School of Communication students. These include:

Code	Title	Hours
COMM 130	Introduction to Communication Studies	3
COMM 200	Intro to Media Research Tech	3
COMM 332	Computer Applications in Communication	3
COMM 430	Experiential Learning	3

Mission and Goals

The journalism department is dedicated to educating students to communicate information and ideas that enable people to fulfill their responsibilities as citizens in a diverse, democratic society and to protect their rights and interests as individuals. To that end, the department's

mission is to offer theory-based, professionally current instruction in journalism, including journalistic writing and editing for print, broadcast, and the Internet; newspaper and digital production; and public relations and advertising.

Our goals are to provide a high-quality education for demanding communications professions; to instruct students in the mechanics of and the reasons for contemporary journalism practice; to provide high quality academic and career counseling; to provide useful services to journalists and other professional communicators in our region; to conduct research in journalism and mass communication; to serve society by educating enlightened, ethical, well-prepared journalists and other communicators, and to stimulate and participate in professional development and research designed to enlarge our understanding of journalism in society.

Faculty members with both professional experience and academic knowledge emphasize the fundamentals of news gathering and storytelling in the digital age.

The skills students learn in the classroom are strengthened through their participation in KTSU2, the School of Communication's multimedia student run digital and streaming operation.

Degree Concentrations

The Department of Journalism offers three degree concentrations: print journalism, broadcast journalism and advertising/public relations. All three concentrations require students take three reporting classes: introductory, intermediate and advanced. All students are required to take classes in news editing, law and the media and computers in communication.

Broadcast journalism majors take introductory, intermediate and advanced classes in broadcast journalism as well as classes in the Radio, Television and Film Department.

Print journalism and advertising/public relations majors are required to have a minor. Often they choose RTF in order to enhance their technical and digital skills. Broadcast journalism majors must take 19 hours of production classes in the Radio, Television and Film Department and are not required to a minor.

On average, 150 students enroll as journalism majors. An estimated two-thirds are taking the broadcast journalism concentration. The other third is divided between print and advertising/public-relations concentrations. Only grades of C or better in School classes and in English are accepted for the major or minor in journalism.

Student Success as Measured by Student Learning Outcomes

The Department of Journalism created a comprehensive assessment plan designed to measure student achievement that adheres to accrediting institutions' requirements. There are three goals:

1. **Writing and Storytelling Learning Goal:** Students will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media platforms and audiences.
2. **Media Technologies and Production Learning Goal:** Understand the creation of media content in the context of technology and production. Identify transformations in audiences, engagement, and business practice over time. Grasp the significance of advances in

mass communication technology for cultural production in domestic and global media markets from the printing press to the latest digital platforms.

3. **Research Learning Goal:** Engage in in#depth research and demonstrate an ability to accurately evaluate and use data (statistical and qualitative) in the presentation of information and images for the public.

The Department of Journalism also requires students to successfully pass capstone courses in each concentration. The concentrations are Advertising and Public Relations, Broadcast Journalism, and Print. Students must also complete an internship in their respective concentrations.

Our students have access to a rich variety of resources including:

- Award-winning faculty who are industry experts, working professionals, and accomplished scholars, including local, regional and national award-winners.
- Alumni who are national and international journalists, multimedia content creators, influencers, content branded creators, analytics managers, idea inventors, producers, digital and public relations practitioners.
- State-of-the-art television, film and radio facilities including KTSU2, the School of Communication's multimedia student run digital and streaming operation and radio station, KTSU 90.9 FM.
- Unparalleled real-world experience on and off-campus, including hundreds of internship opportunities within 30 miles of Houston, the 4th largest in the U.S.
- Journalism (Advertising and Public Relations), Bachelor of Arts (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/journalism/journalism-advertising-public-relations-ba/>)
- Journalism (Broadcast Journalism Concentration), Bachelor of Arts (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/journalism/journalism-broadcast-journalism-concentration-ba/>)
- Journalism (Print Journalism Concentration), Bachelor of Arts (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/journalism/journalism-print-journalism-concentration-ba/>)
- Journalism, Minor (<https://catalog.tsu.edu/undergraduate/schools-colleges/communication/journalism/journalism-minor/>)

Journalism Courses

JOUR 130 Intro To Journalism (3 Credits)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 2

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)

Lecture: 4, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 4, **Lab:** 0

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)

Lecture: 4, **Lab:** 0

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)**Lecture:** 3, **Lab:** 0

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)**Lecture:** 3

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)**Lecture:** 3

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)**Lecture:** 3, **Lab:** 0

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)**Lecture:** 4, **Lab:** 0

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)**Lecture:** 3, **Lab:** 0

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)**Lecture:** 3, **Lab:** 0

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)**Lecture:** 3

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)**Lecture:** 3

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)**Lecture:** 3, **Lab:** 0

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)**Lecture:** 4

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)**Lecture:** 3, **Lab:** 0

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 (3-4 Credits)**Lecture:** 0, **Lab:** 0

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)**Lecture:** 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 4, **Lab:** 0

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)

Lecture: 4, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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: School of Communication

Department: Dept of Journalism

JOUR 491 Critical Thinking (3 Credits)

Lecture: 3, **Lab:** 0

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