

Journalism and Mass Communication (JL MC)

Courses primarily for undergraduates:

JL MC 101. Mass Media and Society.

(3-0) Cr. 3. F.S.

Communication models and their application to the mass media; the mass communication process; organization, characteristics and responsibilities of the mass media; media-related professional operations.

JL MC 110. Orientation to Journalism and Communication.

(1-0) Cr. 1. F.S.

Orientation to career opportunities, emphasis areas and requirements in the Greenlee School. Basic media writing preparation. Passage of School's English writing test required for successful course completion. Offered on a satisfactory-fail basis only.

JL MC 201. Reporting and Writing for the Mass Media.

(1-4) Cr. 3. F.S. Prereq: ENGL 250 (or testout) and JL MC 110.

Generating story ideas, exercising news judgment and gathering information via interviews, observation and documentary sources to produce news and informational material for the mass media. Emphasis on analyzing and organizing information, as well as accuracy and principles of good writing. Use of AP Style.

JL MC 202. Intermediate Reporting and Writing for the Mass Media.

(2-2) Cr. 3. F.S. Prereq: C+ or better in JL MC 201

Designed for students interested in writing for newspapers, magazines and online media. Enhancing and refining skills in developing sources and generating story ideas. Information-gathering techniques, reporting and writing. Includes segments on local government and judiciary.

JL MC 206. Reporting and Writing for the Electronic Media.

(2-3) Cr. 3. F.S. Prereq: C+ or better in JL MC 201

Researching, organizing, and writing for radio, television and online media. Basic principles of news, information and entertainment programming. An emphasis on development, content and structure.

JL MC 220. Principles of Public Relations.

(3-0) Cr. 3. F.S.

Introduction to public relations in business, government and non-profit organizations; functions, processes, and management; attitudes, public opinion and persuasion; overview of theory.

JL MC 301. Research and Strategic Planning for Advertising and Public Relations.

(Cross-listed with ADVRT). (3-0) Cr. 3. F.S. Prereq: ADVRT 230 or JL MC 220; Sophomore classification

The use of primary and secondary research for prospect analysis, market segmentation, positioning, strategic planning, public opinion formation, communication strategy formation and development of critical thinking skills.

JL MC 305. Publicity Methods.

(3-0) Cr. 3. Prereq: ENGL 250, Sophomore classification

Communication and publicity fundamentals and the use of media for publicity purposes. Preparing releases for print and broadcast; basics of publication layout. Publicity campaigns. Not available to JI MC and Advrt majors.

JL MC 306. Electronic Media Production.

(2-2) Cr. 3. F.S. Prereq: C+ or better in JI MC 201

Introduction to studio production using professional equipment. Course focus on visual concepts, maintenance and practical operation of studio equipment.

JL MC 308. Electronic News Gathering and Production.

(2-3) Cr. 3. Prereq: C+ or better in JL MC 201.

Field techniques in single-camera video production used to shoot and edit visual stories. Introduction to electronic news gathering.

JL MC 310. Fundamentals of Photojournalism.

(2-1) Cr. 3. Prereq: C+ or better in JL MC 201

Emphasis on using the camera as a reporting tool to prepare content for all types of media. Covers basic photojournalism techniques, including camera operation, lighting, composition, editing software and workflow for print and electronic publication. Audio techniques, editing and slideshow production. Ethical and legal issues involving photojournalism, as well as the history of photojournalism. Access to a digital SLR camera is required.

JL MC 312. Advanced Techniques in Photojournalism.

(3-0) Cr. 3. Prereq: JI MC 310 or permission of instructor

Advanced techniques and problem solving, both ethical and technical, for photographers who seek to be members of newsgathering teams. Photographic storytelling using a combination of audio and still photography techniques to report stories for print and web publications. Hands on experience with latest digital imaging technology. A digital SLR camera is required.

JL MC 315. Multimedia Production.

(2-2) Cr. 3. Prereq: JL MC 306 or JL MC 342L or JL MC 343L or equivalent computer design proficiency

Concepts and principles for evaluating, constructing, and designing information for the Web and other computer-mediated communication systems. Explores the use of computer-generated animation and graphics, audio and video. Issues of ethics and ownership of work pertinent to the new media are discussed.

JL MC 321. Public Relations Writing.

(2-3) Cr. 3. Prereq: C+ or better in JL MC 201; JL MC 220 or ADVRT 230.

Recommended: JL MC 342 and JL MC 342L or computer design proficiency. May be taken concurrently with JL MC 301.

Developing and writing public relations materials with an emphasis on media relations and news. Techniques addressed include media kits, brochures, newsletters and speeches.

JL MC 341. Contemporary Magazine Publishing.

(Dual-listed with JL MC 541). (3-0) Cr. 3. Prereq: Junior classification

Analysis of magazine industry and specific audiences served by print and online magazines. Editorial procedures and policies, advertising, circulation, and history of the industry. Individual study of magazines.

JL MC 342. Visual Principles for Mass Communicators.

(3-0) Cr. 3. Prereq: Sophomore classification

Understanding of the visual message. Visual perception, visual communication theory, design syntax, design elements and how they are applied in journalism and mass communication.

JL MC 342L. Laboratory in Basic Visual Principles.

(2-2) Cr. 3. Prereq: Credit or enrollment in JL MC 342

Introduction to digital publishing, beginning techniques in layout. Application of visual principles to design simple print projects.

JL MC 343L. Laboratory in Intermediate Visual Principles.

(2-2) Cr. 3. Prereq: JL MC 342L or equivalent computer design proficiency

Application of more advanced features of digital publishing and other document-enhancing software. Production of newsletters, multi-page brochures and other documents.

JL MC 344. Feature Writing.

(2-2) Cr. 3. F. Prereq: C+ or better in JL MC 202 or JL MC 206 or JL MC 321

Reporting and writing short- and long- form stories for magazines, newspapers, corporate communication and the Web. Focus on departmental stories, personal essays, trend or conflict articles and personality profiles. Emphasis on immersion reporting. Majors may not apply both 344 and Engl 303 toward graduation.

JL MC 346. Public Affairs Reporting.

(2-2) Cr. 3. S. Prereq: C+ or better in JL MC 202 or JL MC 206 or JL MC 321

Reporting on government, business, and other institutions; identification of and access to public records; investigative reporting techniques; developing major stories on government and non-profit organizations, and issues for print and broadcast media.

JL MC 347. Science Communication.

(Dual-listed with JL MC 547). (2-2) Cr. 3. S. Prereq: C+ or better in JL MC 202 or JL MC 206 or JL MC 321 for JI MC majors; C+ or better in JI MC 201 and ADVRT 334 or ADVRT 336 for Advrt majors. Nonmajors and minors by permission of instructor

Reporting and writing about science and technology topics for general audiences. Outlets for stories include print, broadcast and online media. Story topics include reporting about basic, applied sciences and social sciences, as well as ethical, political and policy issues related to science and technology.

JL MC 349. Print Media Editing.

(1-5) Cr. 3. Prereq: C+ or better in JL MC 202 or JL MC 206 or JL MC 321

Grammar, punctuation, usage, syntax and logic. Editing newspaper, magazine and online copy. Headline, title writing and visual presentation. Use of computer editing programs.

JL MC 354. Advanced Electronic Media Production.

(2-3) Cr. 3. Prereq: JL MC 206.

Application of advanced television techniques: writing, producing, and managing live and recorded information programs.

JL MC 390. Professional Skills Development.

(Cross-listed with ADVRT). Cr. 1-3. Repeatable, maximum of 3 credits. *Prereq: C+ or better in JL MC 201; other vary by topic. Instructor permission*
Check School for course availability.

JL MC 401. Mass Communication Theory.

(3-0) Cr. 3. *Prereq: Junior classification*

Theory and research in mass communication processes and effects; the scientific process; methods of measuring, evaluating and reporting mass communication research.

JL MC 406. Media Management.

(Dual-listed with JL MC 506). (3-0) Cr. 3. *Prereq: Junior classification*

Decision-making functions of media. Basic media market analysis, media organization and management, circulation and audience development, technological developments affecting management decisions, and relationships with labor and regulatory agencies that affect media operations.

JL MC 424. Public Relations Campaigns.

(3-0) Cr. 3. *Prereq: JL MC 220, JL MC 301, and C+ or better in JL MC 321; junior classification.*

Developing public relations and corporate communication campaigns for business and social institutions.

JL MC 449. Advanced Print Media Editing.

(3-0) Cr. 3. S. *Prereq: JL MC 342, JL MC 342L, JL MC 349 or concurrent enrollment; junior classification*

Developing higher-level editorial skills needed for issue-planning, editorial management and decision making. Designing, developing, and repositioning existing and new magazines, newspapers, and new media. Editing complex manuscripts, with continued emphasis on grammar, punctuation, usage, syntax and logic. Use of computer publishing programs. Nonmajor graduate credit.

JL MC 453. Electronic Media Technology and Public Policy.

(3-0) Cr. 3. *Prereq: Junior classification*

Issues and policies affecting historical, contemporary and future developments of electronic media and their technologies.

JL MC 454. Critical Analysis and History of the Moving Image.

(3-0) Cr. 3. *Prereq: Junior classification*

Evolution of motion picture and television content and other visual technologies. Theories and techniques for evaluating and critiquing film and video. Nonmajor graduate credit.

JL MC 460. Law of Mass Communication.

(3-0) Cr. 3. F.S. *Prereq: C+ or better in JL MC 201; junior classification. Non-majors by permission of instructor.*

First Amendment law, libel, privacy, obscenity, contempt, copyright, trademark, the Federal Communications Act; laws affecting advertising, legal publication, and other business activities of the media, including the Internet. Nonmajor graduate credit.

JL MC 461. History of American Journalism.

(3-0) Cr. 3. *Prereq: Junior classification*

Role of the mass media, including advertising and public relations, in shaping the social, economic and political history of America; impact of change in these areas on the development, traditions, and philosophies of the media. Nonmajor graduate credit.

JL MC 462. Media Ethics, Freedom, Responsibility.

(3-0) Cr. 3. *Prereq: Junior classification*

Media ethics and performance; functions of the media in relation to the executive, judicial and legislative branches of government; agencies of media criticism; right to know versus right to privacy.

JL MC 464. Journalism and Literature.

(3-0) Cr. 3. *Prereq: Junior classification*

A study of journalism's impact on literary writing and literature's impact on journalism, as seen through the works of such American author-journalists as Ernest Hemingway, Truman Capote, Joan Didion, John McPhee, Tom Wolfe, Hunter Thompson. Nonmajor graduate credit.

JL MC 474. Communication Technology and Social Change.

(Cross-listed with T SC). (3-0) Cr. 3. *Prereq: Junior classification*

Examination of historical and current communication technologies, including how they shape and are shaped by the cultural and social practices into which they are introduced.

Meets International Perspectives Requirement.

JL MC 476. World Communication Systems.

(Dual-listed with JL MC 576). (3-0) Cr. 3. *Prereq: Junior classification*

World communication systems and social, political, and economic factors determining flow, character, and volume of news. Impact of media information and entertainment content on nations and societies. Comparative analysis of role and impact of traditional modes of communication, the mass media, and computer-mediated systems.

Meets International Perspectives Requirement.

JL MC 477. Ethnicity, Gender, Class and the Media.

(3-0) Cr. 3. *Prereq: Junior classification*

Portrayals of ethnic groups, genders, and classes in the media in news, information, and entertainment; the effects of mass media on social issues and population groups. Nonmajor graduate credit.

Meets U.S. Diversity Requirement

JL MC 490. Independent Study in Communication.

Cr. arr. *Prereq: Junior classification and contract with supervising professor to register*

Independent studies are research-based. Students may study problems associated with a medium, a professional specialization, a philosophical or practical concern, a reportorial method or writing technique, or a special topic in their field. Credit is not given for working on student or professional media without an accompanying research component. See Greenlee School Student Services Office for more information. No more than 3 credits of JL MC 490 may be used toward a degree in journalism and mass communication or advertising.

JL MC 497. Special Topics in Communication.

(Cross-listed with ADVRT). Cr. 1-3. Repeatable.

Seminars or one-time classes on topics of relevance to students in communication.

JL MC 499. Professional Media Internship.

Cr. 3. *Prereq: JL MC majors, C+ or better in JL MC 202 or JL MC 206 or JL MC 321; Advrt majors, C+ or better in JL MC 201; ADVRT 301; All students, junior classification, formal faculty adviser approval of written proposal*

Required of all JL MC and Advrt majors. A 400-hour internship in the student's journalism and mass communication or advertising specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to JL MC and Advrt majors. Offered on a satisfactory-fail basis only.

Courses primarily for graduate students, open to qualified undergraduates:**JL MC 501. Theories of Mass Communication.**

(3-0) Cr. 3. F. *Prereq: 6 credits in social science or admission to the graduate program*

Examination of major areas of research activity and theoretical development related to organization, functions, and effects of mass communication.

JL MC 502. Communication Research Methods.

(3-2) Cr. 4. S. *Prereq: JL MC 501 or equivalent communication theory course*

Research methods in journalism and mass communication, including problem selection, sampling, hypothesis formulation, research design, data collection and analysis. Designing a research strategy appropriate for a variety of communication-related questions and assessing the appropriateness, validity, and generalizability of research results.

JL MC 506. Media Management.

(Dual-listed with JL MC 406). (3-0) Cr. 3. S. *Prereq: 6 credits in social science (economics highly recommended) or admission to the graduate program*

Decision-making functions of media. Basic media market analysis, media organization and management, circulation and audience development, technological developments affecting management decisions, and relationships with labor and regulatory agencies that affect media operations.

JL MC 510. Strategies of Communication.

(3-0) Cr. 3. *Prereq: JL MC 501*

The process of developing professional communication and persuasion strategies, with emphasis on problem definition, behavioral objectives, situation analysis, strategy formulation, and justification through application of communication theories and research results.

JL MC 520. Public Relations Theory and Methods.

(3-0) Cr. 3. *Prereq: 6 credits in social science.*

Theories and research methods applied to the study and practice of public relations.

JL MC 521. Theories of Visual Communication.

(2-2) Cr. 3. *Prereq: 6 credits in social science*

Introduction to the study of picture-based media (film, television, photography, advertising, etc.). Exploration of theoretical concepts of vision and perception, visual literacy, visual language, visual persuasion/manipulations, and the cultural implications of visual images.

JL MC 541. Contemporary Magazine Publishing.

(Dual-listed with JL MC 341). (3-0) Cr. 3. *Prereq: JL MC 502 or Instructor permission*

Analysis of magazine industry and specific audiences served by print and online magazines. Editorial procedures and policies, advertising, circulation, and history of the industry. Roundtable on research literature.

JL MC 547. Science Communication.

(Dual-listed with JL MC 347). (2-2) Cr. 3. S. *Prereq: C+ or better in JL MC 202 or JL MC 206 or JL MC 321 for JI MC majors; C+ or better in JI MC 201 and ADVRT 334 or ADVRT 336 for Advrt majors. Nonmajors and minors by permission of instructor*

Reporting and writing about science and technology topics for general audiences. Outlets for stories include print, broadcast and online media. Story topics include reporting about basic, applied sciences and social sciences, as well as ethical, political and policy issues related to science and technology.

JL MC 560. Risk Perception and Communication.

(3-0) Cr. 3. F. *Prereq: Graduate standing, 6 graduate social science credits.*

Study of risk communication principles, models and theories applicable to any risk communication situation. Emphasis on science, technology and risk issues encountered in e.g., food, agriculture and veterinary medicine. Examines roles of scientists and communicators in cultivating a public informed about scientific and technological issues.

JL MC 561. Media and Society: Interrelationships.

(3-0) Cr. 3. F. *Prereq: 6 credits in social science*

Media functions in a democratic society; conflicts between the media and social institutions; ethical and social controls on the media.

JL MC 574. Communication Technologies and Social Change.

(Cross-listed with T SC). (3-0) Cr. 3. *Prereq: 6 credits in social science*

Personal, organizational, and social implications of the use of communication technologies. Includes theories and empirical research across the continuum of perspectives, from techno-utopianism through an anti-technology stance. Meets International Perspectives Requirement.

JL MC 576. World Communication Systems.

(Dual-listed with JL MC 476). (3-0) Cr. 3.

World communication systems and social, political, and economic factors determining flow, character, and volume of news. Impact of media information and entertainment content on nations and societies. Comparative analysis of role and impact of traditional modes of communication, the mass media and computer-mediated systems.

Meets International Perspectives Requirement.

JL MC 590. Special Topics.

Cr. arr. Repeatable. *Prereq: Permission of instructor*

JL MC 590A. Special Topics: Media Studies.

Cr. arr. Repeatable. *Prereq: Permission of instructor*

JL MC 590B. Special Topics: Professional Specialization.

Cr. arr. Repeatable. *Prereq: Permission of instructor*

JL MC 590C. Special Topics: Research Problems and Methods.

Cr. arr. Repeatable. *Prereq: Permission of instructor*

JL MC 590D. Special Topics: Technique and Style.

Cr. arr. Repeatable. *Prereq: Permission of instructor*

JL MC 590E. Special Topics: Specialized Communication.

Cr. arr. Repeatable. *Prereq: Permission of instructor*

JL MC 591. Professional Internship.

Cr. 1-2. F.S.SS. *Prereq: Permission of instructor*

Supervised internship experience. Offered on a satisfactory-fail basis only.

JL MC 592. Introduction to Graduate Study in Journalism and Mass Communication.

Cr. R. F. *Prereq: Graduate classification*

Overview of advanced study in journalism and mass communication with special emphasis on requirements for obtaining the master of science degree.

JL MC 598. Seminars in Mass Communication.

Cr. 1-3. Repeatable.

JL MC 598A. Seminars in Mass Communication: Audiences and Effects.

Cr. 1-3. Repeatable.

JL MC 598B. Seminars in Mass Communication: Communication Technology.

Cr. 1-3. Repeatable.

JL MC 598C. Seminars in Mass Communication: Professional Communication.

Cr. 1-3. Repeatable.

JL MC 598D. Seminars in Mass Communication: Development Communication.

Cr. 1-3. Repeatable.

JL MC 598E. Seminars in Mass Communication: Evaluation Methods.

Cr. 1-3. Repeatable.

JL MC 598F. Seminars in Mass Communication: International Communication.

Cr. 1-3. Repeatable.

JL MC 598G. Seminars in Mass Communication: Mass Communication History.

Cr. 1-3. Repeatable.

JL MC 598H. Seminars in Mass Communication: Mass Communication Law.

Cr. 1-3. Repeatable.

JL MC 598I. Seminars in Mass Communication: Media Management.

Cr. 1-3. Repeatable.

JL MC 598J. Seminars in Mass Communication: Research Methods.

Cr. 1-3. Repeatable.

JL MC 598K. Seminars in Mass Communication: Society and Mass Communication.

Cr. 1-3. Repeatable.

JL MC 598L. Seminars in Mass Communication: Journalism and Mass Communication Education.

Cr. 1-3. Repeatable.

JL MC 598M. Seminars in Mass Communication: Visual Communication.

Cr. 1-3. Repeatable.

JL MC 598N. Seminars in Mass Communication: Broadcast Communication.

Cr. 1-3. Repeatable.

JL MC 598O. Seminars in Mass Communication: Communication Theory.

Cr. 1-3. Repeatable.

JL MC 598P. Seminars in Mass Communication: Computer Mediated Communication.

Cr. 1-3. Repeatable.

JL MC 598Q. Seminars in Mass Communication: Science, Technology and Risk Communication..

Cr. 1-3. Repeatable.

JL MC 599. Creative Component.

Cr. arr. *Prereq: Approved creative component proposal*

Courses for graduate students:**JL MC 699. Thesis Research.**

Cr. arr. Repeatable. *Prereq: Approved thesis proposal*