

Greenlee School of Journalism and Communication

The Greenlee School of Journalism and Communication offers work for the bachelor of arts in advertising, and the bachelor of science degree in journalism and mass communication. The unit, founded in 1905, has been continuously accredited every six years since 1948 by the Accrediting Council on Education in Journalism and Mass Communications and was last reaccredited in 2010. Accreditation is based on the principle that students need a broad-based, liberal arts education, as well as a solid core of courses within the discipline.

Undergraduate Study

Students who complete degrees in advertising or journalism and mass communication are expected to develop competencies in 12 key areas:

- History/Role of professionals and institutions: Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- First Amendment/Law: Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Theory: Understand concepts and apply theories in the use and presentation of images and information;
- Research and evaluation: Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Diversity: Demonstrate an understanding of the diversity of groups in a global society in relationship to communications;
- Ethics: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Critical thinking: Think critically, creatively and independently;
- Writing: Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Visual Communication: Conceptualize, prepare or select appropriate methods to convey information in visual form, whether as a complement or supplement to words;
- Numeracy: Apply basic numerical and statistical concepts;
- Critical Evaluation/Editing: Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Tools and technology: Apply tools and technologies appropriate for the communication profession in which they work.

To become an advertising or journalism and mass communication major, the student must have completed the pre-major core requirements (See majors). Until these requirements are successfully completed, advertising and journalism and mass communication students are designated as pre-majors.

Communication Proficiency Requirement

All majors in the School must earn a grade of C or better in ENGL 150 Critical Thinking and Communication (or be exempt) and ENGL 250 Written, Oral, Visual, and Electronic Composition (or ENGL 250H Written, Oral, Visual, and Electronic Composition: Honors). These additional requirements apply:

Advertising majors must earn a C+ or better in:

JL MC 201	Reporting and Writing for the Mass Media	3
and one of		
ADVRT 334	Advertising Creativity	3
ADVRT 336	Advertising Account Management	3

Journalism and mass communication majors must earn a C+ or better in:

JL MC 201	Reporting and Writing for the Mass Media	3
and one of		
JL MC 202	Intermediate Reporting and Writing for the Mass Media	3
JL MC 206	Reporting and Writing for the Electronic Media	3
JL MC 321	Public Relations Writing	3

The Advertising Major

The advertising major prepares students for careers in business and industry or for graduate education. Students majoring in advertising find career opportunities in professions requiring applied communication expertise. Graduates are qualified for positions in the creative and account sides of advertising within businesses, agencies and media.

To become an advertising major, a student must successfully complete:

JL MC 101	Mass Media and Society	3
JL MC 110	Orientation to Journalism and Communication	1
JL MC 201	Reporting and Writing for the Mass Media (C+ or better)	3
ADVRT 230	Advertising Principles	3

Until these courses are successfully completed, advertising students are designated as pre-majors. To receive a bachelor of arts degree in advertising, a student must earn at least 120 credits. A minimum of 80 credits must come from courses other than ADVRT or JL MC. At least 65 of these credits must come from the liberal arts and sciences. Overall, at least 45 credits must be from 300-level courses or above. Advertising majors are required to take:

MKT 340	Principles of Marketing	3
SP CM 212	Fundamentals of Public Speaking	3
STAT 101	Principles of Statistics (or another approved statistics course)	4

The degree requirements allow for a minimum of 33 and a maximum of 40 credits to be taken in ADVRT and JL MC. These include:

JL MC 101	Mass Media and Society	3
JL MC 110	Orientation to Journalism and Communication	1
JL MC 201	Reporting and Writing for the Mass Media (C+ or better)	3
ADVRT 230	Advertising Principles	3
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations	3
ADVRT 334	Advertising Creativity (C+ or better in ADVRT 334 or ADVRT 336)	3
or ADVRT 336	Advertising Account Management	
ADVRT 434	Advertising Campaigns	3
or ADVRT 436	Advertising Portfolio Practicum	
JL MC 460	Law of Mass Communication	3
JL MC 499	Professional Media Internship	3

Additional recommended courses and requirements for the advertising major are available from the Greenlee School.

The School requires a Designated Area of Concentration (DAC) made up of 21 credits with at least 12 credits from the 300-level or above. All courses for the DAC must be taken outside of ADVRT and JL MC. The DAC is a secondary area of expertise made up of courses selected and designed by the student, with adviser approval. A second major may substitute for the DAC.

Advertising majors may not pursue a second major or minor in journalism and mass communication.

The Journalism and Mass Communication Major

The journalism and mass communication major prepares students for careers that involve all aspects of news and information. Emphasis is placed on generating ideas, organizing, writing, editing and presenting information for various media platforms and audiences. Students work with advisers to develop a program of study that prepares them for work in communication-specific areas including broadcast media, magazines and/or newspapers, public relations/public information, science communication or visual communication and online/multimedia.

To be a journalism and mass communication major, a student must successfully complete:

JL MC 101	Mass Media and Society	3
JL MC 110	Orientation to Journalism and Communication	1
JL MC 201	Reporting and Writing for the Mass Media (with a C+ or better)	3

Until these courses are successfully completed, journalism and mass communication students are designated as pre-majors. To receive a bachelor of

science degree in journalism and mass communication, a student must earn at least 120 credits. A minimum of 80 credits must come from courses other than ADVRT or JL MC. At least 65 of these credits must come from the liberal arts and sciences. Overall, at least 45 credits must be from 300-level or above. Journalism and mass communication majors are required to take:

STAT 101	Principles of Statistics (or another approved statistics course)	4
----------	--	---

The degree requirements allow for a minimum of 33 and a maximum of 40 credits to be taken in ADVRT and JL MC. These include:

JL MC 101	Mass Media and Society	3
JL MC 110	Orientation to Journalism and Communication	1
JL MC 201	Reporting and Writing for the Mass Media	3
JL MC 202	Intermediate Reporting and Writing for the Mass Media (C+ or better in JL MC 202, JL MC 206, or JL MC 321)	3
or JL MC 206	Reporting and Writing for the Electronic Media	
or JL MC 321	Public Relations Writing	
JL MC 460	Law of Mass Communication	3
JL MC 499	Professional Media Internship	3

Additional recommended courses and requirements for the journalism and mass communication major are available from the Greenlee School.

The School requires a Designated Area of Concentration (DAC) made up of 21 credits with at least 12 credits from the 300-level or above. All courses for the DAC must be taken outside of ADVRT and JL MC. The DAC is a secondary area of expertise made up of courses selected by the student, with adviser approval. A second major may substitute for the DAC.

Journalism and mass communication majors may not pursue a second major or minor in advertising.

Minors

The Greenlee School offers a minor in advertising and a minor in journalism and mass communication.

For a minor in advertising or journalism and mass communication, students complete 15 credits, including JL MC 101 Mass Media and Society. The other 12 credits, at least 9 of which must be from Iowa State University, are selected from course offerings in the advertising and journalism and mass communication majors, including:

6 credits from the following: 6

ADVRT 230	Advertising Principles	
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations	
ADVRT 335	Advertising Media Planning	
JL MC 220	Principles of Public Relations	
JL MC 301	Research and Strategic Planning for Advertising and Public Relations	
JL MC 305	Publicity Methods	
JL MC 341	Contemporary Magazine Publishing	
JL MC 342	Visual Principles for Mass Communicators	

6 credits from the following: 6

JL MC 401	Mass Communication Theory	
JL MC 406	Media Management	
JL MC 453	Electronic Media Technology and Public Policy	
JL MC 454	Critical Analysis and History of the Moving Image	
JL MC 461	History of American Journalism	
JL MC 462	Media Ethics, Freedom, Responsibility	
JL MC 464	Journalism and Literature	
JL MC 474	Communication Technology and Social Change	
JL MC 476	World Communication Systems	
JL MC 477	Ethnicity, Gender, Class and the Media	
ADVRT 497	Special Topics in Communication	
JL MC 497	Special Topics in Communication	

Journalism and mass communication majors may not minor in advertising, and advertising majors may not minor in journalism and mass communication.

Graduate Study

The Greenlee School of Journalism and Communication offers work for a master of science degree in journalism and mass communication.

Majors plan a program of study in one of two tracks:

I. Communication as theory and research -- The School offers advanced academic preparation in communication theory and research leading to the master of science degree. Graduate work prepares students to use and contribute to research and scholarship in the field of communication. The degree requires a thesis or creative component based on original research, which must be defended successfully before a committee at the end of the program.

Areas of research emphasis include: science and risk communication, media performance, media effects, advertising, public relations, political communication, communication technology, law and ethics, international communication, visual communication and emerging media.

II. Professional and Strategic Communication -- The School offers advanced professional study in journalism and mass communication leading to the master of science degree. Graduate work prepares students for professional careers in a variety of mass communication fields. Students with limited training or experience in journalism and mass communication may include skills courses in their programs, but the credits for those courses will not count toward the graduate degree. The degree requires either a creative component or thesis.

All students must complete four core courses:

JL MC 592	Introduction to Graduate Study in Journalism and Mass Communication	R
JL MC 501	Theories of Mass Communication	3
JL MC 502	Communication Research Methods	4
JL MC 598	Seminars in Mass Communication	1-3

Each student selects elective courses based on his/her area of emphasis and career goal, in consultation with the student's major professor and Program of Study Committee.

The Greenlee School graduate program offers minor work for students majoring in other departments. The M.S. minor requires:

JL MC 501, JL MC 510 and one other course in journalism and mass communication for a total of 9 credits taken within the Greenlee School.

Courses primarily for undergraduates:

ADVRT 230. Advertising Principles.

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

Historical, social, economic and legal aspects of advertising. Evaluations of advertising research, media, strategy, and appeals. Study of the creation of advertising campaigns.

ADVRT 301. Research and Strategic Planning for Advertising and Public Relations.

(Cross-listed with JL MC). (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.

ADVRT 334. Advertising Creativity.

(2-2) Cr. 3. Prereq: C+ or better in JL MC 201; ADVRT 301/JL MC 301

Development and execution of creative advertising materials. Copywriting, art direction and computer applications for print, broadcast and digital media. Creative strategy development, execution and evaluation.

ADVRT 335. Advertising Media Planning.

(3-0) Cr. 3. F.S. Prereq: ADVRT/JL MC 301

Concepts of media planning and selection in the development, execution and evaluation of advertising campaigns. Characteristics and capabilities of the advertising media. Utilization of market segmentation, consumer buying and media audience databases.

ADV RT 336. Advertising Account Management.

(3-0) Cr. 3. *Prereq: C+ or better in JL MC 201; ADV RT/JL MC 301*
 Fundamentals of account management with emphasis on leadership, sales techniques, relationship building, presentation skills, and strategic thinking. Includes aspects of agency revenue growth, team building, client management, evaluating creative concepts and media plans, and developing strategic proposals and campaign recommendations.

ADV RT 390. Professional Skills Development.

(Cross-listed with JL MC). 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.

ADV RT 434. Advertising Campaigns.

(3-0) Cr. 3. F.S. *Prereq: ADV RT/JL MC 301; C+ or better in ADV RT 334 or ADV RT 336, and major status*

Development of advertising campaigns for business and social institutions. Projects involve budgeting, media selection, market analysis, campaign strategy, and creative execution.

ADV RT 435. Advertising Competition.

Cr. 1-3. Repeatable, maximum of 3 credits. S. *Prereq: Permission of instructor, Junior/senior standing strongly recommended*
 Preparation of materials for regional and national competitions.

ADV RT 436. Advertising Portfolio Practicum.

(2-2) Cr. 3. *Prereq: C+ or better in ADV RT 334, instructor permission*
 Advanced advertising writing and design. Emphasis on creative strategy, problem solving and execution of creative materials in print, broadcast and on-line media for a variety of clients.

ADV RT 497. Special Topics in Communication.

(Cross-listed with JL MC). Cr. 1-3. Repeatable.
 Seminars or one-time classes on topics of relevance to students in communication.

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 ADV RT). (3-0) Cr. 3. F.S. *Prereq: ADV RT 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 JL MC and Advrt majors.

JL MC 306. Electronic Media Production.

(2-2) Cr. 3. F.S. *Prereq: C+ or better in JL 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: JL 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 ADV RT 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. Nonmajors 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 JI 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: JI MC majors, C+ or better in JL MC 202 or JL MC 206 or JL MC 321; Advrt majors, C+ or better in JI MC 201; ADVRT 301; All students, junior classification, formal faculty adviser approval of written proposal*
Required of all JI 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 JI 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*