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, photo journalism, science communication or visual communication and online/multimedia.

To receive a bachelor of science degree in journalism and mass communication, a student must earn at least 120 credits. A minimum of 72 credits must come from courses other than ADVRT, P R, or JL MC. At least 50 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:

- 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 or JL MC 206) 3
- JL MC 206 Reporting and Writing for the Electronic Media
- 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.

Students taking one major at the school may not seek a second major or a minor in the school. All students are required to take a second major or minor outside the school as an area of expertise. A Designated Area of Concentration (DAC) outside the school may be used in place of a minor or second major with faculty approval.

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. 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:
- ADVRT 230 Advertising Principles
- ADVRT 301 Research and Strategic Planning for Advertising and Public Relations
- ADVRT 335 Advertising Media Planning
- P R 220 Principles of Public Relations
- P R 301 Research and Strategic Planning for Advertising and Public Relations
- P R 305 Publicity Methods
- JL MC 341 Contemporary Magazine Publishing
- JL MC 242 Visual Principles for Mass Communicators

6 credits from the following:
- 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

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
- 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.