

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:

STAT 101	Principles of Statistics (or another approved statistics course)	4
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The degree requirements allow for a minimum of 34 credits and a maximum of 48 credits to be taken in ADVRT, P R, 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 or JL MC 206)	3
or 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: 6

ADV RT 230	Advertising Principles
ADV RT 301	Research and Strategic Planning for Advertising and Public Relations
ADV RT 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: 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
ADV RT 497	Special Topics in Communication
JL MC 497	Special Topics in Communication

Journalism and mass communication or public relations majors may not minor in advertising, and advertising and public relations 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.