

JOURNALISM AND MASS COMMUNICATION (JL MC)

Courses primarily for undergraduates:

JL MC 101: Mass Media and Society

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

Communication theory models and their application to the mass media; the mass communication process; organization, characteristics and responsibilities of the mass media; media literacy process.

JL MC 110: Orientation to Journalism and Communication

(1-0) Cr. 1. F.S.Alt. SS., offered irregularly.

Orientation to professional and pre-professional opportunities, writing for the mass media and curriculum requirements in the Greenlee School. Basic media writing preparation. Offered on a satisfactory-fail basis only.

JL MC 201: Reporting and Writing for the Mass Media

(1-4) Cr. 3. F.S.SS.

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: Minimum of C+ in JL MC 201

Writing for newspapers, magazines and online media. Enhancing and refining skills in developing sources and generating story ideas. Information-gathering techniques, reporting and writing.

JL MC 206: Reporting and Writing for the Electronic Media

(2-2) Cr. 3. F.S.

Prereq: Minimum of C+ in JL MC 201

Researching, organizing, and writing for radio, television and online media. Basic principles of news programming and storytelling across electronic media platforms. An emphasis on development, content and structure.

JL MC 242: Visual Principles for Mass Communicators

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

Understanding and analysis 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 306: Electronic Media Production

(2-2) Cr. 3. F.S.

Prereq: Minimum of C+ 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 307: Digital Video Production

(2-2) Cr. 3. F.S.

Prereq: JL MC 242

Creation of video productions for use as communication tools in advertising, promotions, short documentaries and public relations. Technical and artistic fundamentals of video production including planning, scripting, shooting, lighting and digital editing.

JL MC 308: Electronic News Gathering and Production

(2-3) Cr. 3.

Prereq: Minimum of C+ 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

(2-2) Cr. 3. F.S.

Prereq: Minimum of C+ in JL MC 201

Basic photojournalism techniques. Includes camera operation, lighting, composition and photo reproduction techniques for print or computer-mediated applications. Emphasis on using the camera as a reporting tool. Basic use of digital imaging and editing software. Ethical issues involving photojournalism. A digital SLR camera is required.

JL MC 312: Advanced Techniques in Photojournalism

(2-2) Cr. 3. Alt. F., offered irregularly. Alt. S., offered irregularly.

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. F.S.

Prereq: JL MC 308 or JL MC 310 or JL MC 316 or equivalent computer design proficiency

Visual storytelling concepts and principles for evaluating, constructing and designing information for the Web and other electronic publication systems. Issues of ethics and ownership of work pertinent to the new media.

JL MC 316: Introduction to Digital Publishing

(2-2) Cr. 3. F.S.

Prereq: Credit or enrollment in JL MC 242 and C+ or better in JL MC 201

Digital publishing and beginning techniques in layout, photo editing and vector artwork. Application of visual principles to design simple print projects.

JL MC 317: Publishing for Mobile Devices

(2-2) Cr. 3. S.

Prereq: JL MC 316 or equivalent computer design proficiency and JL MC 310 or 315.

Creating, designing and publishing content for mobile devices (e.g., cell phones and tablets). Use of digital publishing tools (e.g., In Design). Exposure to animation and video editing software.

JL MC 341: Contemporary Magazine Publishing

(Dual-listed with JL MC 541). (3-0) Cr. 3. F.S.

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 344: Feature Writing

(2-2) Cr. 3. F.

Prereq: Minimum of C+ in JL MC 202 or JL MC 206 or P R 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: Minimum of C+ in JL MC 202 or JL MC 206 or P R 321

Reporting and writing about government, business, and other institutions; identification of and access to public records; investigative reporting techniques; developing major stories about government and nonprofit organizations; and ethical issues.

JL MC 347: Science Communication

(Dual-listed with JL MC 547). (2-2) Cr. 3. S.

Prereq: ADVRT, JL MC, and P R majors: minimum of C+ in JL MC 201.

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: News and Feature Editing

(1-5) Cr. 3. S.

Prereq: Minimum of C+ in JL MC 202 or JL MC 206 or P R 321

Editing content for multiple platforms, including websites, magazines, newspapers, and newsletters. Adapting material for audiences, including selection and organization of text and visuals, grammar, punctuation, usage, logic and accuracy. Designing print and online layouts. Using search engine optimization and social media to promote content.

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, P R). Cr. 1-3. Repeatable, maximum of 6 credits. F.S.

Prereq: Minimum of C+ in JL MC 201; other vary by topic. Instructor permission for non-majors.

Check with Greenlee 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 449: Editorial Strategies

(3-0) Cr. 3. S.

Prereq: JL MC 242, JL MC 316, JL MC 349 or concurrent enrollment; junior classification

Skills and strategies for editorial decision-making and management, including short and long range issue planning. Developing proposals, business plans and prototypes for content, design and layouts of publications for multiple platforms and diverse audiences, including new and existing online and print magazines, newspapers, newsletters and websites. Editing complex manuscripts, with continued emphasis on grammar, punctuation, usage, syntax and logic.

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.

JL MC 460: Law of Mass Communication

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

Prereq: Minimum of C+ 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.

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.

JL MC 462: Media Ethics, Freedom, Responsibility

(3-0) Cr. 3. F.

Prereq: Junior classification

Ethics and professionalism in the practice of journalism, public relations and advertising.

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 esteemed American author-journalists.

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. F.S.SS.

Prereq: Junior classification

Portrayals of ethnic groups, gender, and social class in the media in news, advertising, information and entertainment; the effects of mass media on social issues and population groups.

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. 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, P R). Cr. 1-3. Repeatable, maximum of 6 credits. F.S.

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

JL MC 499: Professional Media Internship

Cr. 1-3. F.S.SS.

Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, formal faculty adviser approval.

Required of all Greenlee School majors. A 400-hour (for 3 credits) internship in the student's journalism and mass communication or advertising or public relations specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

JL MC 499A: Professional Media Internship: Required

Cr. 3. F.S.SS.

Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321;

ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, formal faculty adviser approval.

Initial, required internship. A 400-hour (for 3 credits) internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

JL MC 499B: Professional Media Internship: Optional

Cr. 1-3. F.S.SS.

Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321;

ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, formal faculty adviser approval.

Optional internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School 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

Historical overview of mass communication theories. 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.

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

(3-0) Cr. 3. F.Alt. S., offered irregularly.

Prereq: 6 credits in social science

Explores the theoretical frameworks in visual communication, including concepts of perception, visual language, visual persuasion, and the social, political and cultural implications of the use of images. Understanding of the function of images in changing knowledge, attitudes and behavior.

JL MC 541: Contemporary Magazine Publishing

(Dual-listed with JL MC 341). (3-0) Cr. 3. F.S.

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 547: Science Communication

(Dual-listed with JL MC 347). (2-2) Cr. 3. S.

Prereq: ADVRT, JL MC, and P R majors: minimum of C+ in JL MC 201.

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. Alt. F., offered irregularly.S.

Prereq: 6 credits in social science

Media roles and functions in society: Interplay and interrelationships between the media and a variety of social actors and forces: the mutual influence between social factors and mass 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