

JOURNALISM AND MASS COMMUNICATION (JLMC)

Courses primarily for undergraduates:

JLMC 1010: Mass Media and Society

Credits: 3. Contact Hours: Lecture 3.

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. (Typically Offered: Fall, Spring, Summer)

JLMC 1100: Orientation to Journalism and Communication

Credits: 1. Contact Hours: Lecture 1.

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. (Typically Offered: Fall, Spring)

JLMC 1400X: Identity, Diversity and the Media

Credits: 3. Contact Hours: Lecture 3.

Understand perspectives and biases within journalism, advertising and public relations content, including content shared through social-media platforms. Analyze content generated by others. Topics include media literacy, source evaluation, portrayals of diverse groups, identification of diverse sources and strategies for reducing bias in media work. Meets U.S. Cultures and Communities (formerly U.S. Diversity) Requirement.

JLMC 2010: Reporting and Writing for the Mass Media

Credits: 3.

Prereq: (ADVRT, JLMC, or PR major; credit or enrollment in JLMC 1100) or Permission of Department

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.

JLMC 2400: Principles of Journalism

Credits: 3. Contact Hours: Lecture 3.

Analysis of journalism industry and specific audiences served by print, electronic, visual and digital media. Introduction to core values of journalism and guiding principles that encompass literacy, ethics, law, history, the economy and cultural and societal implications. (Typically Offered: Fall, Spring)

JLMC 2420: Visual Principles for Mass Communicators

Credits: 3. Contact Hours: Lecture 3.

Understanding and analysis of the visual message. Visual perception, visual communication theory, design syntax, design elements and how they are applied in mass communication. (Typically Offered: Fall, Spring)

JLMC 2600: Media Controversies in Science and Technology

Credits: 3. Contact Hours: Lecture 3.

Understanding science communication in the media. Exploring audience perceptions, media portrayals, underlying theories and social controversies related to communication of science and technology.

JLMC 3020: Intermediate Reporting and Writing for the Mass Media

Credits: 3.

Prereq: JLMC 1100 and Minimum of C+ in JLMC 2010

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

JLMC 3030: Reporting and Writing for Broadcast Media

Credits: 3.

Prereq: JLMC 1100 and Minimum of C+ in JLMC 2010

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

JLMC 3060: Broadcast Media Production

Credits: 3.

Prereq: Minimum of C+ in JLMC 2010

Introduction to studio production using professional equipment. Course focus on visual concepts, maintenance and practical operation of studio equipment. (Typically Offered: Fall, Spring)

JLMC 3070: Digital Video Production

Credits: 3.

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.

JLMC 3080: Broadcast News Gathering and Production

Credits: 3.

Prereq: Minimum of C+ in JLMC 2010

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

JLMC 3100: Fundamentals of Photojournalism

Credits: 3.

Prereq: Minimum of C+ in JLMC 2010

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. (Typically Offered: Fall, Spring)

JLMC 3110: Fundamentals of Mobile Photography

Credits: 3. Contact Hours: Lecture 3.

Basic photographic techniques for publication. Includes smartphone operation, lighting, composition and historical overview of photography and use in digital platforms. Basic use of image editing software. Ethical issues involving photo publication in media platforms. A smartphone camera is required.

JLMC 3120: Advanced Techniques in Photojournalism

Credits: 3.

Prereq: JLMC 3100 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. Offered irregularly. (Typically Offered: Fall, Spring)

JLMC 3150: Digital Storytelling

Credits: 3.

Prereq: JLMC 3080 or JLMC 3100 or JLMC 3160

Identify and critically evaluate multimedia elements in journalistic storytelling. Produce audio, photographic and video story packages for a variety of outlets. Choose and work with appropriate digital tools. Learn economic, social and ethical issues that influence media today. Computer design proficiency recommended. (Typically Offered: Fall, Spring)

JLMC 3160: Visual Communication Design

Credits: 3.

Prereq: Minimum of C+ in JLMC 2010

Beginning techniques in layout, photo editing, and vector artwork. Application of visual principles and creative problem-solving to digital, social media, and print design projects. Use of industry-standard tools such as Adobe Photoshop, Illustrator, and InDesign. (Typically Offered: Fall, Spring)

JLMC 3170: Publishing for Mobile Devices

Credits: 3.

Prereq: JLMC 3160

Creating, designing and publishing content for mobile devices through use of industry-standard tools. Exposure to animation and HTML. Computer design proficiency recommended. (Typically Offered: Spring)

JLMC 3440: Feature Writing

Credits: 3.

Prereq: Minimum of C+ in JLMC 3020; (JLMC 3030 or PR 3210)

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.

JLMC 3460: Public Affairs Reporting

Credits: 3.

Prereq: Minimum of C+ in JLMC 3020; (JLMC 3030 or PR 3210)

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.

JLMC 3470: Science Communication

(Dual-listed with JLMC 5470).

Credits: 3.

Understanding and practicing science communication. Emphasis on building skills to report on science topics, telling science stories using different kinds of media, and understanding factors that impact how different audiences interpret scientific information. Explorations of science communication products relevant to health, natural resources, social science, and technology.

JLMC 3490: News and Feature Editing

Credits: 3.

Prereq: Minimum of C+ in JLMC 3020 OR JLMC 3030 OR PR 3210

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.

JLMC 3900: Professional Skills Development

(Cross-listed with ADVRT 3900/ PR 3900).

Credits: 1-3. Repeatable, maximum of 6 credits.

Prereq: (Minimum of C+ in JLMC 2010; JLMC major or ADVRT major or PR major or SMC major) and Permission of Instructor

Check with Greenlee School for course availability.No More Than 3 Credits In JLMC/ADVRT/PR 3900 May Be Applied Toward Major Requirements For Graduation. (Typically Offered: Fall, Spring)

JLMC 3910: Short Course Intensive

(Cross-listed with ADVRT 3910/ PR 3910).

Credits: 1. Contact Hours: Lecture 1.

Repeatable, maximum of 6 credits.

Focused short courses on timely concepts. Check with Greenlee School for course availability. Offered on a satisfactory-fail basis only.

JLMC 4010: Mass Communication Theory

Credits: 3. Contact Hours: Lecture 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.

JLMC 4060: Media Management

(Dual-listed with JLMC 5060).

Credits: 3. Contact Hours: Lecture 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.

JLMC 4140X: Digital Newsroom

Credits: 3.

Fundamentals of digital content creation for use in online news service. Emphasis on reporting, writing and editing skills with additional training in digitizing content. Includes production of photography, slide shows, audio production, video production and blogs.

JLMC 4600: Law of Mass Communication

Credits: 3. Contact Hours: Lecture 3.

Prereq: (JLMC 1100; minimum of C+ in JLMC 2010; Junior classification) or 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.

JLMC 4610: History of American Journalism

Credits: 3. Contact Hours: Lecture 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.

JLMC 4620: Media Ethics, Freedom, Responsibility

Credits: 3. Contact Hours: Lecture 3.

Prereq: JLMC 1100; minimum of C+ in JLMC 2010; ADVRT, JLMC, or PR major

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

JLMC 4640: Journalism and Literature

Credits: 3. Contact Hours: Lecture 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.

JLMC 4730: Social Media Strategy

(Cross-listed with ADVRT 4730/ PR 4730).

Credits: 3. Contact Hours: Lecture 3.

Prereq: Sophomore classification

The strategic use of social media, from both an advertising and public relationship standpoint, to the advantage of a client or organization. Examination and analysis of the social media space from a business perspective. Best practices in the areas of strategic planning, tactical execution, and measurement of social media platforms. (Typically Offered: Fall, Spring)

JLMC 4740: Communication Technology and Social Change

Credits: 3. Contact Hours: Lecture 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.

JLMC 4760: World Communication Systems

(Dual-listed with JLMC 5760).

Credits: 3. Contact Hours: Lecture 3.

Prereq: Junior classification

World communication systems and social, political, and economic factors determining flow, character, and volume of news. Impact of media information, advertising and public relations 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.

JLMC 4770: Diversity in the Media

Credits: 3. Contact Hours: Lecture 3.

Prereq: Junior classification

Portrayals of ethnic groups, gender, sexual orientation 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. Cultures and Communities (formerly U.S. Diversity) Requirement. (Typically Offered: Fall, Spring, Summer)

JLMC 4900: Independent Study in Communication

Credits: 1-30. Repeatable.

Prereq: Junior or Senior classification; Instructor Permission

Projects during which 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. Graduation Restriction: No more than 3 credits of ADVRT/JLMC/PR 4900 may be used toward a degree in the Greenlee School.

JLMC 4970: Special Topics in Communication

(Cross-listed with ADVRT 4970/ PR 4970).

Credits: 1-3. Contact Hours: Lecture 3.

Repeatable, maximum of 6 credits.

Prereq: Junior classification

Seminars or one-time classes on topics of relevance to students in communication. See Schedule of Classes for topics.

JLMC 4990A: Professional Media Internship: Required

Credits: 3.

Prereq: ([JLMC major; JLMC 1100; minimum of C+ in JLMC 3020 or JLMC 3030] or [ADVRT major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in JLMC 2010] or [PR major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in PR 3210] or [SMC major; SMC 3040]); Advisor 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.

JLMC 4990B: Professional Media Internship: Optional

Credits: 1-3. Repeatable.

Prereq: ([JLMC major; JLMC 1100; minimum of C+ in JLMC 3020 or JLMC 3030] or [ADVRT major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in JLMC 2010] or [PR major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in PR 3210] or [SMC major; SMC 3040]); Advisor 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. (Typically Offered: Fall, Spring, Summer)

Courses primarily for graduate students, open to qualified undergraduates:

JLMC 5010: Theories of Mass Communication

Credits: 3. Contact Hours: Lecture 3.

Prereq: Graduate classification or Permission of Instructor

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.

JLMC 5020: Fundamentals of Communication Research Methods

Credits: 3. Contact Hours: Lecture 3.

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.

JLMC 5060: Media Management

(Dual-listed with JLMC 4060).

Credits: 3. Contact Hours: Lecture 3.

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.

JLMC 5100: Strategies of Communication

Credits: 3. Contact Hours: Lecture 3.

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.

JLMC 5200: Public Relations Theory and Methods

Credits: 3. Contact Hours: Lecture 3.

Overview of dominant theories and research methods applied to the study and practice of public relations.

JLMC 5210: Theories of Visual Communication

Credits: 3. Contact Hours: Lecture 3.

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 the function of images in changing knowledge, attitudes and behavior.

JLMC 5470: Science Communication

(Dual-listed with JLMC 3470).

Credits: 3.

Understanding and practicing science communication. Emphasis on building skills to report on science topics, telling science stories using different kinds of media, and understanding factors that impact how different audiences interpret scientific information. Explorations of science communication products relevant to health, natural resources, social science, and technology.

JLMC 5600: Risk Perception and Communication

Credits: 3. Contact Hours: Lecture 3.

Study of risk communication principles, models and theories applicable to any risk communication situation. Emphasis on science, technology and risk issues, such as food, health, agriculture and the environment. Examines roles of scientists and communicators in cultivating a public informed about scientific and technological issues.

JLMC 5610: Media and Society: Interrelationships

Credits: 3. Contact Hours: Lecture 3.

Media roles and functions in society including interrelationships between the media and a variety of social actors and forces. Theories and practices regarding social networking and communication via social media; influence of social media and social networking.

JLMC 5740: Communication Technologies and Social Change

Credits: 3. Contact Hours: Lecture 3.

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.

JLMC 5760: World Communication Systems

(Dual-listed with JLMC 4760).

Credits: 3. Contact Hours: Lecture 3.

World communication systems and social, political, and economic factors determining flow, character, and volume of news. Impact of media information, advertising and public relations 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.

JLMC 5900A: Special Topics: Media Studies

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

JLMC 5900B: Special Topics: Professional Specialization

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

JLMC 5900C: Special Topics: Research Problems and Methods

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

JLMC 5900D: Special Topics: Technique and Style

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

JLMC 5900E: Special Topics: Specialized Communication

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

JLMC 5910: Professional Internship

Credits: 1-2.

Prereq: Instructor Permission for Course

Supervised internship experience. Offered on a satisfactory-fail basis only. (Typically Offered: Fall, Spring, Summer)

JLMC 5920: Introduction to Graduate Study in Journalism and Mass Communication

Credits: Required. Contact Hours: Lecture 1.

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

JLMC 5980A: Seminars in Mass Communication: Audiences and Effects

Credits: 1-3. Contact Hours: Lecture 3.

Repeatable.

JLMC 5980B: Seminars in Mass Communication: Communication Technology

Credits: 1-3. Repeatable.

JLMC 5980C: Seminars in Mass Communication: Professional Communication

Credits: 1-3. Contact Hours: Lecture 3.

Repeatable.

JLMC 5980D: Seminars in Mass Communication: Development Communication

Credits: 1-3. Contact Hours: Lecture 3.

Repeatable.

JLMC 5980E: Seminars in Mass Communication: Evaluation Methods

Credits: 1-3. Repeatable.

JLMC 5980F: Seminars in Mass Communication: International Communication

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980G: Seminars in Mass Communication: Mass Communication History

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980H: Seminars in Mass Communication: Mass Communication Law

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980I: Seminars in Mass Communication: Media Management

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980J: Seminars in Mass Communication: Research Methods

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980K: Seminars in Mass Communication: Society and Mass Communication

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980L: Seminars in Mass Communication: Journalism and Mass Communication Education

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980M: Seminars in Mass Communication: Visual Communication

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980N: Seminars in Mass Communication: Broadcast Communication

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980O: Seminars in Mass Communication: Communication Theory

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980P: Seminars in Mass Communication: Computer Mediated Communication

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5980Q: Seminars in Mass Communication: Science, Technology and Risk Communication

Credits: 1-3. Contact Hours: Lecture 3.
Repeatable.

JLMC 5990: Creative Component

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course

Courses for graduate students:

JLMC 6990: Thesis Research

Credits: 1-30. Repeatable.

Prereq: Instructor Permission for Course