

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.

Prereq: Greenlee majors only or departmental permission. Must pass departmental assessment exam in language skills before registering; ENGL 250; credit or concurrent enrollment in 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 240: Principles of Journalism

Cr. 3. F.S.

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.

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 302: Intermediate Reporting and Writing for the Mass Media

(2-2) Cr. 3.

Prereq: JL MC 110 and Minimum of C+ in JL MC 201

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.

JL MC 303: Reporting and Writing for Broadcast Media

(2-2) Cr. 3.

Prereq: JL MC 110 and Minimum of C+ in JL MC 201

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.

JL MC 306: Broadcast 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.

Prereq: Greenlee majors only.

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: Broadcast 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 broadcast 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 344: Feature Writing

(2-2) Cr. 3.

Prereq: Minimum of C+ in JL MC 302 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.

Prereq: Minimum of C+ in JL MC 302 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.

Prereq: Graduate classification for JL MC 547. JL MC 347: C+ or better in JL MC 302 or P R 321. 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 and social sciences, as well as ethical, political and policy issues related to science and technology.

JL MC 349: News and Feature Editing

(2-2) Cr. 3.

Prereq: Minimum of C+ in JL MC 302 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: Graduate classification or instructor permission.

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 460: Law of Mass Communication

(3-0) Cr. 3.

Prereq: JL MC 110 and minimum of C+ in JL MC 201; junior classification.

Nonmajors by permission of department.

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.

Prereq: JL MC 110 and minimum of C+ in JL MC 201. Greenlee majors only.

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

(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: Graduate classification or instructor permission.

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.

JL MC 477: Diversity in the Media

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

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. Diversity Requirement

JL MC 490: Independent Study in Communication

Cr. arr.

Prereq: Junior classification and contract with supervising professor to register

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. No more than 3 credits of ADVRT/JLMC/PR 490 may be used toward a degree in the Greenlee School.

JL MC 497: Special Topics in Communication

(Cross-listed with ADVRT, P R). Cr. 1-3. Repeatable, maximum of 6 credits.

Prereq: Junior classification. See Schedule of Classes for possible pre-requisites.

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: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and 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: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and 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: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and 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.

Prereq: Graduate classification or instructor permission.

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: Fundamentals of Communication Research Methods

(3-0) Cr. 3.

Prereq: JL MC 501 or concurrent enrollment.

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.

Prereq: Graduate classification or instructor permission.

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: Graduate classification or instructor permission.

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

JL MC 521: Theories of Visual Communication

(3-0) Cr. 3.

Prereq: Graduate classification or instructor permission.

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.

JL MC 547: Science Communication

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

Prereq: Graduate classification for JL MC 547. JL MC 347: C+ or better in JL MC 302 or P R 321. 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 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.

Prereq: Graduate classification or instructor permission.

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.

JL MC 561: Media and Society: Interrelationships

(3-0) Cr. 3.

Prereq: Graduate classification or instructor permission.

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.

JL MC 574: Communication Technologies and Social Change

(3-0) Cr. 3.

Prereq: Graduate classification or instructor permission.

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.

Prereq: Graduate classification or instructor permission.

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.

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

(1-0) Cr. 1.

Prereq: Graduate classification in JL MC.

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, maximum of 3 credits.

Prereq: graduate classification or instructor permission.

Seminar in Mass Communication.

JL MC 598A: Seminars in Mass Communication: Audiences and Effects

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598B: Seminars in Mass Communication: Communication Technology

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598C: Seminars in Mass Communication: Professional Communication

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598D: Seminars in Mass Communication: Development Communication

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598E: Seminars in Mass Communication: Evaluation Methods

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598F: Seminars in Mass Communication: International Communication

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598G: Seminars in Mass Communication: Mass Communication History

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598H: Seminars in Mass Communication: Mass Communication Law

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598I: Seminars in Mass Communication: Media Management

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598J: Seminars in Mass Communication: Research Methods

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598K: Seminars in Mass Communication: Society and Mass Communication

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598L: Seminars in Mass Communication: Journalism and Mass Communication Education

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598M: Seminars in Mass Communication: Visual Communication

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598N: Seminars in Mass Communication: Broadcast Communication

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598O: Seminars in Mass Communication: Communication Theory

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598P: Seminars in Mass Communication: Computer Mediated Communication

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 598Q: Seminars in Mass Communication: Science, Technology and Risk Communication.

Cr. 1-3. Repeatable.

Prereq: Graduate classification or instructor permission.

JL MC 599: Creative Component

Cr. arr. Repeatable.

Prereq: Approved creative component proposal

Courses for graduate students:

JL MC 699: Thesis Research

Cr. arr. Repeatable.

Prereq: Approved thesis proposal