

# JOURNALISM AND MASS COMMUNICATION (JL MC)

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*Any experimental courses offered by JL MC can be found at:*

registrar.iastate.edu/faculty-staff/courses/explistsings/ (<http://www.registrar.iastate.edu/faculty-staff/courses/explistsings/>)

**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.

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**

(2-2) Cr. 3.

*Prereq: Greenlee majors only or departmental permission. 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 mass communication.

## **JL MC 260: Media Controversies in Science and Technology**

Cr. 3.

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

## **JL MC 302: Intermediate Reporting and Writing for the Mass Media**

(2-2) Cr. 3.

*Prereq: JL MC 110; 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; 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**

(2-1) 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.

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**

(2-2) 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.

**JL MC 311: Fundamentals of Mobile Photography**

Cr. 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. Credit in JL MC 311 may not be applied toward requirements for degree by ARTIS majors.

**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: Digital Storytelling**

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

*Prereq: JL MC 308 or JL MC 310 or JL MC 316*

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.

**JL MC 316: Visual Communication Design**

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

*Prereq: Minimum of C+ in JL MC 201*

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.

**JL MC 317: Publishing for Mobile Devices**

(2-2) Cr. 3. S.

*Prereq: JL MC 316*

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

**JL MC 344: Feature Writing**

(2-2) Cr. 3.

*Prereq: Minimum of C+ in JL MC 302, JL MC 303 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, JL MC 303 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). (3-0) Cr. 3.

*Prereq: JL MC 347: C+ or better in JL MC 302, JL MC 303 or P R 321.*

*Nonmajors and minors by permission of instructor. JL MC 547: Graduate classification.*

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.

**JL MC 349: News and Feature Editing**

(2-2) Cr. 3.

*Prereq: Minimum of C+ in JL MC 302, JL MC 303 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 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 391: Short Course Intensive**

(Cross-listed with ADVRT, P R). Cr. 1-3. 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.

**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: JL MC 406: Junior classification. JL MC 506: Graduate classification or Permission of Instructor*

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 473: Social Media Strategy**

(Cross-listed with ADVRT, P R). (3-0) Cr. 3. F.S.

*Prereq: Junior 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.

**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: JL MC 476: Junior Classification. JL MC 576: 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.

**JL MC 490: Independent Study in Communication**

Cr. arr.

*Prereq: Junior classification; Permission of Instructor*

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*

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

**JL MC 499: Professional Media Internship**

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

*Prereq: ([JL MC major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADVRT major; JL MC 110; ADVRT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110, ADVRT 301 or P R 301; minimum of C+ in P R 321]); Advisor Approval*

See ADVRT/JL MC/P R 499A or 499B. Offered on a satisfactory-fail basis only.

**JL MC 499A: Professional Media Internship: Required**

Cr. 3. F.S.SS.

*Prereq: ([JL MC major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADVRT major; JL MC 110; ADVRT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110, ADVRT 301 or P R 301; minimum of C+ in P R 321]); 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.

**JL MC 499B: Professional Media Internship: Optional**

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

*Prereq: ([JL MC major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADVRT major; JL MC 110; ADVRT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110, ADVRT 301 or P R 301; minimum of C+ in P R 321]); 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.

**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: JL MC 406: Junior classification. JL MC 506: Graduate classification or Permission of Instructor*

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 or instructor permission*

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). (3-0) Cr. 3.

*Prereq: JL MC 347: C+ or better in JL MC 302, JL MC 303 or P R 321.*

*Nonmajors and minors by permission of instructor. JL MC 547: Graduate classification.*

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.

**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: JL MC 476: Junior Classification. JL MC 576: 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*