

# Journalism/Media Communication (JOUR)

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## Courses

### **JOUR 120 Mass Media and Society (3 Hours) †**

Each of us is exposed to and affected by the mass media on a daily basis. This course is designed to increase students' awareness of the various media and media's impact on their daily beliefs, opinions, decisions and goals. As a result, students will become more media literate and astute critics of media messages.

### **JOUR 122 News Writing and Reporting (3 Hours)**

News Writing and Reporting prepares students who want to gain basic news-gathering and reporting skills across print, broadcast and online media platforms. Interviewing, researching and story writing under strict deadlines provide students with strong experiences in the storytelling process. News writing and style principles will be gained through stories produced for campus student media.

### **JOUR 125 Fundamentals of Advertising (3 Hours)**

Fundamentals of Advertising introduces the student to the contemporary advertising process. Research, planning, creativity, production and media scheduling are discussed, along with individual mediums and their forms, functions and roles in society. Major emphasis is placed on advertising and integrated marketing research, planning and creativity.

### **JOUR 127 Introduction to Broadcasting (3 Hours)**

This course serves students interested in gaining a greater understanding of broadcast and emerging technologies. Class time includes discussion of trends and issues, including regulations, ethics, news and information, and audience ratings. Productions in the college's student media facilities offer opportunities to experience and further evaluate their relationship to broadcast and related electronic media.

### **JOUR 130 Principles of Public Relations (3 Hours)**

This course is intended to provide the student with an overview of the history, principles and real-life functions of public relations. Public relations is a rapidly growing field. The ability to communicate well with the public is essential in business, education, health care and numerous other fields. This course is designed to give students the background to develop their PR skills.

### **JOUR 145 Photojournalism (3 Hours)**

This course is designed to meet the photographic needs of journalism students. It provides a journalistic approach to the concepts and application of photography for multimedia. Students will use cameras, computers and software to master the issues, concepts and constraints involved in creating images for a broad range of media. They will prepare and format digitized image files for storage and transmission, and print and Web-based reproduction.

### **JOUR 202 Broadcast Performance (3 Hours)**

Students will learn how to improve their speaking voices and body language as well as the techniques necessary to effectively communicate messages through basic announcing skills. Interviewing, radio and television news, and commercial announcing are some of the topics covered in this course, which will allow students to polish their skills through performances in the college's television studio and on campus media.

### **JOUR 207 Introduction to Podcasting (3 Hours)**

This course provides students with the fundamentals of Internet podcast production. The goal is to teach students basic techniques in audio console functions, program formats, and editing using computer software. Writing, producing, and performing are included.

### **JOUR 220 International Media (3 Hours)**

The globalization of media has created a necessity to understand the complex media systems established overseas. These systems exert influence over the cultural, political and economic climate in the world's industrialized nations. Students in this course will learn about the history, interconnectivity, technological innovations and controversies surrounding media systems from a diverse selection of countries. Special emphasis in this course will be placed on the understanding of global journalism. 3 hrs. lecture/wk.

### **JOUR 222 Advanced Reporting\* (3 Hours)**

**Prerequisites :** JOUR 122.

This course is designed to sharpen the discernment, critical thinking and writing skills of student journalists. Specific English language rules and principles plus AP news writing style will be emphasized in the production of incisive, well-defined features, profiles, reviews, editorials and personal columns. Professional writings in various media will be examined and critiqued. Class members will have the opportunity to participate in hands-on video shooting and editing of a news story package. Students will gain additional experience by participating in news events, as well as interacting with area media professionals.

### **JOUR 225 Promotional Writing\* (3 Hours)**

**Prerequisites :** JOUR 125 or JOUR 130.

Students will study copywriting for promotional purposes, starting with an understanding of the target audience. Emphasis is on writing ads for print, radio and television; direct mail and direct response; the web; and new genres.

### **JOUR 227 Basic Video Production (3 Hours)**

This course provides students with the fundamentals of video production. The goal is to teach students basic video techniques. Topics covered include technology, lighting, camera operations, audio and editing. Students will gain hands-on experience in the college's Media Production Services Department.

**JOUR 247 Advanced Video Production\* (3 Hours)**

**Prerequisites :** JOUR 227.

Students will direct, produce, and edit programming for distribution via the college's media outlets. Students will develop the technical skills involved in both studio production and field production as well as advanced skills in camera operations, multi-camera directing, lighting, audio production, and graphics.

**JOUR 269 Journalism Internship\* (1 Hour)**

**Prerequisites :** Department approval and completion of 3 credit hours in journalism/media communications coursework with a grade of "C" or higher. A journalism/media internship allows students to gain work experience at an approved training center under staff supervision. Emphasis is on learning new skills related to a particular program or department at a media facility. Students may learn the application of writing and production techniques needed to produce video and broadcast news, produce advertising, or public relations promotional copy. On-the-job training includes a minimum of 60 hrs. for the semester by arrangement.

**JOUR 270 Journalism Internship\* (2 Hours)**

**Prerequisites :** Department approval and completion of 3 credit hours in journalism/media communications coursework with a grade of "C" or higher. A journalism/media internship allows students to gain work experience at an approved training center under staff supervision. Emphasis is on learning new skills related to a particular program or department at a media facility. Students may learn the application of writing and production techniques needed to produce video and broadcast news, produce advertising, or public relations promotional copy. On-the-job training includes a minimum of 120 hrs. for the semester by arrangement.

**JOUR 271 Journalism Internship\* (3 Hours)**

**Prerequisites :** Department approval.

A journalism/media internship allows students to gain work experience at an approved training center under staff supervision. Emphasis is on learning new skills related to a particular program or department at a media facility. Students may learn the application of writing techniques needed to produce and broadcast news, and produce advertising or public relations promotional copy. On-the-job training involves approximately 15-20 hrs./wk. by arrangement. This is a repeatable course and may be taken more than once for credit.

**JOUR 291 Independent Study\* (1-7 Hour)**

**Prerequisites :** 2.0 GPA minimum and department approval.

Independent study is a directed, structured learning experience offered as an extension of the regular curriculum. It is intended to allow individual students to broaden their comprehension of the principles of and competencies associated with the discipline or program. Its purpose is to supplement existing courses with individualized, in-depth learning experiences. Such learning experiences may be undertaken independent of the traditional classroom setting, but will be appropriately directed and supervised by regular instructional staff. Total contact hours vary based on the learning experience.

**JOUR 292 Special Topics:\* (1-3 Hour)**

**Prerequisites :** Department approval.

This course offers specialized or advanced discipline-specific content related to the study of Journalism. This may be accomplished by expanding upon a subject introduced in current course offerings or by exploring a subject not addressed in the curriculum. Students may repeat Special Topics in Journalism for credit, but only on different topics. This is a repeatable course and may be taken more than once for credit.