

## **Journalism and Mass Communication**

### *Opportunities for study abroad:*

Students majoring in international studies should seriously consider one or more of the opportunities to study abroad offered by the International Education Center.

### *Opportunities for internships:*

Students majoring in international studies should discuss with the director opportunities to relate academic and career interests through internship experiences in the Twin Cities or Washington, D.C.

## **Japanese**

*See Department of Modern and Classical Languages.*

## **Journalism and Mass Communication (JOUR)**

Craig (chair), Bunton, Connery, Gale, Kanihan, Larson, Neuzil, Nimmer

Journalism and mass media education equips students with the knowledge needed to understand the function of mass media and with the skills needed to work for the mass media. Students learn to gather and assess information; to write for, edit and design publications; to write and produce for broadcasting; and to use and take photographs. Students also acquire an understanding of the cultural role of mass media, as well as an appreciation of the social responsibility of the media.

Coupled with a firm foundation in the liberal arts, the department's courses provide a sound background in the ethical, legal, philosophical, political, social and historical principles that will enable students to interpret human affairs and communicate intelligently and effectively through the various forms of mass communication.

Courses in journalism and mass communication prepare students for a variety of careers with newspapers, magazines and other publications, with public relations and advertising agencies, with television and radio stations, with video companies, corporate and government communication departments.

All students take four core courses and follow one of five major tracks: Print Journalism, Broadcast Journalism, Public Relations, Advertising, and Media Studies. A student may also minor in one of those areas, or in Visual Communication.

Much of the work in the department's skills courses is done in a Macintosh computer lab. In addition, students who work on the school newspaper or the yearbook do all the writing, editing and design work on Macintosh computers. Other on-the-job training may be obtained in internships.

The department sponsors chapters of the Society of Professional Journalists, the Public Relations Student Society of America (PRSSA) and the American Advertising Federation.

### **Major in Journalism and Mass Communication**

All journalism and mass communication majors must take these four courses:

- 100 Contemporary Mass Communication
- 105 Visual Communication
- 110 Media Writing and Information Gathering
- 480 Media Ethics Seminar

### *Plus:*

One of the concentrations below

### *Plus the following allied requirements:*

All majors must also take a group of courses outside journalism and mass communication. These allied requirements can be fulfilled in various ways.

A student may take a minor, double major, or a mixture of six beginning, intermediate and advanced courses (24 credits) from two or more related disciplines.

The student has considerable freedom and flexibility in selecting courses or a minor to fulfill this requirement, but the department does have some recommendations based on the student's interests. Before choosing an option, students should consult with the department chair.

### **Concentration in Print Journalism**

- 210 Reporting for Print Media
- 211 Editing

### *Plus two of:*

- 311 Persuasion in Writing
- 312 Critical Writing
- 370 Magazine Writing
- 410 Advanced Reporting

## Journalism and Mass Communication

*Plus one of:*

- 301 Journalism History
- 302 Literary Journalism
- 304 Media Law

### **Concentration in Broadcast Journalism**

- COMM 160 Electronic Media Production
- COMM 270 Videography: Television Production in the Field
- JOUR 260 Broadcast Reporting
- JOUR 460 Advanced Broadcast Reporting

*Plus one of:*

- COMM 365 The Documentary in American Television
- COMM 465 Current Issues in Electronic Media
- JOUR 301 Journalism History
- JOUR 303 Newsroom Management
- JOUR 304 Media Law

### **Concentration in Public Relations**

- JOUR 250 Public Relations Principles
- JOUR 300 Mass Communication Research
- JOUR 350 Public Relations Writing
- JOUR 450 Advanced Public Relations

*Plus one of:*

- JOUR 211 Editing
- JOUR 220 Design Concepts
- JOUR 311 Persuasion in Writing
- MKTG 300 Principles of Marketing

### **Concentration in Advertising**

- JOUR 240 Advertising Principles
- JOUR 445 Advertising Campaign Strategies

*Plus three of the following:*

(students interested in Account Management should choose three from 300, 340, 345, MKTG 300, 370; students interested in Creative should choose three from 220, 340, 420, 440)

- JOUR 220 Design Concepts
- JOUR 300 Mass Communication Research
- JOUR 340 Copywriting
- JOUR 345 Media Planning
- JOUR 420 Graphic Design Studio
- JOUR 440 Advertising Copywriting
- MKTG 300 Principles of Marketing
- MKTG 370 Buyer Behavior

### **Concentration in Media Studies**

The media studies major provides students the opportunity to closely examine the social and cultural effects of mass media. The track is particularly suited for those more interested in graduate or law school than in careers in the mass media.

- 300 Mass Communication Research
- 402 Society, Culture and the Media
- 404 Media Structure and Power

*Plus two of:*

- 301 Journalism History
- 302 Literary Journalism
- 304 Media Law
- 305 Gender, Race and Mass Media

### **Minor in Print Journalism**

- 100 Contemporary Mass Communication
- 110 Media Writing and Information Gathering
- 210 Reporting for Print Media
- 211 Editing

## **Journalism and Mass Communication**

*Plus one of:*

301 Journalism History  
302 Literary Journalism  
304 Media Law  
480 Media Ethics

### **Minor in Broadcast Journalism**

COMM 160 Electronic Media Production  
JOUR 100 Contemporary Mass Communication  
JOUR 110 Media Writing and Information Gathering  
JOUR 260 Broadcast Reporting  
JOUR 460 Advanced Broadcast Reporting

*Plus one of:*

COMM 365 The Documentary in American Television  
JOUR 301 Journalism History  
JOUR 304 Media Law  
JOUR 480 Media Ethics

### **Minor in Public Relations**

100 Contemporary Mass Communication  
110 Media Writing and Information Gathering  
250 Public Relations Principles  
350 Public Relations Writing

*Plus one of:*

JOUR 450 Advanced Public Relations  
MKTG 300 Principles of Marketing

### **Minor in Advertising**

100 Contemporary Mass Communication  
110 Media Writing and Information Gathering  
240 Advertising Principles

*Plus one of:*

220 Design Concepts  
340 Copywriting  
345 Media Planning

*Plus one of:*

420 Graphic Design Studio  
440 Advanced Copywriting  
445 Advertising Campaign Strategies

### **Minor in Visual Communication**

100 Contemporary Mass Comm.  
105 Visual Communication  
220 Design Concepts of Communication  
230 Photojournalism

*Plus:*

One upper-level visual course to be selected in consultation with the department chair

*Plus one of:*

301 Journalism History  
304 Media Law  
480 Media Ethics

### **Minor in Media Studies**

100 Contemporary Mass Communication  
300 Mass Communication Research  
402 Society, Culture and the Media  
404 Media Structure and Power

*Plus one of:*

301 Journalism History  
302 Literary Journalism  
304 Media Law  
305 Gender, Race and Mass Media  
480 Media Ethics

## Journalism and Mass Communication

### **100 Contemporary Mass Communication (formerly 111)**

The nature of mass communication and contributions of other disciplines to a knowledge of the media. Concentration on newspapers, radio, television, magazines, and motion pictures for comparative functions and proportionate influence in a pluralistic society.

### **105 Visual Communication (formerly 125)**

Introduction to the history, theory and principles of communicating visually through art, illustration, photography, design, typography, video and other visual forms.

### **110 Media Writing and Information Gathering (formerly 112)**

Basic techniques for gathering information and presenting it in writing for the various mass media. Strategies for gathering and assessing information, including use of databases, public documents, libraries and interviews. Writing news and feature articles, news releases, and newsletter, broadcast and ad copy.

Prerequisite: 100 and passing a department language-skills test

### **210 Reporting for Print Media (formerly 200)**

This course concentrates on print media reporting, emphasizing interviewing, sources and honing news judgment. Development of observational skills, story organization and clear writing. Students write complex news stories, and spot news and develop several major writing projects, including magazine articles.

Prerequisite: 110

### **211 Editing**

Preparation of copy for publication; evaluation of news; headline writing; news display, including typography; picture editing; and editing magazines.

Prerequisite: 110

### **215 Journalistic Writing in the Workplace**

The course focuses on the fundamentals of gathering and writing information through observation, interviews and research. The emphasis is on clear, concise and straightforward writing of news releases, reports, letters, office memoranda and other kinds of writing in a business setting. In addition, the course includes rewriting and editing of the student's own and others' work and preparation of copy for publication. For non-majors only.

### **220 Design Concepts of Communication (formerly 210)**

This course has been developed to provide students with an elementary understanding of design elements and principles. Applied projects in typography and publication layout will be completed via the Macintosh. This course fulfills the second-level Computer Competency requirement in the core curriculum.

Prerequisite: 105 or ARTH 350 or ARTH 355 or permission of department chair

### **230 Photojournalism**

An entry-level course on still photography as used in the mass media. Imparts mechanical skills to practice photography, creates an awareness of the aesthetics involved and introduces principles of communicating via photojournalism. Students supply own camera. Lecture and laboratory.

Prerequisite: 105 or permission of department chair

### **240 Advertising Principles (formerly 220)**

An attitudinal approach to the principles and practices of advertising in today's society. Correlation between advertising and sales, marketing, economics and research. Newspaper, magazines, radio, television and graphics as advertising channels.

Prerequisite: 100 or permission of instructor

### **250 Public Relations Principles**

Public Relations in the modern world of communication, marketing, business and institutions. A case history approach to public relations as a career and how public relations fits into the total picture of communication.

Prerequisite: 100 or permission of instructor

### **260 Broadcast Reporting**

The nature and execution of broadcast news, including the preparation and writing of news and features for broadcast, with special emphasis on writing and reporting for television.

Prerequisite: 110

### **295, 296, 297, 298 Topics**

The subject matter of these courses, announced in the annual *Class Schedule*, will vary from year to year, but will not duplicate existing courses. See the description of these courses at the beginning of the "Departments and Curricula" section of this catalog.

## **Journalism and Mass Communication**

### **300 Mass Communication Research (formerly 320)**

This course will examine theories and methodologies underlying mass communication research, including quantitative and qualitative approaches. Among the areas covered: public opinion research, content analysis, participant observation, historical and legal methods, and discourse analysis. Students will be expected to design and conduct a mass communication research project.

Prerequisite: 110 or permission of instructor

### **301 Journalism History (formerly 315)**

European background of the American press system; development of American journalism; historical relationship of the news media to political, social and economic trends; the news media as a cultural institution; rise of the broadcast media.

Prerequisite: Juniors and seniors only

### **302 Literary Journalism (formerly 310)**

A look at journalistic writing style as a literary prose form, with emphasis upon late 19th- and 20th-century American writing, and upon the tradition of literary journalism. Newspaper and magazine articles from both centuries and book-length works from the past 50 years will be read and discussed. Students will have the option of writing a research essay or a literary journalistic article for the final project.

Prerequisite: Juniors and seniors only

### **303 Newsroom Management**

Examines the general economic realities of the media business, investigates the nature of relationships within the newsroom, explores priorities and goal-setting in the newsroom, reviews techniques and methods of managing and encouraging employees. The course also identifies the moral and legal dilemmas and guiding principles of newsroom managers.

Prerequisite: Seniors only or permission of department chair

### **304 Media Law (formerly 440)**

Freedom and responsibility of the news media viewed as public institutions; constitutional and legal developments with emphasis upon landmark court decisions; interpretation of current areas of tension.

Prerequisite: Juniors and seniors only

### **305 Gender, Race and Mass Media (formerly 325)**

This course examines two broad ways in which issues of gender and race intersect with U.S. mass media: employment in mass media and depiction in mass media. In examining media employment, the course will consider questions such as the decision-making status of women and minorities in media organizations. In examining media depictions, the course will examine such questions as how media depictions may stereotype and trivialize women and minorities, and what social and cultural values are reflected by these media portrayals. This course fulfills the Human Diversity requirement in the core curriculum.

Prerequisite: 100 or permission of instructor

### **311 Persuasion in Writing**

Effective writing based upon principles of rhetoric. Student writing directed to the execution of editorials, advertising copy and promotion.

Prerequisite: Juniors and seniors only; 110 or permission of instructor

### **312 Critical Writing (formerly 430)**

Students study theories of criticism and the role of the critic in society and application in written form. Students write critical reviews of films, television and plays.

Prerequisite: Juniors and seniors only; 110 or permission of instructor

### **330 Advanced Photojournalism**

A realistic journalistic application of color and black and white 35 mm photography. Emphasis on original conceptualization and timely execution in the following subject areas: news, sports, feature, fashion and commercial illustrations using print and/or multi-media presentations.

Prerequisite: 230

### **340 Advertising Copywriting**

The acquisition of advertising copywriting skills as applied to the creative advertising process. The dovetailing of creative copy with the marketing and media strategies. Execution of advertising copy.

Prerequisite: 110, 240

### **345 Media Planning**

Students will develop an understanding of the use of mass media as advertising vehicles, the language of media planning, key media information sources, and how to develop a media plan.

Prerequisite: 240

### **350 Public Relations Writing**

This course provides practical experience in public relations writing including: news releases, position statements, brochure writing, features, query letters and a variety of other public relations writing forms. The emphasis is on weekly assignments which are critiqued by the instructor and discussed in class. This course fulfills the second-level Computer Competency requirement in the core curriculum.

Prerequisite: 250

### **370 Magazine Writing (formerly 380)**

Explores the nature of writing for magazines as a staff writer or free-lance writer. Students will write service articles, profiles, human interest pieces and in-depth issue articles common to both commercial and trade magazines.

Prerequisite: Juniors and seniors only; 110 or permission of instructor

### **402 Society, Culture and the Media (formerly 482)**

Society, Culture and the Media examines the role media play in social and cultural formations. The course looks beyond the media as transmitters of information to their broadest social and cultural effects. Students study media as agents of enlightened social modernism, as political and economic institutions, as purveyors of popular culture, and as aspects of cultural and subcultural rituals. History, political economy, critical studies, cultural anthropology, semiotics and sociology are among the areas from which approaches for studying the media are considered in the course.

Prerequisite: 300 or permission of instructor

### **404 Media Structure and Power (formerly 484)**

Examines recent changes in mass media structures. Readings focus on how changes in ownership, media regulation and new technology have affected media-organizations and their performance. Subjects and issues covered include: media ownership trends, including internationalization and their effect on content; media monopolies; the effects of new media technology; the effects of advertising on news; media choice in society; the media's role in the political system; and the increasing globalization of mass media.

Prerequisite: 300 or permission of instructor

### **410 Advanced Reporting (formerly 375)**

Refinement of reportorial and writing skills. Advanced work in interviewing, investigating, and use of public documents. Focuses on the development of news stories.

Prerequisite: 210 and permission of instructor

### **420 Graphic Design Studio (formerly 410)**

Graphic Design Studio is an advanced graphic design course. Students study the history of graphic design and typography, the elements of fine typography, and produce a portfolio of graphic designs.

Prerequisites: 220 or permission of instructor

### **440 Advanced Advertising Copywriting (formerly 445)**

This course is highly selective and designed for those wishing to pursue advertising copywriting as a career. It builds on 340. It develops strengths in the team concept of creative advertising, refines skills used in evaluating the effectiveness of messages and strategies used in various media, and develops greater awareness of production skills used in copywriting. Students will develop a major, multi-media campaign and have it evaluated by advertising professionals.

Prerequisite: 340 and permission of department chair

### **445 Advertising Campaign Strategies (formerly 480)**

This course will study the role of the advertising campaign and media plan as key components in the analysis and planning of broad marketing strategies for various products. Students are involved in determining budgets, the role of advertising vs. sales promotion, diagnosing current advertising campaigns, and the theories and principles upon which they are based.

Prerequisite: seniors only; 340 and MKTG 300

### **450 Advanced Public Relations**

Emphasis upon public relations projects in which students engage in problem solving. The focus is on strategy, planning and public relations communications techniques – magazine article, position paper, news release, press kit, and other types of public relations writing.

Prerequisite: 350

### **460 Advanced Broadcast Reporting**

This course builds on 260, Broadcast Reporting. It further develops the ability to gather information through interviews, background research, and use of public documents and reports. The entire broadcast story process is emphasized: story selection, reporting, taping, editing and writing.

Prerequisite: 260

## Justice and Peace Studies

### 475, 476, 477, 478 Experiential Learning

See the description of these courses at the beginning of the “Departments and Curricula” section of this catalog.

### 480 Media Ethics (formerly 485)

Communication study as ordered by moral and legal principles and their application to current problems of the major media. Individual term project.

Prerequisite: graduating seniors only and permission of instructor

### 483, 484, 485, 486 Seminar

See the description of these courses at the beginning of the “Departments and Curricula” section of this catalog.

### 487, 488, 489, 490 Topics

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### 491, 492, 493, 494 Research

See the description of these courses at the beginning of the “Departments and Curricula” section of this catalog.

### 495, 496, 497, 498 Individual Study

See the description of these courses at the beginning of the “Departments and Curricula” section of this catalog.

## Justice and Peace Studies (JPST)

Smith (THEO), (director), Brady (THEO), Landry (THEO), Nichols (THEO), Penchansky (THEO), Wojda (THEO), Andregg\*, Ciriacy\*, Davidov\*, Feinstein\*, Haasl\*, Nelson-Pallmeyer\*, Palackapilly\*

Justice and Peace studies is an interdisciplinary program designed to prepare students to be responsible critics of contemporary societies and effective agents for positive social transformation. The two core courses for the minor, and the pattern of requirements for the major, make use of four stages:

1. Experience (actual and vicarious) of poverty and injustice
2. Descriptive analysis (study of the economic, political, and social realities of a culture, and the historical events that produced those realities)
3. Normative analysis (moral judgment on existing society, study of alternative possibilities for that society, and analysis of the moral values at stake)
4. Action possibilities (strategies and skills for transforming society from its present condition to a better condition).

While the two core courses for the minor integrate all four of these stages, JPST 250 concentrates on descriptive analysis and THEO 305 concentrates on normative analysis. The additional three core courses for the major, JPST 450, 470, and 472 concentrate on action possibilities.

The Justice and Peace Studies program is strongly interdisciplinary and interfaith. It promotes understanding and appreciation of widely diverse ideologies, cultures, and world views. Special attention is given to the rich tradition of Roman Catholic social teaching in the context of pluralistic world societies.

JPST 250 and THEO 305 require extensive student writing and discussion.

### Major in Justice and Peace Studies

JPST	250	Introduction to Justice and Peace Studies
JPST	450	Active Nonviolence
JPST	470	Conflict Resolution
JPST	472	Justice and Peace Methods and Resources
THEO	305	Theologies of Justice, Peace, Prosperity, and Security

### *Plus significant experience:*

May include analysis for course credit (through 475-478 Experiential Learning) or be noncredit. Appropriate experience of poverty and injustice includes: appropriate foreign study, especially in connection with the experience of poverty or oppression. Examples: Ireland with study of Northern Ireland; programs through the Center for Global Education at Augsburg, e.g., its program in Cuernavaca, Mexico; UMAIE and HECUA foreign programs in Scandinavia and Latin America; the European University Center for Peace Studies in Stadtschlaining, Austria, and in Spain; The Metro Urban Studies Term (MUST) in the Twin Cities through HECUA; January Term or summer session programs, such as those arranged through Campus Ministry and VISION at San Lucas Toliman, Guatemala and elsewhere; alternative spring break programs, such as those arranged through Campus Ministry and VISION at Turtle Mountain Indian Reservation in North Dakota, Appalachia, Twin Cities urban plunge and others. Various Twin Cities programs through VIA, such as the Loaves and Fishes program and work in shelters.