

## College of Arts and Sciences – Departments

### 463 Seminar in European History

History seminars involve students (primarily, though not exclusively, majors and minors) with the methodological and historiographical dimensions of research in the seminar's topic. Some topics may be drawn from existing 300-level courses; when this occurs students are able to earn credit for both courses. Students in the seminar will complete and present to other members of the class a significant research project. Majors normally will offer one of their seminar papers as their senior paper.

### 464 Seminar in Non-Western History

History seminars involve students (primarily, though not exclusively, majors and minors) with the methodological and historiographical dimensions of research in the seminar's topic. Some topics may be drawn from existing 300-level courses; when this occurs students are able to earn credit for both courses. Students in the seminar will complete and present to other members of the class a significant research project. Majors normally will offer one of their seminar papers as their senior paper.

### 465 Seminar in U.S. History

History seminars involve students (primarily, though not exclusively, majors and minors) with the methodological and historiographical dimensions of research in the seminar's topic. Some topics may be drawn from existing 300-level courses; when this occurs students are able to earn credit for both courses. Students in the seminar will complete and present to other members of the class a significant research project. Majors normally will offer one of their seminar papers as their senior paper.

475, 476 **Experiential Learning** 2 credits

477, 478 **Experiential Learning**

See the description of these courses at the beginning of the "Curricula" section of this catalog.

487, 488 **Topics** 2 credits

489, 490 **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 "Curricula" section of this catalog.

491, 492 **Research** 2 credits

493, 494 **Research**

See the description of these courses at the beginning of the "Curricula" section of this catalog.

495, 496 **Individual Study** 2 credits

497, 498 **Individual Study**

See the description of these courses at the beginning of the "Curricula" section of this catalog.

## Journalism and Mass Communication (JOUR)

Neuzil (chair), Boros, Bunton, Craig, Gillies, Kanihan, O'Donnell, Steele

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, and with 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.

Students graduating with a major in journalism and mass communication will be able to produce mass media messages clearly, accurately, and thoughtfully. They will understand how ethical principles apply to mass media messages and will realize that the mass media have a social responsibility to serve the common good, understanding that with first amendment freedoms come obligations.

Much of the work in the department's skills courses is done in Macintosh computer labs. In addition, students who work on the school newspaper 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 Mass Communication and Society
- 105 Visual Communication
- 110 Media Writing and Information Gathering
- 480 Media Ethics

*Plus:*

One of the concentrations below

*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
- 410 Advanced Reporting

*Plus one of:*

- 220 Design Concepts of Communication
- 225 Writing and Designing for the Web
- 311 Persuasion in Writing
- 370 Magazine Writing

*Plus one of:*

- 301 Journalism History
- 302 Literary Journalism
- 304 Media Law
- 305 Gender, Race and Mass Media
- 402 Society, Culture and the Media
- 404 Media Structure and Power

**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
- JOUR 305 Gender, Race and Mass Media
- JOUR 402 Society, Culture and the Media
- JOUR 404 Media Structure and Power
- JOUR 410 Advanced Reporting

**Concentration in Public Relations**

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

*Plus one of:*

- 211 Editing
- 220 Design Concepts
- 225 Writing and Designing for the Web
- 305 Gender, Race and Mass Media
- 311 Persuasion in Writing
- 402 Society, Culture and the Media
- 404 Media Structure and Power

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### **Concentration in Advertising**

- 240 Advertising Principles
- 445 Advertising Campaign Strategies

*Plus one of the following concentrations:*

#### ***Creative***

- 340 Advertising Copywriting

*Plus two of:*

- 220 Design Concepts of Communication
- 225 Writing and Designing for the Web
- 420 Graphic Design Studio
- 440 Advanced Advertising Copywriting

#### ***Account Services***

*Three of:*

- 300 Mass Communication Research
  - 340 Advertising Copywriting
  - 345 Media Planning
- One course in Marketing

### **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 school or law school than in careers in the mass media.

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

*Plus one of:*

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

### **Minor in Print Journalism**

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

### **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

### **Minor in Public Relations**

- 100 Mass Communication and Society
- 110 Media Writing and Information Gathering
- 250 Public Relations Principles
- 350 Public Relations Writing
- 450 Advanced Public Relations

### **Minor in Advertising**

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

*Plus one of:*

- 220 Design Concepts of Communication
- 340 Advertising Copywriting
- 345 Media Planning

*Plus one of:*

- 420 Graphic Design Studio
- 440 Advanced Advertising Copywriting
- 445 Advertising Campaign Strategies

**Minor in Visual Communication**

- 100 Mass Communication and Society
- 105 Visual Communication

*Plus two of:*

- 220 Design Concepts of Communication
- 225 Writing and Designing for the Web
- 230 Photojournalism

*Plus one of:*

- 330 Advanced Photojournalism
- 420 Graphic Design Studio

**Minor in Media Studies**

- 100 Mass Communication and Society
- 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

**100 Mass Communication and Society**

Examines the nature of mass communication and the contributions of other disciplines to a knowledge of the media. Concentrates on newspapers, radio, television, magazines, and motion pictures for comparative functions and their influence on society.

**105 Visual Communication**

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

**110 Media Writing and Information Gathering**

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

**210 Reporting for Print Media**

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**

This course has been developed to provide students with an elementary understanding of graphic 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

**225 Writing and Designing for the Web**

This course teaches students HTML and Web-page production. The goal is to help students develop strategies for writing, editing, designing and publishing a Website that meets professional standards. This course fulfills the second-level Computer Competency requirement in the core curriculum.

Prerequisite: 105 or ARTH 350 or 355

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### 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

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 Topics

2 credits

### 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 "Curricula" section of this catalog.

### 300 Mass Communication Research

This course examines 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

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

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

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

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 considers questions such as the decision-making status of women and minorities in media organizations. In examining media depictions, the course examines 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.

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

### 316 Environmental Reporting

This course focuses on the gathering, writing and understanding of news about the environment. Students will examine what makes (and what has made) environmental news historically; newsgathering techniques like interviewing and researching are stressed; and an emphasis on clear, crisp writing is a given. Students also will study the effect of the mass media on the environmental movement and environmental topics. Journalistic standards of ethics and other conventions, like Associated Press style, will be expected.

Prerequisite: 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.

Prerequisites: 110 and 240

### 342 Culture, Consumption and Communication

An introduction to a cultural approach to consumption and mass communication examining the way in which personal and cultural identity is linked to consumption practices. The course provides an understanding of the formation of cultural meanings and practices in a cross-cultural perspective. Participants develop skills in interpreting research for message development and critique.

Prerequisite: 100 or permission of instructor; junior or senior standing

### 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.

Prerequisites: 110 and 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.

Prerequisites: 110 and 250

### 370 Magazine Writing

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.

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

### 402 Society, Culture and the Media

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

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

## College of Arts and Sciences – Departments

### 410 Advanced Reporting

Refinement of reportorial and writing skills. Advanced work in interviewing, investigating, and use of public documents. Focuses on the development of news stories. This course fulfills the second-level Computer Competency requirement in the core curriculum.

Prerequisites: 210 and permission of department chair

### 420 Graphic Design Studio

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.

Prerequisite: 220 and permission of instructor

### 440 Advanced Advertising Copywriting

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, multimedia campaign and have it evaluated by advertising professionals.

Prerequisites: 340 and permission of department chair

### 445 Advertising Campaign Strategies

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: 340 or 345 or 420 or permission of instructor

### 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

### 475, 476 Experiential Learning

2 credits

### 477, 478 Experiential Learning

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

### 480 Media Ethics

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

Prerequisites: graduating seniors only and permission of instructor

### 483, 484 Seminar

2 credits

### 485, 486 Seminar

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

### 487, 488 Topics

2 credits

### 489, 490 Topics

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### 491, 492 Research

2 credits

### 493, 494 Research

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

### 495, 496 Individual Study

2 credits

### 497, 498 Individual Study

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