

International Studies – Journalism and Mass Communication

HIST 341 History of Modern China (4 credits)
HIST 345 Family and Women in Chinese History (4 credits)
HIST 347 The Modernization of Taiwan, Hong Kong, and China (4 credits)
HIST 371 History of U.S. Foreign Policy (4 credits)

POLS 225 Introduction to World Politics (4 credits)
POLS 320 American Foreign Policy (4 credits)
POLS 326 International Law and Organizations (4 credits)
POLS 350 Comparative Politics of the New Europe (4 credits)
POLS 352 Third World Politics and Government (4 credits)
POLS 424 Seminar in International Politics (4 credits)
POLS 454 Seminar in Comparative Politics (4 credits)

GEOG - The Department of Geography from time to time offers courses on the geography of selected regions of the world. With the approval of the director of international studies, these courses may be elected to fulfill non-concentration requirements.

Allied requirements

At least twelve credits beyond the core curriculum requirement in a particular modern foreign language

Recommended courses:

While the student who might eventually seek employment in international business may choose any courses in business administration, the following four courses would be most appropriate for gaining general background in the field:

ACCT 205 Introduction to Accounting (4 credits)
BLAW 301 Legal Environment of Business (4 credits)
MGMT 300 Management for Non-Business Majors (4 credits)
MKTG 300 Principles of Marketing (4 credits)

ACTC courses:

A student with particular academic and/or career interests should consult with the director about courses offered by the Associated Colleges of the Twin Cities that would be appropriate to the major.

Opportunities for studying human diversity:

Students should particularly note the opportunities in the major for enhancement of their understanding of other cultures. Courses with a non-Western focus meeting the requirements of the major are available both on campus and at the other ACTC schools.

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.

Irish Gaelic (IRGA)

See Modern and Classical Languages

Japanese (JAPN)

See Modern and Classical Languages

Journalism and Mass Communication (JOUR)

College of Arts and Sciences

Department of Journalism and Mass Communication

Bunton (chair), Anderson, Boros, Christy, Connery, Craig, Gavrilos, Gillies, Neuzil, O'Donnell, Wyatt

The Department of Journalism & Mass Communication provides a values-oriented education that adheres to legal and ethical principles. Our aim is to teach students to think critically, to produce mass messages clearly and accurately, and to help students understand the consequences of those messages.

Our students study the principles of various mass media disciplines, and the practice and skills of written and visual communication essential for mass media professionals. Students also come to understand the role mass media play in a democracy and recognize that the mass media have a social responsibility to serve the common good because First Amendment freedoms convey corresponding obligations.

Courses in journalism and mass communication prepare students for a variety of careers in newspapers, magazines

and other publications, in public relations and advertising agencies, in television and radio stations, in electronic media organizations, and in corporate and government communication departments.

All students take four core courses and follow one of five major concentrations: Advertising, Broadcast Journalism, Media Studies, Print Journalism, or Public Relations. 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 Macintosh computer labs. In addition, students may practice their professional skills by working on the Aquin student newspaper, by joining Advertising Federation students to compete in the National Student Advertising Competition or by seeking internships with Twin Cities media organizations.

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:

JOUR 100 Mass Communication and Society (4 credits)
JOUR 105 Visual Communication (4 credits)
JOUR 110 Media Writing and Information Gathering (4 credits)
JOUR 480 Media Ethics (4 credits)

Plus:

One of the concentrations below

Allied requirements

All majors must also take a group of courses outside journalism and mass communication. This allied requirement 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 before choosing an option, students should consult with the department chair and the academic adviser.

Concentration in Print Journalism

JOUR 210 Reporting for Print Media (4 credits)
JOUR 211 Editing (4 credits)
JOUR 410 Advanced Reporting (4 credits)

Plus four credits from the following:

JOUR 220 Design Concepts of Communication (4 credits)
JOUR 225 Writing and Designing for the Web (4 credits)
JOUR 311 Persuasion in Writing (4 credits)
JOUR 370 Magazine Writing (4 credits)

Plus four credits from the following:

JOUR 301 Journalism History (4 credits)
JOUR 302 Literary Journalism (4 credits)
JOUR 304 Media Law (4 credits)
JOUR 305 Gender, Race and Mass Media (4 credits)
JOUR 402 Society, Culture and the Media (4 credits)
JOUR 404 Media Structure and Power (4 credits)

Concentration in Broadcast Journalism

COMM 160 Electronic Media Production (4 credits)
COMM 270 Videography: Television Production in the Field (4 credits)
JOUR 260 Broadcast Reporting (4 credits)
JOUR 460 Advanced Broadcast Reporting (4 credits)

Plus four credits from the following:

COMM 365 Documentary in American Culture (4 credits)
COMM 465 Current Issues in Electronic Media (4 credits)
JOUR 301 Journalism History (4 credits)
JOUR 304 Media Law (4 credits)
JOUR 305 Gender, Race and Mass Media (4 credits)
JOUR 402 Society, Culture and the Media (4 credits)
JOUR 404 Media Structure and Power (4 credits)
JOUR 410 Advanced Reporting (4 credits)

Concentration in Public Relations

JOUR 250 Public Relations Principles (4 credits)
JOUR 300 Mass Communication Research (4 credits)

Journalism and Mass Communication

JOUR 350 Public Relations Writing (4 credits)
 JOUR 450 Advanced Public Relations (4 credits)

Plus four credits from the following:

JOUR 211 Editing (4 credits)
 JOUR 220 Design Concepts (4 credits)
 JOUR 225 Writing and Designing for the Web (4 credits)
 JOUR 305 Gender, Race and Mass Media (4 credits)
 JOUR 311 Persuasion in Writing (4 credits)
 JOUR 402 Society, Culture and the Media (4 credits)
 JOUR 404 Media Structure and Power (4 credits)

Concentration in Advertising

JOUR 240 Advertising Principles (4 credits)
 JOUR 445 Advertising Campaign Strategies (4 credits)

Plus one of the following concentrations:

Creative

JOUR 340 Advertising Copywriting (4 credits)

Plus eight credits from the following:

JOUR 220 Design Concepts of Communication (4 credits)
 JOUR 225 Writing and Designing for the Web (4 credits)
 JOUR 420 Graphic Design Studio (4 credits)
 JOUR 440 Advanced Advertising Copywriting (4 credits)

Account Services

Twelve credits from the following:

JOUR 300 Mass Communication Research (4 credits)
 JOUR 340 Advertising Copywriting (4 credits)
 JOUR 345 Media Planning (4 credits)
 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.

JOUR 300 Mass Communication Research (4 credits)
 JOUR 305 Gender, Race and Mass Media (4 credits)
 JOUR 402 Society, Culture and the Media (4 credits)
 JOUR 404 Media Structure and Power (4 credits)

Plus four credits from the following:

JOUR 301 Journalism History (4 credits)
 JOUR 302 Literary Journalism (4 credits)
 JOUR 304 Media Law (4 credits)

Minor in Print Journalism

JOUR 100 Mass Communication and Society (4 credits)
 JOUR 110 Media Writing and Information Gathering (4 credits)
 JOUR 210 Reporting for Print Media (4 credits)
 JOUR 211 Editing (4 credits)
 JOUR 410 Advanced Reporting (4 credits)

Minor in Broadcast Journalism

COMM 160 Electronic Media Production (4 credits)
 JOUR 100 Contemporary Mass Communication (4 credits)
 JOUR 110 Media Writing and Information Gathering (4 credits)
 JOUR 260 Broadcast Reporting (4 credits)
 JOUR 460 Advanced Broadcast Reporting (4 credits)

Minor in Public Relations

JOUR 100 Mass Communication and Society (4 credits)
 JOUR 110 Media Writing and Information Gathering (4 credits)
 JOUR 250 Public Relations Principles (4 credits)
 JOUR 350 Public Relations Writing (4 credits)
 JOUR 450 Advanced Public Relations (4 credits)

Minor in Advertising

JOUR 100 Mass Communication and Society (4 credits)
JOUR 110 Media Writing and Information Gathering (4 credits)
JOUR 240 Advertising Principles (4 credits)

Plus four credits from the following:

JOUR 220 Design Concepts of Communication (4 credits)
JOUR 340 Advertising Copywriting (4 credits)
JOUR 345 Media Planning (4 credits)

Plus four credits from the following:

JOUR 420 Graphic Design Studio (4 credits)
JOUR 440 Advanced Advertising Copywriting (4 credits)
JOUR 445 Advertising Campaign Strategies (4 credits)

Minor in Visual Communication

JOUR 100 Mass Communication and Society (4 credits)
JOUR 105 Visual Communication (4 credits)

Plus eight credits from the following:

JOUR 220 Design Concepts of Communication (4 credits)
JOUR 225 Writing and Designing for the Web (4 credits)
JOUR 230 Photojournalism (4 credits)

Plus four credits from the following:

JOUR 330 Advanced Photojournalism (4 credits)
JOUR 420 Graphic Design Studio (4 credits)

Minor in Media Studies

JOUR 100 Mass Communication and Society (4 credits)
JOUR 300 Mass Communication Research (4 credits)
JOUR 402 Society, Culture and the Media (4 credits)
JOUR 404 Media Structure and Power (4 credits)

Plus four credits from the following:

JOUR 301 Journalism History (4 credits)
JOUR 302 Literary Journalism (4 credits)
JOUR 304 Media Law (4 credits)
JOUR 305 Gender, Race and Mass Media (4 credits)
JOUR 480 Media Ethics (4 credits)

JOUR 100 Mass Communication and Society (4 credits)

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.

JOUR 105 Visual Communication (4 credits)

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

Prerequisite: JOUR 100 or permission of instructor

JOUR 110 Media Writing and Information Gathering (4 credits)

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: JOUR 100

JOUR 210 Reporting for Print Media (4 credits)

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: JOUR 110

JOUR 211 Editing (4 credits)

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

Prerequisite: JOUR 110

Journalism and Mass Communication

JOUR 215 Journalistic Writing in the Workplace (4 credits)

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.

JOUR 220 Design Concepts of Communication (4 credits)

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: JOUR 105 or permission of instructor

JOUR 225 Writing and Designing for the Web (4 credits)

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: JOUR 105 or permission of instructor

JOUR 230 Photojournalism (4 credits)

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: JOUR 105 or permission of instructor

JOUR 240 Advertising Principles (4 credits)

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: JOUR 100 or permission of instructor

JOUR 250 Public Relations Principles (4 credits)

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: JOUR 100 or permission of instructor

JOUR 260 Broadcast Reporting (4 credits)

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: JOUR 110

JOUR 295, 296 Topics (2 credits)

JOUR 297, 298 Topics (4 credits)

The subject matter of these courses will vary from year to year, but will not duplicate existing courses. Descriptions of these courses are available at www.stthomas.edu/registrar/onlineschedule/.

JOUR 300 Mass Communication Research (4 credits)

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: JOUR 110 or permission of instructor

JOUR 301 Journalism History (4 credits)

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

JOUR 302 Literary Journalism (4 credits)

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

JOUR 304 Media Law (4 credits)

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

JOUR 305 Gender, Race and Mass Media (4 credits)

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: JOUR 100 or permission of instructor

JOUR 311 Persuasion in Writing (4 credits)

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

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

JOUR 316 Environmental Reporting (4 credits)

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: JOUR 110 or permission of instructor

JOUR 330 Advanced Photojournalism (4 credits)

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: JOUR 230

JOUR 340 Advertising Copywriting (4 credits)

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: JOUR 110 and 240

JOUR 345 Media Planning (4 credits)

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: JOUR 110 and 240

JOUR 350 Public Relations Writing (4 credits)

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: JOUR 110 and 250

JOUR 370 Magazine Writing (4 credits)

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; JOUR 110 or permission of instructor

JOUR 402 Society, Culture and the Media (4 credits)

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, semantics and sociology are among the areas from which approaches for studying the media are considered in the course.

Prerequisite: JOUR 110 or permission of instructor

JOUR 404 Media Structure and Power (4 credits)

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: JOUR 110 or permission of instructor

Journalism and Mass Communication

JOUR 410 Advanced Reporting (4 credits)

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: JOUR 210

JOUR 420 Graphic Design Studio (4 credits)

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: JOUR 220 and permission of instructor

JOUR 440 Advanced Advertising Copywriting (4 credits)

This course is highly selective and designed for those wishing to pursue advertising copywriting as a career. It builds on JOUR 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: JOUR 340

JOUR 445 Advertising Campaign Strategies (4 credits)

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: JOUR 340 or 345 or 420 or permission of instructor

JOUR 450 Advanced Public Relations (4 credits)

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: JOUR 350

JOUR 460 Advanced Broadcast Reporting (4 credits)

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, editing and writing.

Prerequisite: JOUR 260

JOUR 475, 476 Experiential Learning (2 credits)

JOUR 477, 478 Experiential Learning (4 credits)

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

JOUR 480 Media Ethics (4 credits)

This capstone seminar for graduating seniors explores ethical issues that confront media professionals and audiences. Students work from case studies to understand professional ethical standards, discuss current ethical issues in the media, work in teams to perfect oral and written ethical analysis skills, and write an individual thesis paper.

Prerequisites: graduating seniors only and permission of department chair

JOUR 483, 484 Seminar (2 credits)

JOUR 485, 486 Seminar (4 credits)

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

JOUR 487, 488 Topics (2 credits)

JOUR 489, 490 Topics (4 credits)

The subject matter of these courses will vary from year to year, but will not duplicate existing courses. Descriptions of these courses are available at www.stthomas.edu/registrar/onlineschedule/.

JOUR 491, 492 Research (2 credits)

JOUR 493, 494 Research (4 credits)

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

JOUR 495, 496 Individual Study (2 credits)

JOUR 497, 498 Individual Study (4 credits)

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