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# COURSE DESCRIPTIONS

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## JOURNALISM

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### **JOUR 5023: Social Media**

This course offers students a solid understanding of social media, its roots, and how to effectively utilize this culture from personal and corporate perspectives.

### **JOUR 5033: Community Journalism**

A course to acquaint the student with the characteristics of journalism as practiced in small towns and cities and study the relationship of the news media to the other institutions of the town or city.

### **JOUR 5043: Journalism Ethics**

A study of ethical theory and basic principles needed in solving ethical challenges facing media professionals.

### **JOUR 5053: Mass Communication Seminar**

Prerequisite: Permission of instructor.

Studies of the relationship of mass communication to social, political, technical, and economic issues. Course content will vary.

Note: May be repeated for credit as JOUR 5053 Mass Communication Seminar when course content changes.

### **JOUR 5073: Graphic Communication**

Presents the elements of effective print design as well as the other decision making processes involved with creating an effective visual communication (type, art and illustration, basic design principles, paper and ink, printing processes, etc.). Students will create visually appealing projects using the industry standard design and photo manipulation software programs.

### **JOUR 5083: Internet Communication**

A study of communication processes in the Digital Age. Discussions and content will include contemporary emerging communication technologies and exploration into the impact those technologies have and will likely have on an individual and diverse social communities.

### **JOUR 5113: History of American Journalism**

Prerequisite: Permission of instructor.

A survey of the history of American journalism and mass media and their relationships to technical, economic, political, and other aspects of American society.

Note: May not be taken for credit after completion of JOUR 4113 or equivalent.

### **JOUR 5123: Laws of Communication**

This course will familiarize the student with legal knowledge necessary for a communication specialist or working journalist. The course will attempt to identify case and statute law. It will also include in-depth research in particular legal matters.

Note: May not be taken for credit after completion of JOUR 4123, or equivalent.

### **JOUR 5163: Advanced Photography**

Prerequisite: JOUR (ART) 1163 or consent of instructor.

An introduction to advanced photographic techniques including digital photography. Various historic and current theories of visual communication provide a substantive base for the application of techniques.

### **JOUR 5193: Communication Research Methods**

Introduction to the methodologies of behavioral science applied to communication research including design measurement, data collection, and analysis. Explores the use of surveys, content analysis, focus groups, and experiments in studies of communication processes and effects. Students will complete a research project.

### **JOUR 5243: Journalism Writing Seminar**

This course is designed to teach the fundamentals of news writing and fact-gathering for the mass media in a concentrated format. Emphasis will be on newspaper writing style, but the fundamentals will apply to broadcasting, news media, public relations, advertising, and other fields.

### **JOUR 6013: Visual Storytelling**

Visual Storytelling covers the fundamentals of enhanced story development using mobile media platforms for journalistic publication.

### **JOUR 6023: Video Production for New Media**

Prerequisites: JOUR 6013 Visual Storytelling.

This course focuses on the art and science of documentary film making, specifically geared toward publication to new media audiences.

**JOUR 6053: Media Effects**

Incorporates mass communication theory as well as the global nature of media operations while focusing on the relationship between mass media and society. Students will examine contemporary issues that confront media professionals together with the social responsibilities and ethical questions that attend such issues. The political, social, and governmental influences on media policies and practices will also be emphasized in addition to the effects of media on society and culture.

**JOUR 6133: Multi-Media Publishing**

Advanced Photography and Video. Focuses on designing communication messages on the computer that combine several media and are interactive. Using the same software tools that are used in the multi-media industry, students learn to conceptualize, design, prepare, and program works for publication on CD-ROM and/or the WEB. Projects incorporate photographs, music, sound, video, and extensive user interactivity. Work in the course attempts to parallel product development in the real world multi-media industry.

**JOUR 6193: Journalistic Writing for Multi-Media**

Introduction to writing for multi-media. Course explores the advantages, audiences, and various technologies before studying the formats and language appropriate for each medium. Students develop their writing skills through analysis and practice.

**JOUR 6331: Professional Portfolio**

Students will create a portfolio of acquired work as well as develop a journalistic story told through multiple media platforms. The portfolio must meet industry standards and demonstrate a mastery of technical skill based in theoretical conventions of new media.

Note: May be repeated for credit.

**JOUR 6332: Professional Portfolio**

Students will create a portfolio of acquired work as well as develop a journalistic story told through multiple media platforms. The portfolio must meet industry standards and demonstrate a mastery of technical skill based in theoretical conventions of new media.

Note: May be repeated for credit.

**JOUR 6333: Professional Portfolio**

Students will create a portfolio of acquired work as well as develop a journalistic story told through multiple media platforms. The portfolio must meet industry standards and demonstrate a mastery of technical skill based in theoretical conventions of new media.

Note: May be repeated for credit.

**JOUR 6891: Independent Study**

Open to graduate students who wish to pursue individual study or investigation of some facet of knowledge which complements the purpose of the University's graduate program. Students will be required to plan their studies and prepare formal written reports of their findings.

Note: The selected topic may not constitute any duplication of study leading to the accomplishment of a thesis.

Note: May be repeated for credit.

**JOUR 6892: Independent Study**

Open to graduate students who wish to pursue individual study or investigation of some facet of knowledge which complements the purpose of the University's graduate program. Students will be required to plan their studies and prepare formal written reports of their findings.

Note: The selected topic may not constitute any duplication of study leading to the accomplishment of a thesis.

Note: May be repeated for credit.

**JOUR 6893: Independent Study**

Open to graduate students who wish to pursue individual study or investigation of some facet of knowledge which complements the purpose of the University's graduate program. Students will be required to plan their studies and prepare formal written reports of their findings.

Note: The selected topic may not constitute any duplication of study leading to the accomplishment of a thesis.

Note: May be repeated for credit.

**JOUR 6894: Independent Study**

Open to graduate students who wish to pursue individual study or investigation of some facet of knowledge which complements the purpose of the University's graduate program. Students will be required to plan their studies and prepare formal written reports of their findings.

Note: The selected topic may not constitute any duplication of study leading to the accomplishment of a thesis.

Note: May be repeated for credit.

**JOUR 6991: Project or Thesis Research Continuation**

This course allows students additional time to research and compose their capstone project/portfolio.

Note: May be repeated for credit.

**JOUR 6996: Professional Project**

Projects should be original work that is a manifestation of the student's multi-media expertise and reflect both a mastery of content with respect to a given topic as well as the technological skill to present the same in a multi-media format. All completed projects must include a written review of the

literature and other materials relevant to the project. It is anticipated the review will be substantive and comprehensive, and clearly indicate how the project builds on intellectual and journalistic traditions.

Note: May be repeated for credit.