

# JOURNALISM AND MASS COMMUNICATION (JOURN)

## JOURN 150 – INTRODUCTION TO SPORTS COMMUNICATION

3 credits.

We explore the central activities and concepts related to various communication professions involved in the realm of sports. These activities sports journalism, sports broadcasting, sports marketing communications, and sports public relations. We also consider major social issues that impinge upon these professions including how sports and media intersect with concerns associated with race and gender. We conclude with an exploration of strategies that students can put into place now and in the future to build careers in sports communications and beyond. Enroll Info: None

**Requisites:** None

**Course Designation:** Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Summer 2019

## JOURN 162 – MASS MEDIA IN MULTICULTURAL AMERICA

3 credits.

An introduction to the roles and functions of print, film, electronic and digital media in multicultural America. International comparisons highlight differences and commonalities in the social and cultural position of mass media in societies with racially and ethnically diverse populations. Enroll Info: None

**Requisites:** None

**Course Designation:** Ethnic St - Counts toward Ethnic Studies requirement

Breadth - Social Science

Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Summer 2019

## JOURN 175 – MEDIA FLUENCY FOR THE DIGITAL AGE

3 credits.

The digital media landscape is rapidly evolving, and it has major ramifications on how we view and interact with political, social and economic landscapes. Throughout, students will become more fluent in digital media by examining current and emerging media and the issues and opportunities surrounding it, while producing and consuming digital media content. Being "digitally fluent" is considered a key 21st Century skill. So what does it mean to be fluent in digital media? It goes way beyond putting a "snap" on your Story or posting to Facebook. It's a matter of knowing which medium is best given what you want to say - and who you want to converse with! Critically examine and engage with this media landscape. Analyze how digital media content is created and digested by various audiences across social, political, and economic environments. Enroll Info: None

**Requisites:** None

**Course Designation:** Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Summer 2019

## JOURN 176 – SPECIAL TOPICS IN MASS COMMUNICATION

3 credits.

Special focus on a specific conceptual issue or topic involving mass communication. Enroll Info: Freshmen or Sophomore standing

**Requisites:** None

**Course Designation:** Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2019

## JOURN 201 – INTRODUCTION TO MASS COMMUNICATION

4 credits.

How the mass media are organized and how they function in modern society; their technological basis, economic and political foundations, and social implications. Enroll Info: Open to Fr; completion of Com-A crse

**Requisites:** Freshman, sophomore, or junior standing only

**Course Designation:** Gen Ed - Communication Part B

Breadth - Social Science

Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

## JOURN 202 – MASS COMMUNICATION PRACTICES

6 credits.

Communication as a process involving sender and receiver, message and medium. Course provides students with a foundation of basic communication skills, helps students develop an appreciation of how different media influence the nature of information presented, and introduces students to technical skills. Enroll Info: None

**Requisites:** JOURN 201 and Declared in Journalism

**Course Designation:** Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

## JOURN 203 – INFORMATION FOR COMMUNICATION

2 credits.

Prepares students with the information skills - information gathering and sourcing, information analysis and synthesis, and information visualization and presentation - that are used by professionals in journalism and strategic communication. Feature topics dedicated to introducing practical techniques that enhance basic skills related to the collection, evaluation and sharing of information. Enroll Info: None

**Requisites:** Declared in Journalism, JOURN 201 and concurrent enrollment in JOURN 202

**Course Designation:** Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 335 – PRINCIPLES AND PRACTICES OF REPORTING**

4 credits.

Basic reporting for print and electronic media. Students will bring together technical and conceptual skills by creating a variety of print, audio, and web-based news stories on a current public issue. Enroll Info: None

**Requisites:** JOURN 202

**Course Designation:** Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 345 – PRINCIPLES AND PRACTICE OF STRATEGIC COMMUNICATION**

4 credits.

Introduction to strategic communication for students interested in advertising, public relations, health communications, and political campaigns. Enroll Info: None

**Requisites:** JOURN 202

**Course Designation:** Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 350 – SPORTS MARKETING COMMUNICATIONS**

3 credits.

We explore various activities related to the promotion domain of sports marketing including marketing research, sports branding, image management, advertising promotion, event promotion, sports sponsorships, and public relations. As we examine each of these activities, we will focus on the marketing communications associated with each of these activities. Enroll Info: None

**Requisites:** JOURN 150 or 202

**Course Designation:** Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Summer 2019

**JOURN/POLI SCI/URB R PL 373 – INTRODUCTION TO SURVEY RESEARCH**

3 credits.

Theory and practice of survey research; planning, sampling, questionnaire construction, interviewing, content analysis, machine tabulation, analysis of data; two hours lecture; two hours lab or field work. Enroll Info: Not open to students with credit for POLI SCI 544 prior to fall 2017

**Requisites:** Sophomore standing

**Course Designation:** Breadth - Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 401 – IN-DEPTH REPORTING**

4 credits.

Advanced reporting with emphasis on critical evaluation of evidence and on recognizing the complex effects of government actions. Students will explore and develop community context stories that originate in a range of venues from the courts to the schools. Enroll Info: JOURN 335

**Requisites:** None

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN 404 – INTERPRETATION OF CONTEMPORARY AFFAIRS**

4 credits.

Preparing and writing of editorials, columns and news analyses. Enroll Info: JOURN 335

**Requisites:** Declared in Journalism major and JOURN 335; not eligible to enroll in more than one 400-level Journalism course per term

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2016

**JOURN 405 – CREATIVE NONFICTION**

4 credits.

Creative elements of non-fiction story telling to develop skills necessary for writing across the journalistic spectrum, from newspapers to magazines to books. Enroll Info: None

**Requisites:** JOURN 335

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN 411 – MULTIMEDIA DESIGN**

4 credits.

This course focuses on visual communication and graphic design in multimedia contexts. Students build design and production techniques to relay creative messages through print and digital media. Content explores design theory and techniques, as well as the effects and ethics of visual media messages. Enroll Info: None

**Requisites:** JOURN 335 or 345

**Course Designation:** Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2017

**JOURN 415 – SCIENCE AND ENVIRONMENTAL JOURNALISM**

4 credits.

Instruction and practice in strategies for communicating science to the public. Emphases include (1) how to explain difficult concepts and processes; (2) skills for telling interesting and artful stories; and (3) strategies for making reasonable judgments about scientific evidence.

Enroll Info: JOURN 335; cons inst for non-majors

**Requisites:** None

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2015

**JOURN 417 – MAGAZINE PUBLISHING**

4 credits.

This course takes an integrated, in-depth approach to magazine management, writing, editing and design. It covers the magazine industry from both the editorial and business ends, bringing together journalism and strategic communication students. The course produces Curb magazine in print, online and mobile formats. Enroll Info: None

**Requisites:** JOURN 335 or 345

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN 420 – INVESTIGATIVE REPORTING**

4 credits.

This class will teach the techniques of investigative and long-form enterprise reporting. Students will engage in extensive reporting in the field, and produce a final project. Enroll Info: None

**Requisites:** JOURN 335

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 425 – VIDEO JOURNALISM**

4 credits.

Video journalism is widespread, thanks to online news and sources such as YouTube. In this course, students will create news stories using the techniques of videography, digital editing, writing and producing. Video journalism is unique in its language, requiring engaging material, a fast start, sharp focus, short narrative and natural voices. Students will focus on capturing stories with strong visuals and ambient sound of the people affected by issues and events. Enroll Info: None

**Requisites:** JOURN 335

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN 426 – COMMUNITY-BASED REPORTING**

4 credits.

Provides advanced, targeted instruction in reporting that pays close attention to neighborhoods or very small communities (subcommunities), also known as hyperlocal reporting. These small communities can be defined by geographic boundaries or boundaries of shared topical interest. The course will locate community-based reporting's place in the larger media ecology of mainstream media (newspapers, TV, weekly papers, magazines, independent websites, etc.), and investigate how local journalism's place in changing media ecologies helps (or discourages) people from becoming active citizens in a democracy. Enroll Info: None

**Requisites:** JOURN 335

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**JOURN 445 – CREATIVE CAMPAIGN MESSAGES**

4 credits.

Introduction to the creative aspects of message development for advertising, public relations, and other strategic communications. Enroll Info: None

**Requisites:** JOURN 345

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 447 – STRATEGIC MEDIA PLANNING**

4 credits.

Introduction to media planning for students interested in careers in advertising, public relations, or other forms of strategic communication. Enroll Info: None

**Requisites:** JOURN 345

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN 449 – ACCOUNT PLANNING AND STRATEGY**

4 credits.

Process of planning, implementing, and analyzing strategic communication campaigns. Enroll Info: None

**Requisites:** JOURN 345

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN 450 – ADVANCED SPORTS COMMUNICATION**

4 credits.

Designed to give experienced reporting and strategic communication students a grounding in the core skills and issues of communicating about sports to a mass audience in a changing media landscape, as well as advice and support in starting a sports communication career including access to professionals in the field. Utilizes professional, historical and theoretical perspectives in helping participants gain proficiency in disseminating information about sports-related events and topics for informative and strategic purposes, while developing a sense of the role of sport in contemporary society. Enroll Info: None

**Requisites:** JOURN 150, 335, or 345**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

**Repeatable for Credit:** No**JOURN 453 – STRATEGIC MEDIA RELATIONS**

4 credits.

This course will give students the advanced practical skills and conceptual understanding necessary to function impressively as an entry-level professional in media relations, i.e., transmitting news to mass communicators in traditional and interactive media on behalf of a client or organization. Enroll Info: None

**Requisites:** JOURN 335 or 345**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

**Repeatable for Credit:** No**JOURN 455 – EMERGING MEDIA AND THE NEWS**

4 credits.

Introduces students to new tools and platforms with which to produce professional content for publication. Examples for course topics will include social media, multimedia and other new technologies that professional communicators must master. Enroll Info: None

**Requisites:** JOURN 335 or 345**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 456 – LONG FORM VIDEO**

4 credits.

Designed to give students a usable grasp of skills needed to conduct professional-level journalism and strategic communication in long-form video. Students will produce documentary pieces of covering a contemporary topic of local or regional interest and complete other exercises in video analysis, composition and production. Enroll Info: None

**Requisites:** JOURN 335 or 345**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**JOURN 463 – DIGITAL MEDIA STRATEGIES**

4 credits.

Provides an overview of digital media from an objective, strategy, and tactical planning perspective within strategic communication media and promotion campaigns. This course is geared toward students with an interest in careers in advertising, public relations, or other forms of strategic communication. Because of the rapid growth of digital communications, students will benefit from knowing more about digital media whether working in account, media or creative at an agency or corporation. Enroll Info: None

**Requisites:** Declared in Journalism program and JOURN 345**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

**Repeatable for Credit:** No**Last Taught:** Fall 2018**JOURN 464 – PUBLIC RELATIONS STRATEGIES**

4 credits.

Provides an overview of public relations from an objective, strategy, and tactical planning perspective within strategic communication campaigns. A depth course; it takes one core element of a strategic communications campaign, and provides an in-depth study into the topic area of public relations. This course is geared toward students with an interest in careers in advertising, public relations, or other forms of strategic communication. Enroll Info: None

**Requisites:** JOURN 345**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 465 – SOCIAL MEDIA MARKETING COMMUNICATIONS**

4 credits.

Provides an overview of social media marketing planning and buying from an objective, strategy, and tactical perspective within strategic communication campaigns. A depth course; it takes one core element of a strategic communications campaign, and provides an in-depth study into the topic area of digital media. Geared toward those with an interest in careers in advertising, public relations, or other forms of strategic communication. Enroll Info: None

**Requisites:** Declared in Journalism program and JOURN 345**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

**Repeatable for Credit:** No**JOURN 470 – STRATEGIC COMMUNICATION CAMPAIGNS CAPSTONE**

4 credits.

Provides a grounding in advanced principles of strategic communication campaign development and execution, further developing skills used in creating advertising and marketing communications, focusing on research, strategy, copy and design, media, and public relations/promotions. This course is designed as a capstone experience ('concluding achievement') within the strategic communications track of the Journalism major. Enroll Info: None

**Requisites:** Consent of instructor**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

**Repeatable for Credit:** No

**JOURN 475 – SPECIAL TOPICS IN ADVANCED CONCEPTS AND SKILLS**

1-4 credits.

Exploration of a particular set of concepts and skills in more depth. Subject will vary. Enroll Info: None

**Requisites:** None**Course Designation:** Level - Intermediate

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Summer 2019**JOURN/HISTORY 560 – HISTORY OF MASS COMMUNICATION**

4 credits.

Evolution of the mass media in the United States in the context of political, social, and economic change. Enroll Info: None

**Requisites:** Junior standing**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Fall 2018**JOURN 561 – MASS COMMUNICATION AND SOCIETY**

4 credits.

Relationships between mass communications and society; analysis and evaluation of media performance and of suggestions for change. Enroll Info: Fall semester, Journalism Srs; spring semester, Sr st

**Requisites:** Junior standing; not open to special students**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Fall 2018**JOURN 563 – LAW OF MASS COMMUNICATION**

4 credits.

Freedom of speech and press with particular emphasis on major legal issues confronting media practitioners; introduction to such areas of law as censorship, libel, invasion of privacy, access to information, regulation of electronic media and commercial speech. Enroll Info: None

**Requisites:** Junior standing**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 564 – MEDIA AND THE CONSUMER**

4 credits.

Advertising and other mass media content from the consumer's viewpoint; consumer's need and opportunities for information, and use of opportunities; consumer evaluation of media performance, guidelines for effective use; alternative means for obtaining information; implications of consumer movement. Enroll Info: None

**Requisites:** Junior standing**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Fall 2018**JOURN 565 – EFFECTS OF MASS COMMUNICATION**

4 credits.

Use and effects of mass communication for individuals and societies. Course examines who is affected, what effects occur and how much, what different media content is involved and what situations make effects more or less likely. Enroll Info: Jr st

**Requisites:** None**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 566 – COMMUNICATION AND PUBLIC OPINION**

4 credits.

The role of the mass media of communication in the formation of public opinion. Propaganda goals of government, political, economic, and social groups. Enroll Info: None

**Requisites:** Senior standing**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 601 – COLLOQUIUM IN PROFESSIONAL COMMUNICATION CAREERS**

1 credit.

Explores a wide variety of post-undergraduate communication career options available to students. Topics related to job hunting, resume writing, and networking are also covered. Focuses on opportunities and challenges in a wide variety of communication fields, from advertising and public relations to radio, newspapers and TV broadcasting. Guest speakers or panelists will span different sectors (agencies, corporations, nonprofits, higher education, government, etc.). Enroll Info: None

**Requisites:** Declared in Journalism**Course Designation:** Level - Intermediate

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

**Repeatable for Credit:** No**Last Taught:** Spring 2019

**JOURN/COM ARTS/HDFS 616 – MASS MEDIA AND YOUTH**

3 credits.

Children's and adolescents' use of mass media and mass media effects on them. Particular attention is given to changes in comprehension and other cognitive activities that give insights into media use and effects.

Enroll Info: None

**Requisites:** JOURN 202, COM ARTS 325, HDFS 362, ED PSYCH 320, PSYCH 460, or LSC 251 (or PSYCH 560 prior to Fall 2017)

**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN/COM ARTS/LSC 617 – HEALTH COMMUNICATION IN THE INFORMATION AGE**

3 credits.

This course will examine the role of communication in health, how the revolution in information technology has affected health communication, and the assumptions about health information and communication that drive current efforts to use technologies. Enroll Info: JOURN 565 or equivalent

Enroll Info: None

**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 618 – MASS COMMUNICATION AND POLITICAL BEHAVIOR**

4 credits.

Interrelationships of news media, political campaigning, and the electorate. Impact of media coverage and persuasive appeals on image and issue voting, political participation and socialization. Enroll Info:

None

**Requisites:** Junior standing

**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 620 – INTERNATIONAL COMMUNICATION**

4 credits.

Historical, political, economic and cultural trends in global mass communication systems. Enroll Info: None

**Requisites:** Junior standing

**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 621 – MASS COMMUNICATION IN DEVELOPING NATIONS**

4 credits.

Development, structure, and role of mass communication systems in Africa, Asia, and Latin America. Enroll Info: Jr st

**Requisites:** None

**Course Designation:** Breadth - Social Science

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2014

**JOURN 622 – THE IMPACT OF EMERGING MEDIA**

3 credits.

Provides an introduction to the literature and research on emerging communication technologies (e.g., blogs, social media, massively multiplayer games, mobile devices) and their effects of these technologies on the individual and societal levels. The course illuminates the psychological, social, political, industrial, and policy implications of the use of emerging communication technologies. Designed to equip students with a basic social and scientific understanding of the interplay between technology, individuals, and society, and recurring issues concerning the adoption and usage of new communication technologies. The course will emphasize empirical approaches to understanding these relationships, delving into contexts such as journalism, strategic communication, and the place of digital media in politics and society.

Enroll Info: None

**Requisites:** Junior standing

**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN/ART HIST/HISTORY/L I S 650 – HISTORY OF BOOKS AND PRINT CULTURE IN EUROPE AND NORTH AMERICA**

3 credits.

History of books and print culture in the West from ancient times to the present. Focus on the influence of reading and writing on social, cultural, and intellectual life. Methodologies, theories, and sources for study of book and print culture history. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN 658 – COMMUNICATION RESEARCH METHODS**

4 credits.

Survey of methods for investigating mass communication process and effects. Enroll Info: Journ majors: admission to the school; non-majors: cons inst

**Requisites:** Declared in Journalism

**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN/ASIAN AM 662 – MASS MEDIA AND MINORITIES**

4 credits.

Representations of minority groups in U.S. news and entertainment mass media. Historical, social, political, economic, and other factors influencing the mass mediated depictions of minorities. Enroll Info: None

**Requisites:** Junior standing**Course Designation:** Ethnic St - Counts toward Ethnic Studies requirement

Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Spring 2014**JOURN 664 – SOCIAL NETWORKS IN COMMUNICATION**

3 credits.

Examines key concepts in social network theory and develops and applies them to the field of communication. Attention is paid to the differences between social and online networks, as well as their relationships. This class will explore major concepts and questions in social network theory and analysis, including the elements that make up a network; network relationships (e.g. homophily, knowing others like ourselves); the construction of whole social networks out of dyads (two people) and triads (three); strong and weak ties; roles and positions; groups, cliques, and clusters; as well as small worlds and communities. Emphasis will be on what these concepts mean and how they work. There will be minimal introduction to technical network analysis and hands-on work. Enroll Info: None

**Requisites:** Junior standing**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 666 – PROFESSIONAL RESPONSIBILITY IN MASS COMMUNICATION**

3 credits.

Explores concept of "professionalism" in journalism and strategic communication, with emphasis on societal expectations for media and ethical systems. Applies theory to specific cases. Enroll Info: Admission to Sch of Journ Mass Comm, Sr st

**Requisites:** None**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Fall 2012**JOURN 669 – LITERARY ASPECTS OF JOURNALISM**

3 credits.

Critical reading of the best reporting and writing. Enroll Info: Jr st  
**Requisites:** None

**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 670 – COMMUNITY SERVICE LEARNING: TECHNOLOGY FOR SOCIAL CHANGE**

3 credits.

The course is an upper-level undergraduate/graduate service learning course that integrates the study of the social impact of new communication technologies into community engagement practices. The course will illuminate social, political, psychological, and policy implications of the adoption and use of new and emerging technologies and provide an educational opportunity to apply the knowledge and skills obtained from the class to a local, community-based collaborative project (i.e. integrated social media campaign) that aims to strengthen the community. This collaborative project is a hands-on experiment that demonstrates how to use new communication technologies for social change. Enroll Info: None

**Requisites:** Junior standing**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Fall 2014**JOURN 675 – TOPICS IN GOVERNMENT AND MASS MEDIA**

3 credits.

Analysis of political and legal relationships between mass communication and government with emphasis on current problems and issues. Enroll Info: None

**Requisites:** Senior standing**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2016**JOURN 676 – SPECIAL TOPICS IN MASS COMMUNICATION**

1-4 credits.

Analysis of a conceptual mass communication issue in more depth than is available in existing courses. Enroll Info: Requisite varies by topic

**Requisites:** None**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2017**JOURN/L I S 677 – CONCEPTS AND TOOLS FOR DATA ANALYSIS AND VISUALIZATION**

3 credits.

An introduction to information and data visualization: introduction to major concepts, instruction in specific tools for data analysis and visualization, and application of skills in a final project. Enroll Info: None

**Requisites:** None**Course Designation:** Level - Advanced

L&amp;S Credit - Counts as Liberal Arts and Science credit in L&amp;S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No**Last Taught:** Fall 2017

**JOURN 678 – LEGAL & ETHICAL DIMENSIONS OF EMERGING MEDIA**  
3 credits.

Examines the legal ethical questions surrounding digital media and their effects on society and individuals. Enroll Info: None

**Requisites:** Junior standing

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**JOURN 681 – SENIOR HONORS THESIS**  
3 credits.

Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Honors - Honors Only Courses (H)

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN 682 – SENIOR HONORS THESIS**  
3 credits.

Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Honors - Honors Only Courses (H)

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN 691 – SENIOR THESIS**  
3 credits.

Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Fall 2017

**JOURN 692 – SENIOR THESIS**  
3 credits.

Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

**Repeatable for Credit:** No

**Last Taught:** Spring 2018

**JOURN 697 – INTERNSHIP**  
1-3 credits.

Students may earn no more than three internship credits as a part of their degree program. Enroll Info: Admission to Sch of Journ and cons inst; graded on a Cr/N basis

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Summer 2019

**JOURN 698 – DIRECTED STUDY**  
1-6 credits.

Enroll Info: Jr or Sr st. Graded on Cr/N basis; requires cons inst

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2010

**JOURN 699 – DIRECTED STUDY**  
1-6 credits.

Enroll Info: Jr or Sr st. Graded on a lettered basis; requires cons inst

**Requisites:** Consent of instructor

**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Summer 2019

**JOURN 800 – ADVANCED MASS MEDIA PRACTICE**  
3 credits.

Advanced projects in professional practice in mass media. When course focuses on journalism, it typically emphasizes advanced projects in specialized reporting. Course is designed for professional-track M.A. students. Emphasis varies with instructor. Course may be repeated with different instructor. Enroll Info: Professional experience or crses cons inst

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2015

**JOURN 801 – MASS COMMUNICATION AND THE INDIVIDUAL**  
3 credits.

Theory and research on individuals' use of mass communication and effects of mass communication. Topics include choice, selection and functions of mass media use, attention and cognitive processing, information effects, persuasion and emotion/involvement, and social and behavioral effects. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2018



**JOURN 802 – MASS COMMUNICATION AND SOCIETY**

3 credits.

This course examines systematic procedures for theory building and comparison of theories of communication processes between mass media and other societal institutions and their relationships with both individuals and micro-social systems. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2018**JOURN 803 – MASS COMMUNICATION AND CULTURE**

3 credits.

Intensive readings focusing on the critical studies and/or cultural studies traditions in mass communication theory and research. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Fall 2018**JOURN/HISTORY 808 – MASS COMMUNICATION HISTORY**

3 credits.

Intensive reading and discussion designed to introduce students to literature of mass communication. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2019**JOURN/LSC 811 – CONCEPTUALIZATION AND DESIGN OF MASS COMMUNICATION RESEARCH**

2-3 credits.

Assists students in turning research questions into substantive research designs with understanding of the concepts involved. For most students, the final product will be a well-developed thesis or dissertation proposal.

Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Fall 2018**JOURN 812 – QUALITATIVE COMMUNICATION RESEARCH METHODS**

3 credits.

Course in research methodology designed to assist students to design research, analyze and interpret evidence, and develop a deeper appreciation of research strategies. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2018**JOURN 813 – PRACTICUM IN COMMUNICATION RESEARCH**

3 credits.

This course provides a detailed practicum on conducting and publishing empirical research in mass communication. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 820 – MASS COMMUNICATION LAW AND POLICY**

3 credits.

Intensive reading and discussion focussing on theories of press freedom and current issues in mass communication law and policy. A bibliographic essay will be required. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2012**JOURN 821 – HEALTH COMMUNICATION**

3 credits.

This course considers the application and integration of theory in understanding the effects of mass media, with close attention to health communication campaign messages. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2019**JOURN 822 – GLOBAL COMMUNICATION**

3 credits.

Readings and discussion focussing on global media issues. Topics may include news flow, cultural imperialism, representations, history and political economy, globalization trends, new technologies, mass media and nation building, communication and grassroots politics. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** Yes, unlimited number of completions**Last Taught:** Spring 2018**JOURN/ENVIR ST/LSC 823 – SCIENCE AND ENVIRONMENT COMMUNICATION**

3 credits.

Course uses available scholarship and commentary to track the evolution of mass media coverage of science and the environment. Emphasis on how journalists utilize evidence, the influence of scientific and journalistic norms on stories, and the effects of mass media on science and environment messages to the public. Enroll Info: None

**Requisites:** Graduate/professional standing**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement**Repeatable for Credit:** No**Last Taught:** Spring 2019

**JOURN 824 – RACE, ETHNICITY AND MEDIA**

3 credits.

This course examines key theoretical and empirical readings in the area of race/ethnicity and media. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**JOURN/LSC 825 – ETHICS AND COMMUNICATION**

3 credits.

Explores critical media ethics questions shaped by practices in a disruptive digital environment. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN/LSC 826 – JOURNALISM THEORY**

3 credits.

Focus on the content and purposes of journalism, explores cultural values associated with journalism, relationships between journalism and other institutions, and current issues facing journalists at a time when the profession faces many challenges. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN/POLI SCI 829 – POLITICAL COMMUNICATION**

3 credits.

This course examines the role of communication in American politics. Topics covered include the communication of politics (e.g., communication by politics elites, effects of mass media and interpersonal communication on political attitudes) as well as the politics of communications (regulation of political communication, policy issues, etc.). Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2017

**JOURN/COM ARTS/LSC 831 – PSYCHOLOGY OF ENTERTAINMENT MEDIA**

3 credits.

This course is designed to provide an in-depth look into entertainment media, including its effects on individuals, social groups, and society. The focus on entertainment content is across platforms - from "mass" to social media. Emphasis will be paid to psychological, individual-level effects. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**JOURN/LSC 833 – TECHNOLOGY AND SOCIETY**

3 credits.

This seminar considers the effects of new communication technologies on everyday life and political mobilization. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Fall 2018

**JOURN/LSC 834 – COMMUNICATION AND SOCIAL THEORY**

3 credits.

Looks at key questions in social theory from the 20th century and provides concepts and analytical frameworks to think carefully about how networks work and what they do at different levels of society. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**JOURN/LSC 880 – TOPICS IN MASS COMMUNICATION**

3 credits.

In-depth investigation of a specific topic in mass communication. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Spring 2019

**JOURN/LSC 901 – COLLOQUIUM IN MASS COMMUNICATION**

1 credit.

May be repeated to a maximum of 3 credits. Colloquium series for communication graduate students. Course will offer research presentations by mass communication scholars, and is designed to acquaint graduate students with theoretical and methodological approaches to the study of communication. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2018

**JOURN 902 – GRADUATE TEACHING COLLOQUIUM**

1 credit.

Colloquium series for graduate students in fields related to communication and information studies. Course meets once per week for a teaching presentation by a guest faculty or staff member on various theoretical and practical approaches to teaching and learning in the communication and information fields. Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** No

**Last Taught:** Spring 2019

**JOURN/HISTORY 919 – SEMINAR-HISTORY OF MASS COMMUNICATION**

3 credits.

Seminar in the history of mass communication in which students are expected to produce original research based on primary documents.

Enroll Info: None

**Requisites:** Graduate/professional standing

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2011

**JOURN 990 – THESIS**

1-9 credits.

Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Summer 2019

**JOURN 999 – INDEPENDENT RESEARCH PROBLEMS**

2-4 credits.

Enroll Info: None

**Requisites:** Consent of instructor

**Course Designation:** Grad 50% - Counts toward 50% graduate coursework requirement

**Repeatable for Credit:** Yes, unlimited number of completions

**Last Taught:** Fall 2018