

JOURNALISM (JRNM)

JRNM 151, JOURNALISM I 3 (3)

General survey of the nature of news, its methods of processing through both print and broadcast media, journalistic style, canons of ethics, libel laws. Study of career opportunities.

General Education: IN1, IN2, IN3, IN4

Course Entry Requirement(s): None

Typically Offered: Summer, Fall and Spring Semesters

JRNM 152, JOURNALISM II 3 (3)

Principles of and practice in the development of complex story types, government, politics, in-depth enterprise stories, features, narrative writing, columns and opinion pieces, business, education, science and religion. Continued emphasis on interviewing style and structure and development of sources.

General Education: IN1, IN2, IN4

Course Entry Requirement(s): Prerequisite: JRNM 151 or equivalent and ENGL 161 or divisional approval

Typically Offered: Spring Semester

JRNM 153, PRINCIPLES OF PUBLIC RELATIONS 3 (3)

Introduction to the concept of public relations, the role of public relations practitioners in for-profit and non-profit organizations, research, crisis management, image building in local and international market, promotional campaigns, community relations, dealing with the media, writing speeches, news releases and publishable articles. Ability to type is recommended.

General Education: IN1, IN2, IN4

Course Entry Requirement(s): Concurrent: JRNM 151 or divisional approval.

Typically Offered: Spring Semester

JRNM 221, INTRODUCTION TO PHOTOJOURNALISM 3 (3)

An introduction to visual journalism including fundamentals of photography for newspapers, magazines, online publications and other media, the legal ethical and artistic issues related to visual journalism and the effective melding of words and pictures. Course includes desktop publishing and computer image processing elements.

General Education: IN1, IN2, IN4

Course Entry Requirement(s): Prerequisite: JRNM 151

Typically Offered: Fall Semester

JRNM 222, NEWSPAPER EDITING AND DESIGN 3 (4)

This course is geared toward aspiring copy editors. It covers copyediting and pagination using InDesign and Photoshop software. The course focuses on hands-on training to produce visually aesthetic professional newspapers, magazines and other printed materials.

General Education: IN1, IN2

Course Entry Requirement(s): Prerequisite: JRNM 151 or divisional approval

Typically Offered: Spring Semester

JRNM 223, SOCIAL MEDIA FOR THE NEWSROOM 4 (5)

This course introduces journalists and journalism students to social media tools, particularly online videos, online social networking and blogging. In addition, students will learn to tape, edit and upload videos of interviews and campus events.

General Education: IN1, IN2

Course Entry Requirement(s): Prerequisite: JRNM 151

Typically Offered: Fall Semester

JRNM 285, STAFF PRACTICE/NEWSPAPER 1 (2)

Practical Journalism laboratory experience in writing, editing, taking photographs and production of college student newspaper. Regular assignment and analysis meetings. Supervised experience using facilities and equipment in production. Repeatable up to four semesters.

General Education: IN1, IN2, IN4

Course Entry Requirement(s): Prerequisite: JRNM 151, ENGL 161 and/or divisional approval

Typically Offered: Offer as required

JRNM 286, JOURNALISM INTERNSHIP 1 (7)

Supervised experience tailored to individual student interest at cooperating newspapers, magazines, public relations firms, companies and organizations. Students will work regularly with a media/business professional and provide written reports to a faculty supervisor. Repeatable up to a total of four (4) credit hours.

Course Entry Requirement(s): Prerequisite: JRNM 151, 152 and divisional approval. Minimum grade point average 2.5.

Typically Offered: Offer as required

JRNM 299, INDIVIDUAL STUDIES IN JOURNALISM 1-2 (1)

An in-depth study of specialized concepts or skills in journalism tailored to individual student need and interest. Topics will vary with each semester. Repeatable up to a total of four (4) credit hours.

Course Entry Requirement(s): Prerequisite: Second-year standing and divisional approval

Typically Offered: Offer as required