

JOURNALISM (JOUR)

JOUR 101. Intro to Mass Communication. (3 Credits)

Survey of the mass media to present vocational opportunities, to familiarize students with leading newspapers, magazines, broadcasting, and other communication media, to explore the media's place in American history, and to examine some of the major issues confronting the press and mass media today. Introduction to communication theory. 3 credits (3 lecture hours), fall semester. This course satisfies the Liberal Arts and Sciences requirement.

JOUR 111. News Writing & Reporting. (3 Credits)

Fundamentals of news writing, the techniques of gathering news, and the elements of writing style that make a good reporter. Elements of the news story including the lead, style and structure of news stories, copy editing, news sources, and types of news stories. Pre or Co-requisite: COMP 101 or permission of instructor. 3 credit hours (2 lecture, 2 lab hours), fall semester. This course satisfies the Liberal Arts and Sciences requirement.

JOUR 112. News Writing II. (3 Credits)

In-depth study of reporting and writing news, details of government, politics, courts, education and science writing. Prerequisite: Grade of "C" or better in JOUR 111 3 credits (2 lecture hours, 2 laboratory hours), spring semester This course satisfies the Liberal Arts and Sciences requirement.

JOUR 114. News Editing. (3 Credits)

Principles of editing for print, broadcast and Internet copy focusing on style, grammar, syntax. Introduction to CART (Computer-Assisted Reporting Techniques) and ethical considerations applied through the editing process. Prerequisite: Grade of "C" or better in JOUR 112 3 credits (2 lecture hours, 2 laboratory hours), fall semester

JOUR 121. Principles of Press Photography. (3 Credits)

An introduction to the use of photography in delivering the news. The course includes an introduction to basic camera functions, the rules of photographic composition, the use of digital manipulation software and storytelling through images. 3 credits (2 lecture hours, 2 laboratory hours) spring semester

JOUR 122. Advanced Photojournalism. (3 Credits)

Intensive study of photography and photographic equipment with emphasis on photojournalism and techniques of the freelance photographer. \$40 lab fee, \$40 rental fee, \$50 refundable deposit. Prerequisite: JOUR 121 3 credits (2 lecture hours, 2 laboratory hours), spring semester, alternate years

JOUR 126. Broadcast Writing & Editing. (3 Credits)

Broadcast Writing & Editing is designed to provide Journalism majors an introduction to the writing formats and editing styles used to deliver news content clearly and conversationally in the form of radio and Internet broadcasts (podcasts), television packages or stories, and commercial promotions used by a variety of businesses and organizations worldwide, to gain public attention for events and happenings as well as products and services. Students will research, write and format scripts for broadcast stories on deadline, including content for news, sports, in-depths, packages, mini-documentaries, as well as commercial, entertainment and promotional news. A highlighted component to this course is Resourceful Exercises, in which students will be sent breaking news assignments during a 24/7 period, have to research the topic and submit the proper broadcast formatted script on deadline. Pre/Co-requisite: COMP 101 3 credits (3 lecture hours) Spring semester

JOUR 185. Production Lab I. (1 Credit)

Work experience in one of the following publications or publications-related activities: college newspaper, radio station, or photography. Deadline pressures, layout and format techniques, staff composition and problems, and FCC and print ethics. 1 credit (2 laboratory hours), fall semester

JOUR 186. Production Lab II. (1 Credit)

Continuation of JOUR 185. 1 credit (2 laboratory hours), spring semester

JOUR 187. Production Lab WCVM Media I. (1 Credit)

Production Lab in WCVM Media I and II JOUR 287/288 Production Lab in WCVM Media III and IV JOUR 387/388 Production Lab in WCVM Media V and VI JOUR 487/488 Production Lab in WCVM Media VII and VIII This series of production laboratory experiences provide the student operational staff necessary to keep the campus broadcast center, WCVM Media, functional for a 10-week period. WCVM is composed of an AM radio station, Internet radio station, Cable TV channel, and a digital video production unit. Depending on the laboratory experience for which the participant is enrolled, student may work a minimum of 5 to 9 hours per week (1 credit hour = 45 hours) as content producers. While these labs are degree requirements for the B.S. in Videojournalism Communication, students from all campus majors are eligible to participate for academic credit toward graduation. Prerequisite: Permission of instructor required JOUR 187/188 (1 credit; 1 credit hour), fall/spring JOUR 287/288 (1 credit; 1 credit hour), fall/spring JOUR 387/388 (2 credits; 2 credit hours), fall/spring JOUR 487/488 (1 credit; 1 credit hour), fall/spring

JOUR 188. Production Lab WCVM Media II. (1 Credit)

Production Lab in WCVM Media I and II JOUR 287/288 Production Lab in WCVM Media III and IV JOUR 387/388 Production Lab in WCVM Media V and VI JOUR 487/488 Production Lab in WCVM Media VII and VIII This series of production laboratory experiences provide the student operational staff necessary to keep the campus broadcast center, WCVM Media, functional for a 10-week period. WCVM is composed of an AM radio station, Internet radio station, Cable TV channel, and a digital video production unit. Depending on the laboratory experience for which the participant is enrolled, student may work a minimum of 5 to 9 hours per week (1 credit hour = 45 hours) as content producers. While these labs are degree requirements for the B.S. in Videojournalism Communication, students from all campus majors are eligible to participate for academic credit toward graduation. Prerequisite: Permission of instructor required JOUR 187/188 (1 credit; 1 credit hour), fall/spring JOUR 287/288 (1 credit; 1 credit hour), fall/spring JOUR 387/388 (2 credits; 2 credit hours), fall/spring JOUR 487/488 (1 credit; 1 credit hour), fall/spring

JOUR 201. Sports Writing. (3 Credits)

This course provides an introduction to the specialized skills required for reporting and writing about sports for newspapers, magazines and the Web. Game coverage, advances, wraps, features and non-contest reporting are also covered. Prerequisite: Minimum grade of B in JOUR 111 or permission of instructor. 3 credits, (2 lecture hours, 2 laboratory hours), spring semester

JOUR 211. Feature Writing. (3 Credits)

Investigative and interpretative reporting through extensive use of the news conference. Students will develop interviewing, research, and feature-writing skills. Prerequisite: JOUR 112 3 credits (2 lecture hours, 2 laboratory hours), fall semester

JOUR 214. Specialized Writing. (3 Credits)

Writing and preparing for publication of columns, interpretative articles and feature pieces for newspapers or magazines. Prerequisite: JOUR 112 3 credits (2 lecture hours, 2 laboratory hours), spring semester This course satisfies the Liberal Arts and Sciences requirement.

JOUR 220. Mass Media and Society. (3 Credits)

An investigation of the effects of mass media on society and social systems. This course examines the processes of mass media and their influences on their audiences, with emphasis on the majority and minority voices and viewpoints it creates and promotes. Specific topics will include race, class and gender in mass media, gate-keeping and agenda-setting in media content, news media, entertainment media, feedback and control, audience analysis, and developing skills in critical media literacy. Prerequisite: SOCI 101 with a C+ or better, or permission of instructor 3 credits (3 lecture hours) This course satisfies the Liberal Arts and Sciences requirement.

JOUR 261. Graphics of Mass Communication. (2 Credits)

Advanced newspaper layout and design. Introduction to magazine layout and design. Visual aspects of advertising, such as the use of color to sell a product, plus a unit on promotional material, i.e., brochures, campaigns, including instruction on paper selection and mailing. Prerequisite: JOUR 114 2 credits (1 lecture hour, 2 laboratory hours), fall semester

JOUR 270. Desktop Publishing. (3 Credits)

Provide the basic skills of Desktop Publishing to those already familiar with word processing. It is designed to facilitate control of the publishing process- editing, typesetting, design, graphic production, and page makeup from one's own personal desktop. Includes Web page design. 3 credits (2 lecture hours, 2 laboratory hours), fall semester

JOUR 272. Public Relations Publicity Mgt. (3 Credits)

This course will cover essentials for public relations practitioners, including a brief theory-based discussion of the origins of P.R. at the turn of the century and its evolution into a leading industry in today's world. Students will learn first-hand how to identify target audiences and will go through exercises in drafting, producing, and distributing a wide range of P.R. messages to those publics using mass media and emerging communications technologies. Special topics will include crisis public relations, speech writing, and conducting press conferences and other media briefings. This class is open to non-majors with permission from the instructor. 3 credits (3 lecture hours) This course satisfies the Liberal Arts and Sciences requirement.

JOUR 280. Broadcast Mgt, News, Promotion. (3 Credits)

This class offers a "work to show" class where students learn the business of broadcasting including: management and marketing techniques, sales and promotion strategies, and non-linear video editing production. Professionals in the local and regional broadcasting markets guest lecture, as well as host students through field trip visits. Prerequisite: Permission of instructor 3 credits, fall semester

JOUR 285. Production Laboratory III. (1 Credit)

Allows seniors to earn credit for supervisory publication work. CHIMES and photography workers learn editors' functions while WCVN staff learn management and FCC training. 1 credit (2 laboratory hours), fall semester

JOUR 286. Production Laboratory IV. (1 Credit)

Continuation of JOUR 285. 1 credit (2 laboratory hours), spring semester

JOUR 287. Production Lab WCVN Media III. (1 Credit)

JOUR 187/188 Production Lab in WCVN Media I and II JOUR 287/288 Production Lab in WCVN Media III and IV JOUR 387/388 Production Lab in WCVN Media V and VI JOUR 487/488 Production Lab in WCVN Media VII and VIII This series of production laboratory experiences provide the student operational staff necessary to keep the campus broadcast center, WCVN Media, functional for a 10-week period. WCVN is composed of an AM radio station, Internet radio station, Cable TV channel, and a digital video production unit. Depending on the laboratory experience for which the participant is enrolled, student may work a minimum of 5 to 9 hours per week (1 credit hour = 45 hours) as content producers. While these labs are degree requirements for the B.S. in Videojournalism Communication, students from all campus majors are eligible to participate for academic credit toward graduation. Prerequisite: Permission of instructor required JOUR 187/188 (1 credit; 1 credit hour), fall/spring JOUR 287/288 (1 credit; 1 credit hour), fall/spring JOUR 387/388 (2 credits; 2 credit hours), fall/spring JOUR 487/488 (1 credit; 1 credit hour), fall/spring

JOUR 288. Production Lab WCVN Media IV. (1 Credit)

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JOUR 290. Advertising Strategies. (3 Credits)

An overview of advertising theory and practice which covers advertising's place in society, its relation to marketing and communications, its forms of media, and its creative elements-art and copy. Students create an entire production advertising campaign for a client. Prerequisite: Permission of instructor 3 credits (3 lecture hours)

JOUR 313. Broadcast Scriptwriting. (3 Credits)

Broadcast Script writing will provide students with weekly news and entertainment producing seminars designed to tailor their abilities to research, write and format, and critique in-depth journalistic writings appropriate for use in any communications profession, but specific to projects related to radio, television (including Internet video streaming), and film script writing. Lecture meetings, as well as independent research and individual consultation sessions, are an integral part of the story origination and execution process for programming related to both the news and entertainment industries. Prerequisites: "C" or better in COMP 101 and 102, or permission of instructor 3 credits (3 lecture hours) fall or spring semester

JOUR 315. Online Writing & Production. (3 Credits)

Adapting written, audio, and video files for the Internet, incorporating style and format changes to accommodate online audiences. Writing assignments for news and marketing content. Examination of the elements of print and broadcast writing styles that contribute to online content. A thorough review of the differences and similarities that mark the era of media convergence in journalism. Prerequisites: JOUR 214 with a C+ or better 3 credits (2 lecture hours, 2 laboratory hours)

JOUR 317. Writing Nonfiction Magazines. (3 Credits)

Introduction to the specialized skills required for finding, researching and writing non-fiction stories for magazines. Students will learn how to target potential publication sites, write pitch letters, and negotiate publishing contracts. Prerequisite: "C" or better in COMP 101, submission of writing portfolio and permission of instructor. 3 credits (2 lecture hours, 2 lab hours), spring semester only

JOUR 326. Videojourn Producing & Editing. (3 Credits)

Videojournalism I (Production/Editing) is designed so students emulate the world of videojournalists or "news content producers" in the field. These producers determine what broadcast news is, how to best present it to a specific audience, and how to best technically gather information on deadline within a business model. Students will learn the technical parameters of digital video cameras, audio and video editing, and basic field production. Broadcast writing formats and editing protocol are integral components of this course. Prerequisite: "C" or better in JOUR 126 Broadcast Writing & Editing. 3 credits (3 lecture hours), fall or spring semester

JOUR 327. Content Producing Media Platfo. (3 Credits)

This course provides students a variety of broadcast platforms to perform video shooting, technical editing for audio and video, file conversion, and infographics production. Students will also independently research story themes, visually create, and technically convert audio and video content for use across diverse media platforms including, but not limited to, television, Internet websites, podcasts, and cell phone video. Chromakey use, multi-source video production as well as computer graphics and video editing software will play an integral role in the content conceptualization and production processes of visual storytelling. Prerequisites: "C" or better in JOUR 326 Videojournalism I (Producing/Editing) 3 credits (3 lecture hours) spring

JOUR 328. Ethical/Legal Issues Content. (3 Credits)

This course provides students with numerous case studies focusing on First Amendment issues, industry codes of conduct, the Federal Communications Commission, media access, copyright law, confidential sources, labor law, freedom of information, defamation of character, Internet legalities, and current industry topics in the news. Videojournalism III offers students detailed information to keep themselves and their content legal, while best trying to educate the audience they pledge to serve. Prerequisite: Permission of instructor. 3 credits (3 lectures per week) fall

JOUR 345. Web Content Design. (3 Credits)

Instruction in basic Web design, with the emphasis on the development of skills related to online journalism. Students will be able to edit Web pages for clarity and appearance that enhances readability and access. Students will learn principles of Web design, getting started with Dreamweaver software, and developing a Web site. The course features step-by-step instructions and in-depth explanations of the features of Macromedia Dreamweaver and Flash. Instruction includes working with text and graphics, links, animations and tables. In addition, students will understand and create cascading style sheets and page formatting. Prerequisites: JOUR 270 and JOUR 315 with a C or better, or permission of instructor 3 credits (2 lecture hours and 2 lab hours per week), fall or spring semester.

JOUR 385. Production Lab in JCOM I. (1 Credit)

Students will produce the online version of the CHIMES newspaper, updating content on a daily basis and maintaining close contacts with the print CHIMES staff. It is expected that students will take increasingly prominent roles as editors in the laboratory. The course includes instruction on intermediate Web authoring and online editing. Prerequisite: JOUR 286 – CHIMES Production Lab or permission of the instructor 1 credit (2 laboratory hours)

JOUR 386. Production Lab in JCOM II. (1 Credit)

Students will produce the online version of the CHIMES newspaper, updating content on a daily basis and maintaining close contacts with the print CHIMES staff. It is expected that students will take increasingly prominent roles as editors in the laboratory. The course includes instruction on intermediate Web authoring and online editing. Prerequisite: JOUR 385 or permission of the instructor 1 credit (2 laboratory hours)

JOUR 387. Production Lab WCVM Media V. (2 Credits)

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JOUR 388. Production Lab WCVM Media VI. (2 Credits)

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JOUR 401. Legal Ethical Issues Mass Comm. (3 Credits)

Students will research several case studies that represent various legal and ethical issues past and present, including freedom of speech, publishing by authority, alien and sedition laws, libel and slander, bias and prejudice and conflicts of interest in reporting, right to privacy, professional codes of conduct, shield laws, FCC regulation of broadcast entities, and the emerging debate over censorship if the Internet. Current related issues in the news will also be explored as available. Prerequisite: JOUR 214 or permission of instructor This course satisfies the Liberal Arts and Sciences requirement.

JOUR 409. Pre-Internship Seminar. (1 Credit)

Prepares students in the B.S. in Journalism & Communication for Online Media degree program for the 6-credit internship in the following semester. Integrates rules and regulations from the work place with academic and professional standards for performance, conduct, and communication within an organization. Students will also use this course to prepare solicitations for, and secure, their internship sites for the following semester. Prerequisite: JOUR 315 – Online Writing & Production – With a grade of C+ or better 1 credit (One seminar hour per week)

JOUR 410. Internship in JCOM. (12 Credits)

In this course, students will work in a professional business setting—either in person or on campus through online and phone correspondence—to establish and maintain a professional Web site for that business. Eligible businesses may or may not be related to journalism. Students will utilize writing skills learned in previous courses to generate content appropriate to the client and to prepare that content for uploading on a daily or weekly basis as appropriate. Students will work collaboratively with client employees and will be expected to conduct themselves in a manner consistent with high professional standards. Prerequisites: JOUR 409 – Pre-Internship Seminar 12 credits (A minimum of 400 hours in an internship setting plus 40 hours with the instructor, including all assignments)

JOUR 411. Capstone Course in JCOM. (3 Credits)

This course draws together all the elements of the B.S. degree in Journalism & Communication for Online Media, including technical applications, writing skills, liberal arts and elective courses and internship experience. Students will be required to meet in lecture, seminar and laboratory settings, and to discuss common and individual experiences from their internship and other applied academic activities. Emphasis will be on the examination of specific skills sets as well as students' problem-solving skills, goal setting, self-assessment, and oral and written communication skills. Students will perform a community-service project in which they will provide Web content for a local nonprofit agency. They will also prepare a report of their activities in the form of a capstone presentation to be delivered to a campus audience at the end of the semester. Prerequisite: JOUR 410 – Internship in Journalism & Communication for Online Media 3 credits (1 lecture hour, 1 seminar hour, 2 laboratory hours)

JOUR 426. Remote Broadcast Production. (3 Credits)

This work-to-show class enables students to produce live remote broadcasts for radio, television, and the Internet – news, sports, special event meetings, plays, and more. Students will learn the real world challenges and rewards of “live content producing” - planning, site surveying, budgeting, executing, and evaluating the production process. Many of the productions will be researched and produced independently by a team of Videojournalism producers. Prerequisite: JOUR 327 Videojournalism II (Content Producing Across Media Platforms); permission of instructor 3 credits (3 lecture hours) spring

JOUR 428. Videojournalism Internship. (12 Credits)

This 12-credit, in-field experience offers students preparation for full-time employment. Students work collaboratively in a professional work environment with an on-site mentor, who will assign duties and responsibilities similar to those of on-staff videojournalists or content producers. Prerequisite: 'B' or better in JOUR 427 Video Portfolio 12 credits (2 credit hours) spring

JOUR 485. Production Lab in JCOM III. (1 Credit)

Students will produce the online version of the CHIMES newspaper, updating content on a daily basis and maintaining close contacts with the print CHIMES staff. It is expected that students will take increasingly prominent roles as editors in the laboratory. The course includes instruction on intermediate Web authoring and online editing. Prerequisite: JOUR 386 or permission of the instructor 1 credit (2 laboratory hours)

JOUR 486. Production Lab in JCOM IV. (1 Credit)

Students will produce the online version of the CHIMES newspaper, updating content on a daily basis and maintaining close contacts with the print CHIMES staff. It is expected that students will take increasingly prominent roles as editors in the laboratory. The course includes instruction on intermediate Web authoring and online editing. Prerequisite: JOUR 485 or permission of instructor 1 credit (2 laboratory hours)

JOUR 487. Production Lab WCVM Media VII. (1 Credit)

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JOUR 488. Production Lab WCVM Media VIII. (1 Credit)

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