JOURNALISM AND MEDIA COMMUNICATION (JMC)

JMC 8016 HISTORY OF MASS COMMUNICATION (3 credits)
This class covers development of the U.S. media from 1690 to present day, including newspapers, magazines, radio, television, the new media of the Internet, advertising and public relations. A special emphasis is placed on freedom of the press. (Cross-listed with JMC 4010).

JMC 8046 SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (3 credits)
Social Media Measurement and Management explores the dynamic development of social media platforms within a journalism and media communication context. Students of journalism, broadcasting, public relations, advertising and marketing will examine theories and best practices of social media interaction and engagement. (Cross-listed with JMC 4040).
Prerequisite(s)/Corequisite(s): Good standing as a UNO graduate student.

JMC 8226 LITERARY JOURNALISM (3 credits)
Survey of the journalistic works of pertinent American writers through readings, lectures, discussions, plus creative writing assignments. (Cross-listed with JMC 4220).

JMC 8235 PRINCIPLES OF PUBLIC RELATIONS (3 credits)
This course will focus primarily on techniques to garner and sustain public understanding, acceptance and support for an organization. This course will explain the merits of these techniques through theory and application, and will offer constant reminders of the relationship between theory and practice. Understanding theory can result in more efficient and effective use of techniques. (Cross-listed with JMC 3230).
Prerequisite(s)/Corequisite(s): JMC 2100, JMC 2104 and minimum GPA of 2.25

JMC 8246 PUBLIC RELATIONS CASE STUDIES (3 credits)
The course is designed to enable the student: 1) to integrate issue-management and decision-making theoretical models with the communication theory and research techniques presented in JMC 3230/ JMC 8236 and 2) to apply professional judgment to the public relations problem-solving process through the development of structured analysis of historical cases. (Cross-listed with JMC 4240).

JMC 8266 MEDIA RELATIONS (3 credits)
This course focuses on the communication tools used in media relations, the nuances of working with reporters from press and various media, news writing, news judgment, strategic planning, and the application of communication theories in understanding the relationship between news organizations and media relations representatives for organizations and corporations. (Cross-listed with JMC 4260).

JMC 8316 MEDIA & POLITICS (3 credits)
An in-depth study of the impact of the media on political communication. This course will explore the symbiotic relationship of media and political communication, including the influence of traditional mass media, digital media, and social media on the political communication process. Students will delve into media theories and critically examine the influence of the media on the political communication process. (Cross-listed with JMC 4310).

JMC 8346 MEDIA REGULATION & FREEDOM (3 credits)
Media and Internet regulation and free expression as defined and interpreted through First Amendment rights, prior restraint and obscenity case law, advertising and public relations, broadcast and cable TV regulation and deregulation policy, new telecommunication media, and privacy. (Cross-listed with JMC 4340).
Prerequisite(s)/Corequisite(s): ENGL 1160

JMC 8376 COMMUNICATION WORKSHOP (3 credits)
A workshop to explore communication theory and processes and to develop skills in their application. (Cross-listed with JMC 4370).

JMC 8386 FILM THEORY AND CRITICISM (3 credits)
Study of major trends in film criticism and theory in (primarily) Europe and America, with concentrated analysis of selected films. (Cross-listed with JMC 4380).

JMC 8396 MEDIA ENTREPRENEURSHIP (3 credits)
4390 Media Entrepreneurship explores new and emerging media business models from local, national and global perspectives. Students learn about and work within the start-up economy and entrepreneurial approaches. The course offers professional and critical perspectives. (Cross-listed with JMC 4390, ENTR 4390).
Prerequisite(s)/Corequisite(s): Minimum cumulative GPA- 2.25; Junior standing, ENGL 1160 or equivalent, or instructor permission.

JMC 8406 MASS MEDIA ETHICS (3 credits)
The course examines ethical standards and practices of the media - print, electronic and online media, as well as advertising, public relations and entertainment media. It includes development of ethical decision-making skills. (Cross-listed with JMC 4400).

JMC 8416 COMMUNICATION LAW AND POLICY (3 credits)
Communication practitioners need to understand legal protections and constraints. This course explores legal concepts, frameworks and principles to understand constitutional, statutory, regulatory and case law and policies. The student must have a basic understanding of government, social studies and human rights principles. The First Amendment and international law provide a framework for exploring current cases and issues. (Cross-listed with JMC 4410).

JMC 8426 SPORTS WRITING (3 credits)
Students will learn all aspects of the specialized aspect of sports media communication. Areas covered will include writing, interviewing, storytelling, using multiple media platforms and the ethics of sports reporting. Various writing experiences across the media spectrum, from traditional media to the new forms of online journalism, will be addressed. (Cross-listed with JMC 4420).
Prerequisite(s)/Corequisite(s): JMC 2100 and JMC 2104; JMC 2200; JMC 2300; JMC 2370; and minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

JMC 8506 MASS COMMUNICATION AND PUBLIC OPINION (3 credits)
This class represents a study of the philosophy, process and effects of mass communication; the relationship between the mass media and public opinion and propaganda; and the nature, function and measurement of public opinion. (Cross-listed with JMC 4500).

JMC 8816 DIGITAL LITERACIES FOR TECHNICAL COMMUNICATORS (3 credits)
This course addresses emerging issues about digital literacies such as the rhetoric of technology, technological competency, technology and information ecologies, critical awareness of technology and human interactions, judicious application of technological knowledge, user-centered design, networking and online communities, ethics and technology, and culture and technology. (Cross-listed with ENGL 4810, ENGL 8816, JMC 4810).
Prerequisite(s)/Corequisite(s): ENGL 1160 and CMST 1110
JMC 8826  POLITICS AND FILM (3 credits)
This course introduces students to the analysis of politics and film, focusing on how politics is portrayed in film and the politics of film making. (Cross-listed with PSCI 4820, JMC 4820, PSCI 8826).

JMC 8836  TECHNICAL COMMUNICATION (3 credits)
Technical Communication introduces students to the field of technical communication. Students will study the development of print and electronic genres common to industry settings, the design and production of technical documents, the writing processes and work practices of professional technical communicators, and the roles of technical communicators in organizational contexts. (Cross-listed with ENGL 4830, ENGL 8836, JMC 4830).

JMC 8856  INFORMATION DESIGN FOR TECHNICAL COMMUNICATORS (3 credits)
This course introduces students to strategies for integrating visual and textual elements of technical documents. Instruction will focus on design theory and application through individual and collaborative projects. Students will develop the professional judgement necessary for making and implementing stylistic choices appropriate for communicating technical information to a lay audience. (Cross-listed with ENGL 4850, ENGL 8856, JMC 4850).

JMC 8876  TECHNICAL EDITING (3 credits)
This course introduces students to the roles and responsibilities of technical editors: the editorial decision-making processes for genre, design, style, and production of technical information; the communication with technical experts, writers, and publishers; the collaborative processes of technical editing; and the techniques technical editors use during comprehensive, developmental, copyediting, and proofreading stages. (Cross-listed with ENGL 4870, ENGL 8876, JMC 4870).

Prerequisite(s)/Corequisite(s): ENGL 4830 or ENGL 3980, and ENGL 4850, or permission of instructor.

JMC 8896  CAPSTONE COURSE IN TECHNICAL COMMUNICATION (3 credits)
In this capstone course, students will extend foundational skills learned in previous technical communication courses. Students will demonstrate their competency of the technical documentation process in organizational environments, the issues important to the technical communication profession, and the practices of writing and creating complex technical documents for specific purpose and audience. (Cross-listed with ENGL 4890, ENGL 8896, JMC 4890).

Prerequisite(s)/Corequisite(s): JMC 8816 and JMC 8836 and JMC 8856 and JMC 8876 highly recommended

JMC 8906  SEMINAR MASS COMMUNICATION (3 credits)
A senior seminar applying historical and theoretical perspective to current issues and developments in mass communications. (Cross-listed with JMC 4900)

JMC 8926  MEDIA LITERACY (3 credits)
An advanced seminar on the study of media and information literacy through deconstruction of mass communication content, meaning construction, framing analyses and critical/cultural approaches. (Cross-listed with JMC 4920).