**JOURNALISM AND MEDIA COMMUNICATION (JMC)**

**JMC 1050 FILM HISTORY AND APPRECIATION (3 credits)**
A journey through one of many different possible worlds of film. Students will learn about various dimensions of filmmaking—historical development, cinematography, editing, screenwriting, and so much more. Exposure to critical perspectives on the genre(s) under consideration. Includes regular viewing of excerpts and full-length films. (Cross-listed with THEA 1050).

**Distribution:** Humanities and Fine Arts General Education course

**JMC 1500 INTRODUCTION TO JOURNALISM AND MEDIA COMMUNICATION (3 credits)**
A survey of the history, organization and social significance of the mass media, including newspapers, radio, television, books, magazines, advertising, public relations and films.

**Prerequisite(s)/Corequisite(s):** Not open to non-degree graduate students.

**Distribution:** Social Science General Education course

**JMC 2000 INFORMATION LITERACY FOR COMMUNICATION PROFESSIONALS (3 credits)**
This course adapts information literacy to the specific needs of communication professionals, focusing on subject matter that is often in the news, in areas (such as geography, mathematics, various methods of professional practice, and concepts in natural sciences) that have been identified as shortcomings by faculty.

**Prerequisite(s)/Corequisite(s):** Not open to non-degree graduate students.

**JMC 2100 MEDIA WRITING LABORATORY (3 credits)**
This class will teach students to gather information and write for all areas of mass communication, including print, broadcast, online media, public relations and advertising.

**Prerequisite(s)/Corequisite(s):** ENGL 1150; concurrent registration with JMC 2104

**Distribution:** Writing in the Discipline Single Course

**JMC 2104 MEDIA WRITING LECTURE (1 credit)**
Media Writing Lecture will help students master grammar, punctuation, spelling, Associated Press style and other language skills required for working in communication fields.

**Prerequisite(s)/Corequisite(s):** ENGL 1150; concurrent registration with JMC 2100

**JMC 2150 NEWS WRITING AND REPORTING (3 credits)**
The class addresses the theory and practice of writing and reporting for media audiences, with an emphasis on print and online media. Some of the assignments in the class will focus on covering public affairs and analyzing media coverage of public affairs.

**Prerequisite(s)/Corequisite(s):** JMC 2100, JMC 2104 and minimum cumulative GPA of 2.25.

**JMC 2160 EDITING PRINCIPLES (3 credits)**
This class encompasses the evaluation, editing and production of content for the print and online media, as well as public relations. It also includes writing headlines and captions, as well as learning layout and design principles.

**Prerequisite(s)/Corequisite(s):** JMC 2150 and minimum overall GPA of 2.25

**JMC 2200 MEDIA STORYTELLING I (3 credits)**
Media Storytelling I applies the skills learned in JOUR 2100 and JOUR 2104, Media Writing Lab and Lecture. Writing will remain a central focus of the class. Students will create online spaces and manage the content of those spaces. The class will provide a survey of skills in photography, videography, audio production and social media.

**Prerequisite(s)/Corequisite(s):** JMC 2100 and JMC 2104; a minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

**JMC 2300 MEDIA STORYTELLING II (3 credits)**
Media Storytelling II will continue the development of writing, photography, videography, audio production and social media skills learned in JMC 2200, Media Storytelling I. Basic graphic design and visual literacy skills will be introduced. Students will use all elements of media to create projects telling compelling narratives about the surrounding community. To display their work, students will develop content for online spaces and promote the content of those spaces.

**Prerequisite(s)/Corequisite(s):** JMC 2200; minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

**JMC 2320 VIDEO FIELD PRODUCTION (3 credits)**
The class provides in-depth, hands-on theory and practice of field production and editing principles and techniques. It expands from single-camera to multi-camera projects. The goal is for students to leave this course with a strong understanding of aesthetic shooting principles, audio and video equipment, and a solid working knowledge of field production and post-production practices.

**Prerequisite(s)/Corequisite(s):** Not open to non-degree graduate students.

**JMC 2370 RADIO/AUDIO I (3 credits)**
This course adapts information literacy to the specific needs of field production and editing principles and techniques. It expands from single-camera to multi-camera projects. The goal is for students to leave this course with a strong understanding of aesthetic shooting principles, audio and video equipment, and a solid working knowledge of field production and post-production practices.

**Prerequisite(s)/Corequisite(s):** Not open to non-degree graduate students.

**JMC 3110 PHOTOGRAPHY (3 credits)**
The theory, techniques and application of basic photographic operations of reuse, development and printing.

**Prerequisite(s)/Corequisite(s):** Sophomore standing and minimum overall GPA of 2.25

**JMC 3220 CRITICAL WRITING FOR THE MASS MEDIA (3 credits)**
This course is an introduction into journalistic opinion writing covering all areas of mass communication, including print, broadcast, online media, public relations and advertising.

**Prerequisite(s)/Corequisite(s):** JMC 2100 or JMC 2104; and minimum cumulative GPA of 2.25.

**JMC 3230 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 8235).

**Prerequisite(s)/Corequisite(s):** JMC 2100, JMC 2104 and minimum cumulative GPA of 2.25.

**JMC 3270 PUBLIC AFFAIRS REPORTING (3 credits)**
The class is designed to help students build and refine their researching, interviewing, reporting and writing skills through the coverage of a public affairs news beat for print, broadcast and online formats.

**Prerequisite(s)/Corequisite(s):** JMC 2150 or JMC 3030; minimum cumulative GPA of 2.25.
JMC 3280 ADVANCED PUBLIC AFFAIRS REPORTING (3 credits)
Investigative reporting and writing of interpretative stories on metropolitan problems, business and industry, labor, law, politics, health and science.
Prerequisite(s)/Corequisite(s): JMC 2150, JMC 3270 and minimum overall GPA of 2.25

JMC 3300 SOCIAL MEDIA METRICS (3 credits)
Social Media Metrics applies quantitative literacy methods and online media skills to current measurement of social media. Students will experiment with currently available measurement tools to identify and learn to use best practices.
Prerequisite(s)/Corequisite(s): JMC 2200; and minimum cumulative GPA of 2.25

JMC 3320 VIDEO FIELD AND STUDIO PRODUCTION (3 credits)
The class introduces the student to the studio-production environment, equipment, and best practices. It applies single- and multi-camera field-production concepts to a multi-camera live switched environment. It provides reinforcement of field production and editing principles by integrating pre-produced elements into a live production. The goal is for students to leave this course with a strong understanding of live-production principles, studio-production equipment, and a solid working knowledge of studio-production and field-production practices.
Prerequisite(s)/Corequisite(s): JMC 2320 and minimum cumulative GPA of 2.25. Not open to non-degree graduate students.

JMC 3330 TELEVISION NEWS VIDEO (3 credits)
Theories and techniques of shooting and editing TV news video.
Prerequisite(s)/Corequisite(s): JMC 3030 and minimum cumulative GPA of 2.25. Concurrent registration with JMC 3330 is permissible.

JMC 3350 MEDIA COMMUNICATION RESEARCH (3 credits)
Comprehensive overview of mass communication research focusing on planning, designing, conducting, analyzing, interpreting and applying research to address communication issues and problems.
Prerequisite(s)/Corequisite(s): Junior standing, and 2.25 cumulative GPA

JMC 3370 RADIO/AUDIO II (3 credits)
This course emphasizes the use of audio-editing techniques in multimedia digital production. The course uses computer-based audio production systems to create interactive media.
Prerequisite(s)/Corequisite(s): JMC 2370; and cumulative GPA of 2.25.

JMC 3400 MAGAZINE ARTICLE WRITING (3 credits)
This course is an introduction to news and feature writing for magazines.
Prerequisite(s)/Corequisite(s): JMC 2100, JMC 2104, and minimum cumulative GPA of 2.25.

JMC 3410 MAGAZINE EDITING, DESIGN AND PRODUCTION (3 credits)
This is a hands-on approach to magazines as an area of specialization involving development of editorial objectives and content, planning, writing articles, design and layout for magazine production and management. Students will work individually and as a part of the team to produce a magazine for print and digital publishing.
Prerequisite(s)/Corequisite(s): Minimum overall GPA of 2.25, JMC 2100, 2104

JMC 3500 PR AND ADVERTISING DESIGN (3 credits)
This is a course concerned with the principles of print and electronic public relations and advertising design using applied digital methods and skills. Students will learn the principles of design in a variety of print and interactive formats relating to public relations and advertising. Concepts will be taught in a lecture setting, and skills will be demonstrated in a lab setting. An advertising and public relations design campaign will be completed.
Prerequisite(s)/Corequisite(s): JMC 2100, JMC 2104 and minimum cumulative GPA of 2.25.

JMC 3620 PRINCIPLES OF CREATIVE ADVERTISING (3 credits)
This is an introduction to advertising principles in all media, including the psychology of advertising; the creative, production and marketing aspects; and practical exercises in print, broadcast and social media. The course is organized in a way to take students through the process of creating relevant solutions to solve client advertising problems/opportunities.
Prerequisite(s)/Corequisite(s): Minimum cumulative GPA of 2.25.

JMC 3630 ADVANCED CREATIVE ADVERTISING (3 credits)
Theory and practice of advertising campaigns, including creation and production of campaigns for a variety of goods and services.
Prerequisite(s)/Corequisite(s): JMC 3620 and minimum overall GPA of 2.25.

JMC 3700 INTRODUCTION TO VISUAL COMMUNICATION AND CULTURE (3 credits)
This course will introduce students to "the visual," both in production and critique. This course provides students the opportunity to further their own understanding of what "visual culture" is and how they both can critically create and consume the various products of that culture. In addition, this course will help students create, develop, and cultivate the knowledge base they will need to successfully complete the Visual Communication and Culture minor.
Distribution: Humanities and Fine Arts General Education course

JMC 3970 APPLIED JOURNALISM/BROADCASTING (1 credit)
For work on the campus student newspaper or radio or TV station.
Prerequisite(s)/Corequisite(s): Permission of instructor, minimum overall GPA of 2.25.

JMC 4010 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 8016).
Prerequisite(s)/Corequisite(s): Junior standing; ENGL 1160; JMC 3350; and minimum overall GPA of 2.25.

JMC 4040 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 8046)
Prerequisite(s)/Corequisite(s): JMC 2200; JMC 3350 taken previously or concurrently; and minimum cumulative GPA of 2.25.

JMC 4100 ROLE OF THE PRODUCER (3 credits)
Students will develop and refine skills in understanding the planning process behind various types of media production. Students will utilize information gathering, strategic thinking, writing, storyboarding, site surveys, analysis of lighting requirements, audio requirements, selecting and working with voiceover or on-camera talent, with the goal of taking these elements through various projects. Students will shoot, edit, and post-produce finished projects reflecting an understanding of professional requirements and the necessity for planning and troubleshooting.
Prerequisite(s)/Corequisite(s): JMC 3320; sophomore status; and cumulative GPA of 2.25.

JMC 4110 RADIO/AUDIO III (3 credits)
This course builds on skills, techniques and theory introduced in Radio/Audio I and Radio/Audio II. It will emphasize the management of college, public and commercial radio stations. Students will learn the administrative, program, production, news and sales aspects of a station. Because of the rapid growth of online media, students will also be expected to write online content for the university's radio and television stations. In addition to advanced production projects and managerial duties, students will research, write and produce an audio documentary.
Prerequisite(s)/Corequisite(s): JMC 3370 and minimum cumulative GPA of 2.25. Not open to non-degree graduate students.
JMC 4200 VISUAL COMMUNICATION AND CULTURE CAPSTONE (3 credits)
This course is meant for those students who have declared the Visual Communication and Culture minor (VCC), housed within the School of Communication (CFAM). This course allows completion of the minor through an independent, juried research project that is conducted by the student under the direct supervision of the instructor of record for the course. 
**Prerequisite(s)/Corequisite(s):** Junior-standing is required for registration; Declaration of VCC Minor; Completion of JMC 3700; Completion of other courses declared for Minor

JMC 4220 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 8226).
**Prerequisite(s)/Corequisite(s):** Junior standing and JMC 2100 or JMC 2150 and minimum overall GPA of 2.25

JMC 4240 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 8246).
**Prerequisite(s)/Corequisite(s):** JMC 3230; JMC 3350; and minimum overall GPA of 2.25

JMC 4250 STRATEGIC WRITING FOR PUBLIC RELATIONS AND ADVERTISING (3 credits)
This is an advanced skills course that combines theory and practical application in writing for public relations and advertising. Students will plan and execute strategy and tactics to craft and deliver a persuasive message to a variety of audiences.
**Prerequisite(s)/Corequisite(s):** JMC 3500 & JMC 3230, minimum overall GPA of 2.25 Not open to non-degree graduate students.

JMC 4260 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 8266).
**Prerequisite(s)/Corequisite(s):** JMC 3230; JMC 3350; junior standing; and minimum cumulative GPA of 2.25.

JMC 4310 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 8316).
**Prerequisite(s)/Corequisite(s):** Junior standing, ENGL 1160 and JMC 3350, and cumulative GPA 2.25

JMC 4320 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 8426).
**Prerequisite(s)/Corequisite(s):** Junior standing, ENGL 1160 and minimum overall GPA of 2.25

JMC 4330 GLOBAL MEDIA COMMUNICATION (3 credits)
In-depth study of global media communication systems. This course will examine cultural influence of dominant global media, the changing global media climates, information flow, regulation and censorship of media worldwide. Students will look at the various aspects of mass communication including advertising, public relations, broadcasting, movies and social media. There will be an emphasis on global communication theories and on critical examinations of media systems. (Cross-listed with COMM 8436).
**Prerequisite(s)/Corequisite(s):** Junior standing, ENGL 1160 and permission of instructor, minimum overall GPA of 2.25.

JMC 4350 JOURNALISM AND MEDIA COMMUNICATION CAPSTONE I (3 credits)
Students will work in a professional environment to produce content for various School of Communication media outlets. This brings together the skills and theory they have learned throughout their coursework.
**Prerequisite(s)/Corequisite(s):** Minimum cumulative GPA of 2.25. Senior standing. JMC 2300; instructor permission. A portfolio of work must be submitted for admission to the class, which may not be taken concurrently with JMC 4460. Not open to non-degree graduate students.
JMC 4460 JOURNALISM AND MEDIA COMMUNICATION CAPSTONE II (3 credits)
This advanced course provides students with professional development opportunities to polish their skills. Students will continue to create content for the School of Communication’s media outlets and will assume mentoring and leadership roles under the supervision of instructors of the capstone classes.
Prerequisite(s)/Corequisite(s): Minimum cumulative GPA of 2.25. JMC 4450; This class may not be taken concurrently with JMC 4450. Not open to non-degree graduate students.

JMC 4500 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 8506).
Prerequisite(s)/Corequisite(s): Junior standing; ENGL 1160; JMC 3350; and minimum overall GPA of 2.25

JMC 4810 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 8816).
Prerequisite(s)/Corequisite(s): ENGL 1160 and CMST 1110, or permission of instructor.

JMC 4820 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 8826, PSCI 8826).

JMC 4830 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 8836).
Prerequisite(s)/Corequisite(s): ENGL1160 and CMST 1110 and minimum overall GPA of 2.25

JMC 4850 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 judgment necessary for making and implementing stylistic choices appropriate for communicating technical information to a lay audience. (Cross-listed with ENGL 4850, ENGL 8856, JMC 8856).
Prerequisite(s)/Corequisite(s): JMC 4810 and JMC 4830 and minimum overall GPA of 2.25

JMC 4870 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 8876).
Prerequisite(s)/Corequisite(s): ENGL 4830 or ENGL 3980, and ENGL 4850

JMC 4890 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 8896).
Prerequisite(s)/Corequisite(s): JMC 4810, JMC 4830, JMC 4870, JMC 4850 and minimum overall GPA of 2.25

JMC 4900 SEMINAR MASS COMMUNICATION (3 credits)
A senior seminar applying historical and theoretical perspective to current issues and developments in mass communication. (Cross-listed with JMC 8906).
Prerequisite(s)/Corequisite(s): Junior standing and (Communication Studies or Journalism and Media Communication major) and ENGL 1160 and minimum overall GPA of 2.25

JMC 4910 SEMINAR MASS COMMUNICATION (3 credits)
A senior seminar applying historical and theoretical perspective to current issues and developments in mass communication. (Cross-listed with JMC 8916).
Prerequisite(s)/Corequisite(s): Junior standing and (Communication Studies or Journalism and Media Communication major) and ENGL 1160 and minimum overall GPA of 2.25

JMC 4920 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 8926).
Prerequisite(s)/Corequisite(s): Junior standing; JMC 3350; and minimum GPA of 2.25

JMC 4960 INTERNSHIP AND CAREER PREPARATION SEMINAR (1 credit)
This course will prepare students for doing an internship in a communication-related field by addressing such topics as writing resumes and cover letters, interviewing for jobs, and organizing a professional portfolio of their work. The topics covered also will assist with general career preparation. (Cross-listed with CMST 4960).
Prerequisite(s)/Corequisite(s): Sophomore standing; School of Communication major or minor; and minimum cumulative GPA of 2.25

JMC 4970 INTERNSHIP EXPERIENCE (1 credit)
This course will provide students professional communication-related experience in an internship approved and supervised by the School of Communication. (Cross-listed with CMST 4970).
Prerequisite(s)/Corequisite(s): JMC 4960, CMST 4960; junior standing; School of Communication major or minor; instructor permission; and minimum cumulative GPA of 2.25

JMC 4980 INDEPENDENT STUDY IN COMMUNICATION (1-3 credits)
Specialized studies in communication supplementing regular courses: readings; research; tutorial.
Prerequisite(s)/Corequisite(s): Junior standing and (Communication Studies or Journalism and Media Communication major) and minimum overall GPA of 2.25

JMC 4990 ADVANCED COMMUNICATION PRACTICUM (1-3 credits)
Special practicum experience in an area of communication.
Prerequisite(s)/Corequisite(s): Junior standing and (Communication Studies major or Journalism and Media Communication major)