

JOURNALISM AND MEDIA COMMUNICATION (JMC)

Journalism and Media Communication Undergraduate Courses

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): Not open to non-degree graduate students.

Distribution: Social Science General Education course

JMC 2000 NEWS LITERACY (3 credits)

The digital age has made news and information sources more prevalent than ever before. This course will explore and determine the credibility of news and information and to recognize the standards of fact-based journalism to know what to trust, act on and share.

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

JMC 2100 MEDIA WRITING (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): ENGL 1150

Distribution: Writing in the Discipline Single Course

JMC 2110 PHOTOGRAPHY (3 credits)

This course provides instruction in photography's technical fundamentals and visual foundations. It covers camera operation, digital image processing, and professional photo presentation. It establishes a strong technical foundation while fostering a greater understanding of photography as a means to enhance the student's visual communication skill.

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): JMC 2100

JMC 2200 MEDIA PRODUCTION PRINCIPLES (3 credits)

This course offers a comprehensive foundation in media production, covering essential theories, technical competencies, and practical skills related to the operation of prevalent hardware and software used in audio and video production. Topics include digital video camera operation, an introduction to non-linear video and non-linear audio editing programs, and audio recording.

Prerequisite(s): JMC 2100 (co-req). 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): JMC 2100 (co-req) and JMC 2200, or instructor consent. Not open to non-degree graduate students.

JMC 2370 ALL ABOUT AUDIO (3 credits)

This course emphasizes the fundamentals of audio production and writing for radio and its online communication venues. On-air delivery, use of video and audio streaming, and broadcast industry issues are also covered.

Prerequisite(s): JMC 2200 (co-req).

JMC 2500 SOCIAL MEDIA COMMUNICATION (3 credits)

Social Media Communication (SMC) introduces and explains social media and social network sites, as these apply to journalism, advertising, public relations and digital marketing communication. Computer-mediated communication within social media cultivates critical thinking about opportunities and challenges, including engagement, privacy, trust and misinformation. Social influence happens within mediated interpersonal, entertainment and sports posts that present identity and cultivate online communities. Contemporary problems and issues are explored, such as justice, politics, romance and health.

JMC 2620 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): JMC 2100

JMC 3030 MULTIMEDIA JOURNALISM (3 credits)

This course is designed to give students the knowledge and skills needed to become multimedia professionals. Before each technology is introduced, students will learn the principles and goals involved in creating interesting, professional stories. This class is not about equipment operation or software but, rather, will focus on the ways journalists can use new technologies. However, it is important that students come to this class already familiarized with the basic tools of Internet publishing and multimedia journalism. Students will continue to develop news judgment and reporting abilities in this class. By the end of the semester, students are expected to develop a multimedia media package.

Prerequisite(s): JMC 2100 and JMC 2200

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.

Prerequisite(s): JMC 2100

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): JMC 2100

JMC 3320 VIDEO STUDIO PRODUCTION (4 credits)

The class introduces the student to the studio-production environment, equipment, and best practices. It applies multi-camera production concepts to a live switched environment. It provides reinforcement of 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 practices.

Prerequisite(s): JMC 2200 or instructor permission. Not open to non-degree graduate students.

JMC 3340 MEDIA THEORY (3 credits)

How do media work? How do we think they work? How can we study what effect media messages have on our lives? From movies to entertainment to news, and even video games, media contain overt and hidden impacts and convey a variety of messages. Understanding the theories of media communication will make you a better storyteller, and will help you shape your message for its best impact. Explore the theories that are dominant today, those we have discarded (and why), and how this all keeps evolving as new media continue to emerge.

Prerequisite(s): JMC 1500 and JMC 2100 or permission of instructor

JMC 3350 COMMUNICATION RESEARCH (3 credits)

Research is important to understand communication, messages, audiences, behaviors, and motivations. This course develops students' abilities to conduct communication research focusing on two overarching methodological approaches used by communication scholars and industry professionals - Quantitative and Qualitative. The topics include research design, data management, statistical analysis, and report writing.

Prerequisite(s): JMC 1500 and JMC 2100 or permission of instructor. Not open to non-degree graduate students.

JMC 3370 PODCAST THIS (3 credits)

A survey of trends in audio storytelling including the use of Adobe software and studio engineering equipment. Students will learn various aspects of podcasting from inception to digital distribution. They will also critically engage in analyzing storytellers as well as researching, writing, voicing, and producing their own podcasts.

Prerequisite(s): JMC 2370 or permission of instructor

JMC 3400 FEATURE AND OPINION WRITING (3 credits)

Students will learn the genre of feature and opinion writing including editorials, columns, and reviews. They will enhance their research, writing, and organizational skills necessary for feature story, long-form and magazine writing. They will also enhance their interviewing techniques and develop, write, and market articles.

Prerequisite(s): JMC 2100

JMC 3510 CULTURAL COMMUNICATION IN AFRICAN-AMERICAN CINEMA (3 credits)

This course examines ways in which cultural identity is communicated through African-American cinema, defined as movies with predominantly African American filmmakers, producers, and/or actors. Cultural communication is integrated with historical, political, and social motivation for African-American cinema. (Cross-listed with BLST 3510)

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

Distribution: U.S. Diversity General Education course

JMC 3620 PRINCIPLES OF CREATIVE ADVERTISING (3 credits)

This is a broad examination of 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): JMC 2100

JMC 3700 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.

Prerequisite(s): JMC 3340 (co-req) and JMC 3350 (co-req) or permission by instructor

Distribution: Humanities and Fine Arts General Education course

JMC 3710 DESIGN IN MOTION (3 credits)

This course introduces the fundamental aspects of content creation for television, social media, and web video creation. Focused on the principles of typography, design, and animation, students will have a working knowledge of how to plan, develop, and load content into television graphics software that can be distributed across multiple media platforms. Content may include how to create the following with motion: full screen, lower third, ticker, bug, slab, opening titles, transitions, and statistical graphics.

Prerequisite(s): JMC 2200

JMC 3920 MEDIA & CULTURE (3 credits)

An advanced seminar on the study of media through deconstruction of mass communication content, meaning construction, framing analyses and critical/cultural approaches. (Cross-listed with COMM 8925).

JMC 4010 MEDIA HISTORY (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.

Prerequisite(s): JMC 3340 (co-req), JMC 3350 (co-req), or instructor permission

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 COMM 8046)

Prerequisite(s): JMC 3340 (co-req) and JMC 3350 (co-req) or instructor permission

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): JMC 3230. 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.

JMC 4300 RISK AND CRISIS COMMUNICATION (3 credits)

Risk/Crisis Communication, both as a discipline and a practice, has been discussed and enacted as long as there has been information to communicate because of an extraordinary event. Governments, businesses, universities, even individuals - all of engaged in one form of risk or crisis communication or another. Whether successful in its intentions or not, the act is there. This class is a theoretically-driven course to inform our practices as both creators of messages and critics of those same messages. (Cross-listed with CMST 4300).

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 COMM 8316).

JMC 4320 TELEVISION COMMERCIAL PRODUCTION (3 credits)

Acquire the knowledge and skill to work with a client in creating commercial television messages designed to motivate viewers. The course will teach students how to plan, storyboard, write, record and edit the elements into a deliverable product to the client's satisfaction.

Prerequisite(s): JMC 2200 or instructor permission

JMC 4340 SPORTS BROADCASTING AND PRODUCTION (3 credits)

Students will learn to distinguish the differences between sports production and sports performance. Students will also learn to broadcast a variety of sports using multiple platforms. Accuracy and immediacy are vital skills that students will be expected to develop. Students will learn and understand the importance and process of preparing for play-by-play and color commentary.

Prerequisite(s): JMC 2200 or permission of instructor. Not open to non-degree graduate students.

JMC 4370 SPECIAL TOPICS IN JOURNALISM & MEDIA COMMUNICATION (3 credits)

A variable topic course in journalism and media communication at the junior level. Topics to be covered may include but are not limited to: social media communication, news media, journalism, health communication, global media, sports media, audio and video, advertising and public relations, political communication, and film. May be repeated for credit as long as the topic is different.

Prerequisite(s): Junior standing or instructor permission.

JMC 4380 FILM THEORY AND CRITICISM (3 credits)

A broad study of film critique methods, analysis, and interrogation based on current and traditional theoretical approaches to criticism (e.g., semiotic analysis, Postmodernism, genre, auteur theory, apparatus, feminist approaches, discourse analysis). Specific films (both classical and contemporary) may be examined as a form of socio-cultural inquiry.

Prerequisite(s): JMC 3340 (co-requisite) or instructor permission.

JMC 4390 MEDIA ENTREPRENEURSHIP (3 credits)

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 COMM 8396, ENTR 4390).

Prerequisite(s): junior standing or permission of instructor

JMC 4400 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.

Prerequisite(s): JMC 3340 (co-req); JMC 3350 (co-req)

JMC 4410 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.

Prerequisite(s): Junior standing or permission of instructor

JMC 4420 SPORTS WRITING (3 credits)

Students will learn aspects of the specialized field of sports media communication. Areas will include writing, interviewing, storytelling, multiple media platforms, and the ethics of sports reporting. Writing experiences across the media spectrum, from traditional media to the new forms of online journalism, will be practiced.

Prerequisite(s): JMC 2100 or permission of instructor. Not open to non-degree graduate students.

JMC 4430 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.

Prerequisite(s): JMC 3340 (co-req) or CMST 2100; or instructor permission

JMC 4440 MEDIA CONTENT CREATION (4 credits)

This course is a culmination of skills students acquired in the Emerging Media concentration and prepares them for the Capstone experience and careers in the media industry. In this class, students will produce substantive and original reporting projects on a timely issue showcasing their talents as a prospective journalist and/or media professional. A field component to this course requires time outside of class. Students' work will be publicly available on television, cable, and the internet. This class contributes to a digital portfolio allowing students to showcase their work.

Prerequisite(s): JMC 2370, JMC 3030 (co-req), JMC 3320

JMC 4450 PR AND ADVERTISING CAPSTONE (3 credits)

This advanced course provides students with professional development opportunities to hone their Public Relations and Advertising skills. Students will apply their knowledge to serve a university or community client by assessing their needs and developing an integrated marketing communication campaign. The final project will contribute to students' portfolios used for the job market.

Prerequisite(s): JMC 3340, JMC 3350 and JMC 4250 (co-req), and Senior standing or permission of instructor. Not open to non-degree graduate students.

JMC 4460 EMERGING MEDIA CAPSTONE (4 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): JMC 4440 (may not be taken as a co-requisite); Senior standing. Not open to non-degree graduate students.

JMC 4810 DIGITAL LITERACIES FOR TECHNICAL COMMUNICATORS (3 credits)

This course addresses emerging issues in 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 JMC 8816).

Prerequisite(s): ENGL 1160 and CMST 1110 or permission of instructor.

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): 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 JMC 8856).

Prerequisite(s): JMC 4810 or JMC 4830 or permission of instructor

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 JMC 8876).

Prerequisite(s): ENGL 1160 or permission of the instructor

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 in 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 JMC 8896).

Prerequisite(s): JMC 4810, JMC 4830, JMC 4870, JMC 4850 or permission of instructor

JMC 4970 INTERNSHIP EXPERIENCE (1-3 credits)

This course will provide students professional communication-related experience in an internship approved and supervised by the School of Communication. 3 credits = 150 hours at site. 2 credits = 100 hours at site. 1 credit = 50 hours at site. No retroactive internship credit permitted. Additional coursework completed online will develop career competencies including resume, cover letter, portfolio, and interviewing skills.

Prerequisite(s): Sophomore standing; instructor permission; and minimum cumulative GPA of 2.25.

JMC 4980 INDEPENDENT STUDY IN COMMUNICATION (3 credits)

Specialized studies in communication supplementing regular courses: readings; research; tutorial.

Prerequisite(s): JMC 3340, JMC 3350, permission of department, and minimum GPA of 2.25