

Department of

Journalism and Communication

College of Humanities, Arts and Social Sciences

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Associate Professor Brenda Cooper, gender and mass media; **Associate Professors Emeritus Scott A. Chisholm**, media management, literary journalism; **James O. Derry**, international mass communication development; **Assistant Professors Cathy F. Bullock**, communication theory and research methodology; **Nancy M. Williams**, print journalism, Internet; **Adjunct Professor Alan M. Hofmeister**, video, new media; **Professional-in-Residence Dean Byrne**, broadcast and electronic media; **Adjunct Instructors Tim Vitale**, public relations; **Jay C. Wamsley**, print journalism; **Temporary Lecturers Emmanuel E. "Emeka" Nneji**, public relations; **Les A. Roka**, public relations

Degrees offered: Bachelor of Science (BS) and Bachelor of Arts (BA) in Journalism; Master of Science (MS) and Master of Arts (MA) in Communication

Undergraduate emphases: Broadcast/Electronic Media, Media Studies, Print Journalism, Public Relations/Corporate Communications

Graduate specializations: Print, Photo, and Broadcast Journalism; Public Relations/Corporate Communications

Undergraduate Programs

Objectives

The undergraduate major in the Journalism and Communication Department, leading to the Bachelor of Arts or the Bachelor of Science degree in Journalism, is designed to prepare students for careers in a wide range of communication fields, through instruction in the philosophical groundings, theoretical perspectives, and hands-on applications of communications skills and practice. The curriculum integrates practical mass communications skills training with critical thinking skills, while helping students to understand the processes and effects of communication, as well as the relationships, roles, and interactions of mass communication with other social institutions.

With individual student objectives in mind, the Department of Journalism and Communication offers a flexible program of study having the following goals:

1. Provide students with theoretical and practical understanding of the workings of mass communication principles and practice.
2. Provide students with abilities and practical skills required to work in communications professions.
3. Provide students with a grounding in the philosophical, ethical, and legal frameworks of mass communication, as well as an understanding of the roles and responsibilities of mass communication in a democratic society.

4. Develop in students critical thinking and analytical abilities, facility in social science research methods, and strong written and oral communication skills, within a broad liberal arts context.

The Department of Journalism and Communication maintains professional studios and labs, designed to train students in various communications and journalism skills. These include the multimedia computer newsroom, a video preproduction studio, a full TV studio, and a photographic darkroom. Students receive instruction in traditional journalistic basics, such as writing, information-gathering, reporting, and video production; in new technologies of on-line information gathering; and in critical skills of media literacy.

Requirements

Course Requirements. Journalism majors must complete a minimum of 30 credits and a maximum of 36 credits in Journalism and Communication courses, while pursuing one of the four emphasis course sequences outlined below. Of the 120 semester credits required for graduation from Utah State University, Journalism majors must complete at least 65 credits in other departments within the College of Humanities, Arts and Social Sciences. In addition, majors must complete a minor/cognate area outside of the Journalism and Communication Department, selected with the approval of an advisor.

Therefore, the basic Journalism course of study is as follows: Journalism and Communication courses, 30-36 credits; University Studies courses, 30 credits; courses in the minor/cognate area, 18 credits; electives from outside the Journalism and Communication Department, 36-40 credits; **Total Credits, 120.**

Major Status. Students may apply for major status upon completion of a minimum of 60 semester credits, including the Journalism Premajor Core requirements, while maintaining a 2.5 cumulative GPA. Students may declare themselves as Journalism Premajors at any time after their admission to the University. Majors must maintain a minimum 2.5 GPA, both overall and in the major. Students whose GPA drops below 2.5 will be placed on probation and may be dropped from the major if grades do not improve within one semester. No Journalism and Communication class may be repeated more than once. All courses in the major must be taken for a grade (not *Pass-Fail*). Courses must be taken in sequence.

Students transferring from other institutions may be accepted into the major if they fulfill these requirements. Up to 9 transferred semester credits may count toward the major, if approved by an advisor.

Premajor Core Requirements (9 credits). The following courses are required for all majors, and must be completed prior to application for major status: JCom 1000, 1110, and 2000. Prior to taking JCom 1110, students must complete Engl 1010, a language proficiency test, and a typing test. Majors must complete each of the premajor requirements with a *C+* or better.

Major Requirements (6 credits). The following courses are required for all majors after acceptance into the department: JCom 2110, 4000, and 4030. Premajor core and individual course prerequisites must be taken prior to taking these courses. Prior to taking JCom 2110, students must complete JCom 1110 with a grade of *C+* or higher. Senior standing is required for enrollment in JCom 4000. Junior standing or permission of the instructor is required for enrollment in JCom 4030.

Emphasis Area. Each student must select one of the following emphasis areas: Broadcast and Electronic Media, Media Studies, Print Journalism, or Public Relations/Corporate Communications.

Other Communications Electives. In addition to the Pre-major, major, and emphasis area courses listed above, students must select additional electives from courses in the Department of Journalism and Communication, to ensure a total of 30-36 credits completed in the Journalism and Communication Department.

Journalism Minor

Students may select a minor of 18 credits in Journalism and Communication courses, including at least 9 credits in upper-division courses, with advisor approval. All minors must take JCom 1110. GPA requirements are the same as those required for majors.

Financial Support

In addition to general scholarships and other financial support opportunities available through the University and the College of Humanities, Arts and Social Sciences, the Department of Journalism and Communication awards various scholarships to juniors, seniors, and graduate students. For a listing of scholarships, deadlines, and application requirements, contact the Department of Journalism and Communication. In addition, many professional paid and unpaid internships are available through the department.

Careers in Journalism and Communication

Journalism majors often begin their careers in various media professions, such as newspapers, radio and TV broadcasting, and public relations, many serving as interns while still attending school. Upon graduation, they land jobs in a variety of capacities for both journalism businesses and other industries requiring workers with excellent communication and problem-solving skills. In recent years, USU journalism students have routinely swept state, regional, and national competitions in print and video journalism, multimedia and new technologies, and, increasingly, public relations.

This success translates into an excellent reputation for USU students among businesses hiring USU students as interns and hiring USU graduates for professional positions. Jobs held by recent graduates include newspaper and magazine reporter, photographer, graphic artist, and editor; radio and television reporter, anchor, and producer; public relations director and account executive; multimedia software designer for HTML, web pages, CD-ROMs, etc.; and public information officer for politicians, legislative and lobbying groups, sports teams, and colleges, as well as for environmental organizations and other groups in the business and public sectors. Training and expertise in communication, including writing and reporting, visual literacy, publication layout and design, computer graphics, and on-line applications, prove to be valuable add-on skills for graduates entering a variety of occupations or going on to graduate school and law school.

In addition to these kinds of opportunities enjoyed by undergraduates, master's degree graduates often return to communication careers in new capacities, or teach at the community college level in journalism and communication departments.

Additional Information

For further information about publications, curriculum, faculty, and other program offerings, including USU's TV studio facilities, weekly newscasts and TV programs, and the Media and Society Lecture Series, check out the Journalism and Communication Department's website: <http://www.usu.edu/commnic/>.

Graduate Programs

The Master of Science (MS) and the Master of Arts (MA) degrees in Communication combine professional practice and theoretical training, and are designed to fit individual student needs. Students may specialize in broadcast/electronic journalism, media criticism, public relations/corporate communications, or print journalism. Application to the graduate program is made through the USU School of Graduate Studies.

Objectives

The master's program in Communication at Utah State University offers a two-track approach to graduate study, designed for the maximum individual flexibility in pursuit of the student's goals.

The Plan A, also known as the "Thesis Option" or "Media Research," is a course of study designed for students considering or planning to go on to a doctoral program. The Plan A option requires more coursework in theory and methodology, as well as in research tools, in order to provide grounding for advanced study at the PhD level, whether in communication or another discipline. This option also requires completion of a master's thesis, consisting of original research.

The Plan B, also known as the “Professional Option” or “Media Practice,” is designed for students seeking the master’s degree as a terminal degree, and planning to go from USU into the mass media professions, or into a teaching position at the junior college level. Typically, Plan B students are mid-career media professionals seeking retooling, refreshers, or credentials for community college teaching. The Plan B option requires a professional project, approved by a major professor, in place of the research thesis.

In either case, graduate students in Communication work closely with advisors throughout their programs to design coursework and a research or professional activity agenda, along with appropriate study in a cognate area outside of Communication, that will permit them to achieve their individual goals, within the core framework of Communication coursework, whether they include professional training or additional doctoral work.

Admission Requirements

For admission to the graduate program in Communication, all students must complete the department’s English Language Proficiency Examination, and must complete or demonstrate competency in the following Communication foundation courses: JCom 1110, 3110, 4020, and 4030. Competency may be demonstrated through previous coursework or experience, and one or more of these requirements may be waived with permission of the graduate program coordinator. These credits do not count toward the graduate degree. In addition, other undergraduate courses may be required.

Degree Requirements

Students may elect either the Plan A (thesis) or the Plan B (professional) option to fulfill the degree requirements of 30 semester credits as outlined below. Plan A is intended for students planning to continue graduate study, to teach, or to enter professions requiring research skills. Plan B is intended for students seeking a terminal professional degree. Selection of either the Plan A or Plan B option must be made in consultation with the student’s advisor and filed with the graduate coordinator by the end of the first semester of study.

All students must complete core requirements in either plan. Students must, in consultation with their advisor, select an appropriate research tools class in research methods; the course need not be taught by the Journalism and Communication Department. To remain in good standing, all students must fulfill Graduate School requirements.

Plan A: Media Research

Core Requirements (21 credits). All students must complete the following courses: JCom 6000 (3 cr.), 6020 (3 cr.), 6040 (3 cr.), 6400 (3 cr.), and 6970 (6 cr.). In addition, students must select an appropriate 3-credit Research Tools course (from any department), providing methodological training most appropriate for the student, in consultation with the advisor.

Journalism and Communication Electives (6 credits). Students must select two of the following courses: JCom 6010, 6030, 6050, 6410, and 6420.

Cognate Area (6 credits). With advisor permission, students may include additional Journalism and Communication electives.

Plan B: Media Practice

Core Requirements (18 credits). All students must complete the following courses: JCom 6000 (3 cr.), 6020 (3 cr.), 6040 (3 cr.), 6400 (3 cr.), and 6500 (3 cr.). In addition, students must select an appropriate 3-credit Research and Practice course, in consultation with their advisor. A Research Tools course (from any department), providing methodological training most appropriate for the student, must also be selected in consultation with the advisor.

Journalism and Communication Electives (6 credits). Students must elect either *Option 1* or *Option 2*, as described below:

Option 1. Select two courses from the following: JCom 6010, 6030, 6050, 6110, 6300, 6310, 6320, and 6420.

Option 2. Select one course from the following: JCom 6010, 6030, 6050, 6110, 6300, 6310, 6320, and 6420. Also, select one course from the following: JCom 6210, 6220, and 6230 (other courses may be substituted for these, with advisor approval).

Cognate Area (9 credits). With advisor permission, students may include additional Journalism and Communication electives.

Additional Information

For more information about graduate studies in the Department of Journalism and Communication, contact the Graduate School or the Department of Journalism and Communication. Also, check out the departmental website at:

<http://www.usu.edu/communic/>.

Journalism and Communication Courses (JCom)

JCom 1000 (BSS). Introduction to Mass Communication. History, philosophy, structures, and functions of the mass media (newspapers, magazines, TV and radio, advertising, and public relations) and their intersection with other social institutions. Media economics and the impacts of new technologies on media institutions and society. (3 cr) (F,Sp)

JCom 1010. Introduction to Women’s Studies. Survey course covering fundamentals of women’s studies. Explores women’s diverse experiences, perspectives, and contributions to society and its institutions. Examines cultural beliefs and stereotypes concerning women’s roles in society. Reviews feminist theory, socialization, ideology, and history of women’s movement. (3 cr) (F)

JCom 1110. Beginning Newswriting for the Mass Media. Techniques of writing news for various media. News values, philosophy, and practice. Elementary news-gathering and interviewing skills. Practice in various newswriting forms. Structures of the news industries and work place. Prerequisites: Engl 1010 or equivalent, English Proficiency Test, and typing test. (3 cr) (F,Sp,Su)

JCom 2000 (BSS). Media Smarts: Making Sense of the Information Age. Critical analysis of the roles and performance of mass media content and messages, and their influence on society. Emphasizes critical reading of news, entertainment, and advertising content regarding women, minorities, children, and other groups. Basic mass media ethics and law. (3 cr) (F,Sp)

JCom 2080. Introductory Communication Internship. Lower-division, on-line internship for sophomores exploring media-related work experiences. Permission of department head required. (1-2 cr) (F,Sp,Su)

JCom 2110 (CI). Introduction to On-line Journalism. Use of interactive computer networks, databases, and other electronic resources for news reporting and writing. Practice in research and information evaluation for news stories and features in news and public relations contexts. Prerequisite: Minimum grade of C+ in JCom 1110. (2 cr) (F,Sp)

JCom 2120 (CI). Reporting Public Affairs. Theory and practice of reporting public affairs, community news, and features. Emphasizes advanced news gathering techniques, understanding local political structures, news and feature writing skills, interviewing, media law, ethics, and cultural sensitivity. Prerequisite: Minimum grade of C+ in JCom 1110. (3 cr) (F,Sp)

JCom 2150. Beginning Photojournalism. Theory and practice of photojournalism. Roles and functions of photographic images in the news media, both print and electronic. Practice in use of cameras and in darkroom techniques. Students furnish cameras and some materials. Prerequisite: Art 2800 or permission of instructor. (3 cr) (F,Sp)

JCom 2200. Introduction to Video Media. Introduction to the theories and practice of video production and functions in broadcasting and the electronic mass media, including concepts, techniques, and impacts of various video approaches. Prerequisite: Minimum grade of C+ in JCom 1000. (3 cr) (F,Sp)

JCom 2210. Writing for Electronic Media. Theory and practice of reporting public affairs for broadcast and electronic media. Emphasizes news gathering, understanding local political structures, news and feature writing, commercial and continuity writing, interviewing, media law, ethics, and cultural sensitivity. Prerequisites: Minimum grades of C+ in JCom 1110 and C in JCom 2200. (3 cr) (F,Sp)

JCom 2300. Introduction to Public Relations. Survey of theories and practice of public relations in a variety of business, corporate, governmental, and nonprofit organizational settings. Elements of promoting organizational messages and communicating with various publics. Prerequisites: Minimum grades of C+ in JCom 1000 and 1110. (3 cr) (F,Sp)

JCom 2310 (CI). Writing for Public Relations. Theory and practice of information-gathering for public relations, including basic news releases, features, speeches, annual reports, newsletters and brochures, broadcasting, and other forms. Emphasizes advanced news gathering techniques, interviewing, media law, ethics, and cultural sensitivity. Prerequisites: Minimum grades of C+ in JCom 1110 and C in JCom 2300. (3 cr) (F,Sp,Su)

JCom 3010. Communication Research Methods. Analysis of communication theories and their application in research settings. Basics of communication research methods and analysis of research results in mass media and public relations contexts. (3 cr) (F,Sp)

JCom 3110 (CI). Beyond the Inverted Pyramid. Theory and practice of longer literary forms for newspapers and magazines. Feature writing, investigative and interpretive journalism, emphasizing advanced information-gathering and writing skills, analysis of audiences, and markets. Prerequisite: Minimum grade of C in JCom 2120 or permission of instructor. (3 cr) (Sp)

JCom 3120 (CI). Copy Editing and Publication Design. Editing and preparation of news stories and artwork for publication. Principles and practice of publication layout and design. Prerequisite: Minimum grade of C in JCom 2120, 2210, or 2310; or permission of instructor. (3 cr) (F,Sp)

JCom 3140 (DSS). Opinion Writing. Study and practice of persuasive editorial and opinion writing for the mass media. (3 cr) (F,Sp)

JCom 3300 (DSS). Corporate Communications. Theory and practice of communication processes and techniques to connect both internal and external constituencies in business and organizational settings. Emphasizes communication theories and measurement of effectiveness of various strategies. Prerequisites: Minimum grades of C in JCom 2300 and 2310. (3 cr) (F,Sp)

JCom 3400 (DSS). Gender and Communication. Processes through which various forms of communication create gender roles and ideals for women and men, resulting in different gender-based communication patterns. Social implications and emphasis on gender in media professions. (3 cr) (F,Sp)

JCom 3410 (DSS). Film as Cultural Communication. Analysis of the economic, ideological, political, and cultural constraints influencing film content. How written texts are changed or distorted when translated into film. (3 cr) (F,Sp)

JCom 4000. Senior Seminar in Mass Communication. Capstone seminar required of all majors. Includes small discussion groups to pull together and synthesize experiences of students in all concentrations. Examination of fundamental mass communication issues. Preparation for mass media careers. Prerequisite: Senior standing. (1 cr) (F,Sp)

JCom 4010 (DSS) (d6440).¹ Mass Communication Ethics. Study of ethical systems and philosophies and their applications to the practice of mass communication. (3 cr) (Sp)

JCom 4020 (DSS). Mass Media and Society. Study of theories and practice of the impact of mass media in conjunction with other social institutions: political, social, cultural, ideological, economic, and religious. (3 cr) (F,Sp)

JCom 4030 (DSS) (d6430). Mass Media Law. Principles and theories of constitutional and case law governing the mass media, including libel and privacy, copyright, press freedom, broadcast regulation, and press responsibility. (3 cr) (F,Sp)

JCom 4110 (CI). Computer-Assisted Reporting. Advanced computer-based investigative and in-depth information-gathering and newswriting, including intensive use of computer databases to collect and analyze data. Prerequisite: Minimum grade of C+ in JCom 2120 or 2210 or 2310 or permission of instructor. (3 cr) (F)

JCom 4120 (CI). Sports Writing. Information-gathering and writing of news and feature stories about sports for print and electronic mass media. Prerequisite: Minimum grade of C+ in JCom 2120 or 2210 or 2310, or permission of instructor. (3 cr) (F,Sp)

JCom 4150. Advanced Digital Photojournalism. Advanced lab work in the use of cameras and photographic production techniques, photo imaging, and manipulation. Concludes with student exhibition of work. Prerequisite: Minimum grade of C+ in JCom 2150 or permission of instructor. (3 cr) (Sp)

JCom 4210 (CI). Newscast I. Basics of electronic newsgathering and writing for electronic news media. Use of electronic video equipment for creation of on-air newscast and other visual news materials. Prerequisite: Minimum grade of C in JCom 2200. (3 cr) (F,Sp)

JCom 4220 (CI). Newscast II. Newsroom organization and practice in electronic and video news production, including directing and producing, writing for video news, use of studio equipment, use of video production equipment, staff management, and control room operations. Prerequisite: Minimum grades of C in JCom 2210 and 4210. (3 cr) (F,Sp)

JCom 4230. Corporate Video. Project-based lab work in studio video productions for real-world clients. Use of video field equipment and production facilities. Completion of video packages. Prerequisites: Minimum grade of C in JCom 1000, 1110, and 2000; or permission of instructor. (3 cr) (F,Sp)

JCom 4500. Projects in Communication. Individualized directed study in communication topics, based upon student proposal to instructor. Prerequisite: Permission of instructor. Repeatable for up to 6 credits. (1-5 cr) (F,Sp,Su) ®

JCom 4510. Communication Internship. Supervised, real-world training and practice in communication work places, including news and business environments. Prerequisite: Permission of instructor. Maximum of 6 credits may count toward the student's major. (1-3 cr) (F,Sp,Su) ®

JCom 4520H. Senior Thesis. Planning and execution of an in-depth research paper or project, as approved by the instructor, culminating in a formal public presentation. Required of all journalism and communication students for graduation in Honors Program. Students must also complete Honr 4800H. (1-3 cr) (F,Sp)

JCom 4530. Special Topics in Communication. Advanced study in specialized communication topic areas. A maximum of 5 credits may be applied toward the major. (3 cr) (F,Sp,Su) ®

JCom 5010 (d6010). Mass Media Historiography. Survey of the history and development of the mass media, and their influence on other social institutions. Theory and practice of historical research, with heavy emphasis on use of databases, archival, and other primary sources to conduct original historical research. (3 cr) (F,Sp)

JCom 5020 (d6020). Mass Communication Theory. Advanced study of major mass communication theories and issues, and their evidence in case studies. Application of theory to significant societal problems. (3 cr) (F)

JCom 5030 (d6030). International Communications Problems. Study of mass communication influences and effects within and between nations. Systems and techniques of mass communication as functions of national identity and development. (3 cr) (F,Sp)

JCom 5110 (CI) (d6110). Literary Journalism. In-depth analysis and practice of literary and stylistic elements of long-form journalistic and other nonfiction writers. (3 cr) (F)

JCom 5210 (d6210). Multimedia. Principles and practice of producing interactive, computer-based multimedia products in various forms (CD-ROM, Internet), combining text, full-motion video, and sound for news and business clients. Prerequisite: Permission of instructor. (3 cr) (Sp)

JCom 5220 (d6220). Advanced Video Production. Training and practice in advanced techniques of video production, including computer graphics generation, non-linear video editing, and other specialized professional techniques for electronic video materials. Prerequisite: Minimum grade of C in JCom 4220 or 4230 or permission of instructor. (3 cr) (F)

JCom 5230 (d6230). Advanced Video Documentary Production. Advanced production of long-form video productions and packages, including writing scripts, directing and production, control room applications, and advanced video production techniques. Prerequisite: Minimum grade of C in JCom 4220 or 4230 or permission of instructor. (3 cr) (Sp) ®

JCom 5300 (CI) (d6300). Public Relations Agency I. Hands-on experience in public relations and corporate image maintenance. Strategies for organizational positioning and use of mass media in furthering corporate objectives. Prerequisite: Minimum grade of C in JCom 3300. (3 cr) (F,Sp)

JCom 5310 (d6310). Mass Media Management. Examines theories, methods, and practice of management of mass media businesses, including personnel, marketing, and market positioning. Prerequisite: Permission of instructor. (3 cr) (F,Sp)

JCom 5320 (d6320). Public Relations Agency II. Advanced public relations agency management skills. Prerequisite: Permission of instructor. (3 cr) (F,Sp)

JCom 5400 (d6400). Mass Media Criticism. Critical analysis of mass media content, emphasizing the media's social, cultural, and political impacts. Use of advanced research techniques. Prerequisite: Permission of instructor. (3 cr) (Sp)

JCom 5410 (d6410). Gender and the Mass Media. Examines the nature of gender-based images in a variety of mass media, from advertising to magazines, television, and film. Analysis of gender stereotypes and portrayals in news and entertainment media, along with resulting social impacts. Prerequisite: Permission of instructor. (3 cr) (F,Sp)

JCom 5420 (d6420). The Mass Media and Politics. Examination of the role of the mass media in the political process, including both campaigns and governance. Examination of political advertising, news coverage, polling, opinion formation strategies, and politicians' use of new media technologies. (3 cr) (F)

JCom 6000. Introduction to Graduate Study in Mass Communication. Overview of mass communication theories and research methodologies designed to prepare the student for the graduate course of study and to assist in planning research agenda. (3 cr) (F)

JCom 6010 (d5010). Mass Media Historiography. Survey of the history and development of the mass media, and their influence on other social institutions. Theory and practice of historical research, with heavy emphasis on use of databases, archival, and other primary sources to conduct original historical research. (3 cr) (F,Sp)

JCom 6020 (d5020). Mass Communication Theory. Advanced study of major mass communication theories and issues, and their evidence in case studies. Application of theory to significant societal problems. (3 cr) (F)

JCom 6030 (d5030). International Communications Problems. Study of mass communication influences and effects within and between nations. Systems and techniques of mass communication as functions of national identity and development. (3 cr) (F,Sp)

JCom 6040. Seminar in Mass Media Research Methods. Introduction to the major theoretical perspectives and methodologies in mass communication research. Repeatable for credit with departmental permission. (3 cr) (Sp) ®

JCom 6050. Seminar in Mass Media Issues and Problems. Variable topic seminar concerning research of issues and problems in mass media principles and practice. Repeatable for credit with departmental permission. (3 cr) (F,Sp) ®

JCom 6110 (d5110). Literary Journalism. In-depth analysis and practice of literary and stylistic elements of long-form journalistic and other nonfiction writers. (3 cr) (F)

JCom 6210 (d5210). Multimedia. Principles and practice of producing interactive, computer-based multimedia products in various forms (CD-ROM, Internet), combining text, full-motion video, and sound for news and business clients. Prerequisite: Permission of instructor. (3 cr) (Sp)

JCom 6220 (d5220). Advanced Video Production. Training and practice in advanced techniques of video production, including computer graphics generation, non-linear video editing, and other specialized professional techniques for electronic video materials. Prerequisite: Minimum grade of C in JCom 4220 or 4230 or permission of instructor. (3 cr) (F)

JCom 6230 (d5230). Advanced Video Documentary Production. Advanced production of long-form video productions and packages, including writing scripts, directing and production, control room applications, and advanced video production techniques. Prerequisite: Minimum grade of C in JCom 4220 or 4230 or permission of instructor. (3 cr) (Sp) ®

JCom 6300 (d5300). Public Relations Agency I. Hands-on experience in public relations and corporate image maintenance. Strategies for organizational positioning and use of mass media in furthering corporate objectives. Prerequisite: Minimum grade of C in JCom 3300. (3 cr) (F,Sp)

JCom 6310 (d5310). Mass Media Management. Examines theories, methods, and practice of management of mass media businesses, including personnel, marketing, and market positioning. Prerequisite: Permission of instructor. (3 cr) (F,Sp)

JCom 6320 (d5320). Public Relations Agency II. Advanced public relations agency management skills. Prerequisite: Permission of instructor. (3 cr) (F,Sp)

JCom 6400 (d5400). Mass Media Criticism. Critical analysis of mass media content, emphasizing the media's social, cultural, and political impacts. Use of advanced research techniques. Prerequisite: Permission of instructor. (3 cr) (Sp)

JCom 6410 (d5410). Gender and the Mass Media. Examines the nature of gender-based images in a variety of mass media, from advertising to magazines, television, and film. Analysis of gender stereotypes and portrayals in news and entertainment media, along with resulting social impacts. Prerequisite: Permission of instructor. (3 cr) (F,Sp)

JCom 6420 (d5420). The Mass Media and Politics. Examination of the role of the mass media in the political process, including both campaigns and governance. Examination of political advertising, news coverage, polling, opinion formation strategies, and politicians' use of new media technologies. (3 cr) (F)

JCom 6430 (d4030). Mass Media Law. Principles and theories of constitutional and case law governing the mass media, including libel and privacy, copyright, press freedom, broadcast regulation, and press responsibility. (3 cr) (F,Sp)

JCom 6440 (d4010). Mass Communication Ethics. Study of ethical systems and philosophies and their applications to the practice of mass communication. (3 cr) (Sp)

JCom 6500. Special Projects in Mass Communication Research and Practice. Directed study into specified research or real-world problems in the mass media and mass communication industries. Prerequisite: Departmental permission. Repeatable for credit with departmental permission. (1-3 cr) (F,Sp,Su) ®

JCom 6510. Directed Readings in Mass Communication. Directed readings, tutorial or experiential learning/project in mass communication. Prerequisite: Instructor and department head approval. (1-12 cr) (F,Sp,Su) ®

JCom 6600. Internship. Supervised training in selected communication work places. Prerequisite: Permission of graduate supervisory committee. (1-6 cr) (F,Sp,Su)

JCom 6970. Thesis Research. Prerequisite: Departmental permission. Repeatable for credit with departmental permission. (1-3 cr) (F,Sp,Su) ®

JCom 6990. Continuing Graduate Advisement. Prerequisite: Departmental permission. Repeatable for credit with departmental permission. (1-3 cr) (F,Sp,Su) ®

¹Parenthetical numbers preceded by *d* indicate a *dual* listing.

® Repeatable for credit. Check with major department for limitations on number of credits that can be counted for graduation.