

Department of Journalism and Communication

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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, Print Journalism, Public Relations/Corporate Communications

Graduate specializations: Print, Photo, and Broadcast Journalism

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 digital nonlinear video editing lab, 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 online 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 three 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 Requirement (9 credits)

The following courses are required for all majors, and must be completed prior to application for major status:

JCOM 1000 (BSS) Introduction to Mass Communication (F, Sp)	3
JCOM 1110 Beginning Newswriting for Mass Media (F, Sp, Su)	3
JCOM 2000 (BSS) Media Smarts: Making Sense of the Information Age (F, Sp)	3

Prior to taking JCOM 1110, students must complete ENGL 1010 Introduction to Writing (or equivalent), an English 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 (CI) Introduction to Online Journalism (F, Sp)	2
(prereq: min of C+ in JCOM 1000, 1100, and 2000)	
JCOM 4000 Senior Seminar in Mass Communication (F, Sp)	1
(prereq: senior standing)	
JCOM 4030 Mass Media Law (F, Sp)	3
(should have junior standing or instructor's permission)	

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Emphasis Areas

Each student must select one of the following emphasis areas:

Broadcast/Electronic Media Emphasis (30-35 credits)

A. Premajor Core Requirements (9 credits)

Journalism majors must complete the Premajor Core Requirements *before* taking courses in section B below.

B. Broadcast/Electronic Media Requirements (12 credits)

JCOM 2200 Introduction to Video Media (F, Sp)	3
JCOM 2210 Writing for Electronic Media (F, Sp)	3
Additional major requirements (JCOM 2110, 4000, 4030)	6

C. Newscast or Corporate Video/Multimedia (6-8 credits)

Students should complete *one* of the two pairs of courses listed below.

JCOM 4210 (CI) Newscast I (F, Sp) (4 cr) and JCOM 4220 (CI) Newscast II (F, Sp) (4 cr)	8
Or	
JCOM 4230 Corporate Video (F, Sp) (3 cr) and JCOM 5210 Website Design and Production (Sp) (3 cr)	6

D. Communication Electives (3-6 credits)

Students should consult with their advisor to choose appropriate electives.

Print Journalism Emphasis (30-36 credits)

A. Premajor Core Requirements (9 credits)

Journalism majors must complete the Premajor Core Requirements *before* taking courses in section B below.

B. Print Journalism Requirements (15 credits)

JCOM 2120 (CI) Reporting Public Affairs (F, Sp)	3
JCOM 3110 (CI) Beyond the Inverted Pyramid (Sp)	3
JCOM 3120 (CI) Copy Editing and Publication Design (F, Sp)	3
Additional major requirements (JCOM 2110, 4000, 4030)	6

C. Communication Electives (6-12 credits)

Students should consult with their advisor to choose appropriate electives.

Public Relations/Corporate Communications Emphasis (30-36 credits)

A. Premajor Core Requirements (9 credits)

Journalism majors must complete the Premajor Core Requirements *before* taking courses in section B below.

B. Required Courses (12 credits, may be taken concurrently)

JCOM 2300 Introduction to Public Relations (F, Sp)	3
JCOM 2310 (CI) Writing for Public Relations (F, Sp, Su)	3
Additional major requirements (JCOM 2110, 4000, 4030)	6

C. Upper-division Required Courses (6 credits; must be taken in sequence after completion of JCOM 2300, 2310)

JCOM 3300 Corporate Communications (F, Sp)	3
JCOM 5300 (CI) Public Relations Agency I (F, Sp)	3

D. Electives (3-9 credits; at least 3 credits in skills course; 3 credits upper division)

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 earn a minor in Journalism by completing a minimum of 18 JCOM credits. The minimum GPA requirements for Journalism minors are the same as those required for Journalism majors.

These credits must include:

JCOM 1000 (BSS) Introduction to Mass Communication (F, Sp)	3
JCOM 1110 Beginning Newswriting for the Mass Media (F, Sp, Su) (3 cr) or JCOM 2000 (BSS) Media Smarts: Making Sense of the Information Age (F, Sp) (3 cr)	3

For the remaining 12 JCOM credits, students must select one of the following options:

(a)	
JCOM 2120 (CI) Reporting Public Affairs (F, Sp)	3
JCOM faculty advisor-approved upper-division JCOM credits	9
(b)	
JCOM 2200 Introduction to Video Media (F, Sp)	3
JCOM 2210 Writing for Electronic Media (F, Sp)	3
JCOM faculty advisor-approved upper-division JCOM credits	6
(c)	
JCOM 2300 Introduction to Public Relations (F, Sp)	3
JCOM 2310 (CI) Writing for Public Relations (F, Sp, Su)	3
JCOM faculty advisor-approved upper-division JCOM credits	6

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;

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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 online 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.

Departmental Honors

Students who would like to experience greater academic depth within their major are encouraged to enroll in departmental honors. Through original, independent work, Honors students enjoy the benefits of close supervision and mentoring, as they work one-on-one with faculty in select upper-division departmental courses. Honors students also complete a senior project, which provides another opportunity to collaborate with faculty on a problem that is significant, both personally and in the student's discipline. Participating in departmental honors enhances students' chances for obtaining fellowships and admission to graduate school. Minimum GPA requirements for participation in departmental honors vary by department, but usually fall within the range of 3.30-3.50. Students may enter the Honors Program at almost any stage in their academic career, including at the junior (and sometimes senior) level. The campus-wide Honors Program, which is open to all qualified students regardless of major, offers a rich array of cultural and social activities, special classes, and the benefit of Honors early registration. Interested students should contact the Honors Program, Merrill Library 374, (435) 797-2715, honors@cc.usu.edu. Additional information can be found online at:

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

Additional Information

For further information about publications, curriculum, scholarships, faculty, and other program offerings, including USU's TV studio facilities; weekly newscasts and TV programs; the award-winning student news website, the Hard News Café; and the Media and Society Lecture Series; check out the Journalism and Communication Department's website: <http://www.usu.edu/journalism>

For detailed information about requirements for the Journalism major and minor, see the major requirement sheet, which can be obtained from the department, or accessed online at:

<http://www.usu.edu/ats/majorsheets/>

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 print, photo, or broadcast 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 Beginning Newswriting for the Mass Media (F, Sp, Su)	3
JCOM 3110 (CI) Beyond the Inverted Pyramid (Sp)	3
JCOM 4020 (DSS) Mass Media and Society (Sp)	3
JCOM 4030 (DSS) Mass Media Law (F, Sp).....	3

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.

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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)

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)

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 School of Graduate Studies or the Department of Journalism and Communication. Also, check out the departmental website at:
<http://www.usu.edu/journalism>

Journalism and Communication Faculty

Professor

Edward C. Pease, journalism, media criticism

Professor Emeritus

Nelson B. Wadsworth, print journalism

Associate Professors

Penny M. Byrne, broadcasting, media law

Brenda Cooper, media criticism, gender and mass communication

Michael S. Sweeney, print journalism, media history

Associate Professors Emeritus

Scott A. Chisholm, media management, literary journalism

James O. Derry, international mass communication development

Assistant Professors

Cathy Ferrand Bullock, mass communication theory and research methods

Emmanuel E. "Emeka" Nneji, public relations

Les A. Roka, public relations

Nancy M. Williams, print journalism, Internet

Video Lab Supervisor

S. Dean Byrne, broadcast and electronic media

Temporary Lecturer

R. Troy Oldham, public relations, corporate communications

Adjunct Instructors

Tim Vitale, public relations

Jay C. Wamsley, print journalism

Course Descriptions

Journalism and Communication (JCOM), pages 543-545