

Journalism and Communication (JCOM)

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JCOM 1000 BSS Introduction to Mass Communication (3)

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. (F,Sp)

JCOM 1110 Beginning Newswriting for the Mass Media (3)

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, typing test, and permission of department. (F,Sp,Su)

JCOM 2000 BSS Media Smarts: Making Sense of the Information Age (3)

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. Prerequisite: ENGL 1010. (F,Sp)

JCOM 2110 CI Introduction to Online Journalism (2)

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. Prerequisites: Minimum grades of C+ in JCOM 1000, 1110, and 2000. (F,Sp)

JCOM 2120 CI Reporting Public Affairs (3)

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. Prerequisites: Minimum grades of C+ in JCOM 1000, 1110, and 2000. (F,Sp)

JCOM 2150 Beginning Photojournalism (3)

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 dark-room techniques. Students furnish cameras and some materials. Prerequisite: ART 2800 or permission of instructor. (F,Sp)

JCOM 2200 Introduction to Video Media (3)

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. Prerequisites: Minimum grades of C+ in JCOM 1000, 1110, and 2000. (F,Sp)

JCOM 2210 Writing for Electronic Media (3)

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 1000, 1110, and 2000. (F,Sp)

JCOM 2300 Introduction to Public Relations (3)

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, 1110, and 2000. (F,Sp)

JCOM 2310 CI Writing for Public Relations (3)

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 1000, 1110, and 2000. (F,Sp,Su)

JCOM 3010 Communication Research Methods (3)

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. (F,Sp)

JCOM 3110 CI Beyond the Inverted Pyramid (3)

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. Prerequisites: Minimum grades of C in JCOM 2120 or permission of instructor. (Sp)

JCOM 3120 CI Copy Editing and Publication Design (3)

Editing and preparation of news stories and artwork for publication. Principles and practice of publication layout and design. Prerequisites: Minimum grades of C in JCOM 2120, 2210, or 2310; or permission of instructor. (F,Sp)

JCOM 3140 DSS Opinion Writing (3)

Study and practice of persuasive editorial and opinion writing for the mass media. (F,Sp)

JCOM 3300 DSS Corporate Communications (3)

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. (F,Sp)

JCOM 3400 DSS Gender and Communication (3)

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. (F,Sp)

JCOM 3410 DSS Film as Cultural Communication (3)

Analysis of the economic, ideological, political, and cultural constraints influencing film content. How written texts are changed or distorted when translated into film. (F,Sp)

JCOM 4000 Senior Seminar in Mass Communication (1)

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

JCOM 4010 DSS Mass Communication Ethics (d6440)¹ (3)

Study of ethical systems and philosophies and their applications to the practice of mass communication. Prerequisite: Junior standing. (Sp)

JCOM 4020 DSS Mass Media and Society (3)

Study of theories and practice of the impact of mass media in conjunction with other social institutions: political, social, cultural, ideological, economic, and religious. Prerequisite: Junior standing. (Sp)

JCOM 4030 DSS Mass Media Law (d6430) (3)

Principles and theories of constitutional and case law governing the mass media, including libel and privacy, copyright, press freedom, broadcast regulation, and press responsibility. Prerequisite: Junior standing. (F,Sp)

JCOM 4110 CI Computer-Assisted Reporting (3)

Advanced computer-based investigative and in-depth information-gathering and newswriting, including intensive use of computer databases to collect and analyze data. Prerequisites: Minimum grades of C in JCOM 2120 or 2210 or 2310; or permission of instructor. (Sp)

JCOM 4120 CI Sports Writing (3)

Information-gathering and writing of news and feature stories about sports for print and electronic mass media. Prerequisites: Minimum grades of C in JCOM 2120 or 2210 or 2310; or permission of instructor. (F,Sp)

JCOM 4150 Advanced Digital Photojournalism (3)

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. (F,Sp)

JCOM 4210 CI Newscast I (4)

Basics of electronic newsgathering and writing for electronic news media. Use of

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electronic video equipment for creation of on-air newscast and other visual news materials. Prerequisite: Minimum grade of C in JCOM 2200. (F,Sp)

JCOM 4220 CI Newscast II (4)
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. Prerequisites: Minimum grades of C in JCOM 2210 and 4210. (F,Sp)

JCOM 4230 Corporate Video (3)
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 grades of C+ in JCOM 1000, 1110, and 2000; or permission of instructor. (F,Sp)

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

JCOM 4510 Communication Internship (1-3) ®
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. (F,Sp,Su)

JCOM 4520H Senior Thesis (1-3)
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. (F,Sp)

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

JCOM 5010 Mass Media Historiography (3) (d6010)
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. (F,Sp)

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

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

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

JCOM 5210 Website Design and Production (3) (d6210)
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. (Sp)

JCOM 5220 Advanced Video Production (3) (d6220)
Training and practice in advanced techniques of video production, including computer graphics generation, nonlinear 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. (F)

JCOM 5230 Advanced Video Documentary Production (3) ® (d6230)
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. (Sp)

JCOM 5300 CI Public Relations Agency I (3) (d6300)
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. (F,Sp)

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

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

JCOM 5400 Mass Media Criticism (3) (d6400)
Critical analysis of mass media content, emphasizing the media's social, cultural, and political impacts. Use of advanced research techniques. Senior standing required for enrollment in JCOM 5400; permission of instructor required for enrollment in JCOM 6400. (Sp)

JCOM 5410 Gender and the Mass Media (3) (d6410)
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. Senior standing required for enrollment in JCOM 5410; permission of instructor required for enrollment in JCOM 6410. (F,Sp)

JCOM 5420 The Mass Media and Politics (3) (d6420)
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. (F)

JCOM 6000 Introduction to Graduate Study in Mass Communication (3)
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. (F)

JCOM 6010 Mass Media Historiography (3) (d5010)
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. (F,Sp)

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

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

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

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

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

JCOM 6210 Website Design and Production (3) (d5210)
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. (Sp)

JCOM 6220 Advanced Video Production (3) (d5220)
Training and practice in advanced techniques of video production, including computer graphics generation, nonlinear 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. (F)

JCOM 6230 Advanced Video Documentary Production (3) ® (d5230)
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. (Sp)

JCOM 6300 Public Relations Agency I (3) (d5300)
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. (F,Sp)

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

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

JCOM 6400 Mass Media Criticism (3) (d5400)
Critical analysis of mass media content, emphasizing the media's social, cultural, and political impacts. Use of advanced research techniques. Permission of instructor re-

quired for enrollment in JCOM 6400; senior standing required for enrollment in JCOM 5400. (Sp)

JCOM 6410 Gender and the Mass Media (3) (d5410)
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. Permission of instructor required for enrollment in JCOM 6410; senior standing required for enrollment in JCOM 5410. (F,Sp)

JCOM 6420 The Mass Media and Politics (3) (d5420)
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. (F)

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

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

JCOM 6500 Special Projects in Mass Communication Research and Practice (1-3) ®
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. (F,Sp,Su)

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

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

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

JCOM 6990 Continuing Graduate Advisement (1-3) ®
Prerequisite: Departmental permission. Repeatable for credit with departmental permission. (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.