Advertising and Public Relations (ADPR)

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School of Journalism and Strategic Media Website (https://fulbright.uark.edu/departments/journalism/)

The B.A. in Advertising and Public Relations provides students with knowledge of the history, theory, practice, and ethics of the advertising, public relations and journalism fields, and educates students in advertising, public relations and journalistic skills. Advertising and public relations majors learn the theories and skills of how to create persuasive messages in mass, digital and social media, how to ensure those messages reach the right audience, and how to communicate persuasive messages in a socially responsible way.

Requirements for B.A. in Advertising and Public Relations

University and College Requirements: In addition to the Fulbright College of Arts and Sciences Graduation Requirements (see under Degree Completion Program Policy), the following course requirements must be met. Bolded courses from the course list below may be applied to portions of the state minimum core (http://catalog.uark.edu/undergraduatecatalog/gened/stateminimum/requirements).

<table>
<thead>
<tr>
<th>State Minimum Core</th>
<th>35</th>
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<tbody>
<tr>
<td>Select one of the following:</td>
<td>3</td>
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<tr>
<td>MATH 2033 Mathematical Thought</td>
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<tr>
<td>MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)</td>
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<tr>
<td>MATH 2053 Finite Mathematics</td>
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<tr>
<td>MATH 2183 Mathematical Reasoning in a Quantitative World</td>
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<tr>
<td>STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)</td>
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<tr>
<td>or a higher level math.</td>
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</tbody>
</table>

| World language up to the Intermediate I level (2000-level) | 9 |
| Select one of the following: | 3 |
| WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113) | |
| WLIT 1123 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123) | |
| An advanced literature course | |
| A language literature course | |
| Select one of the following: | 3 |

| PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) | |
| PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003) | |
| Any philosophy (PHIL) course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions) | |
| A second PLSC course (the following are recommended options): | 3 |
| PLSC 2813 Introduction to International Relations and Global Studies | |
| PLSC 3233 The American Congress | |
| PLSC 4233 The American Chief Executive | |
| ECON 2143 Basic Economics: Theory and Practice | 3 |
| COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) | |
| Any HIST course 3000-level or higher | 3 |

| Cultural/Diversity Requirement | 3 |
| Choose a course in cultural/diversity studies from the following options: | |
| ANTH 4533 Middle East Cultures | |
| COMM 4343 Intercultural Communication | |
| HIST 3233 African American History to 1877 | |
| HIST 3243 African American History Since 1877 | |
| HIST 3263 History of the American Indian | |
| JOUR 3263 African Americans in Film | |
| JOUR 4923 History of the Black Press | |
| SCWK 3193 Human Diversity and Social Work | |
| SOCI 3193 Race, Class, Gender, and Sexuality | |
| Other cultural/diversity courses as approved by the School of Journalism and Strategic Media. | |

| Journalism and Strategic Media Core | 16 |
| All majors must complete the GSP or Grammar, Spelling and Punctuation requirement as a prerequisite or co-requisite to JOUR 1033 Media Writing by completing one of these two options: 1) Pass JOUR 1003 Journalistic Writing Skills with a grade of C or better; or 2) Pass the GSP test with a grade of 75% or better. Once you officially declare a Journalism major or minor, you will obtain access to the GSP Blackboard course for option 2. Students who do not complete both the GSP requirement and JOUR 1033 with a C or better cannot enroll in any courses for which JOUR 1033 is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance. | |
| A minimum grade of “C” is required in all journalism courses that serve as prerequisites for advanced journalism and advertising/public relations courses. In certain courses a minimum grade of “B” is required. | |
| JOUR 1023 Media and Society | |
| JOUR 1033 Media Writing | |
| JOUR 3633 Media Law | |
| JOUR 4333 Ethics in Journalism | |
| JOUR 4981 Journalism Writing Requirement | |
Advertising and Public Relations (ADPR)

Journalism Digital Requirement: JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics and Technology, or JOUR 405V Specialized Journalism Seminar with the subtopics 'Videography/Editing' or 'Digital Content Strategy.'

Advertising/Public Relations Courses

Students must have a cumulative GPA of 2.5 or higher to enroll in ADPR 3723 and ADPR 3743.

Students are required to earn a grade of “B” or higher in both ADPR 3723 and ADPR 3743 and maintain a cumulative GPA of 2.5 or higher to qualify to take all other 3000-level or higher Advertising/Public Relations courses. Students may retake ADPR 3723 and ADPR 3743 only once to earn a grade of “B” or higher.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ADPR 3723</td>
<td>Advertising Principles</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 3743</td>
<td>Public Relations Principles</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 4143</td>
<td>Public Relations Writing</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 4423</td>
<td>Creative Strategy and Execution</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 4453</td>
<td>Media Planning &amp; Strategy</td>
<td>3</td>
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<tr>
<td>or ADPR 4473</td>
<td>Account Planning</td>
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<td></td>
<td>Six credit hours in JOUR or ADPR courses. It is recommended that one course choice be an internship.</td>
<td>6</td>
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<tr>
<td>MKTG 3433</td>
<td>Introduction to Marketing</td>
<td>3</td>
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<tr>
<td>MKTG 3553</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3633</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
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Electives

Non-JOUR/ADPR General Electives | 3

Total Hours | 120

Writing Requirement: Successful completion of JOUR 4981 with a grade of ‘C’ or better satisfies the Fulbright College Writing Requirement for journalism majors.

Advertising and Public Relations B.A.

Eight-Semester Plan

Students wishing to follow the eight-semester degree plan should see the Eight-Semester Degree Policy (http://catalog.uark.edu/undergraduatemajors/advertisingpublicrelations/eightsemesterdegreecompletionpolicy/) in the Academic Regulations chapter for university requirements of the program as well as Fulbright College requirements.

State minimum core (http://catalog.uark.edu/undergraduatecatalog/gened/stateminimum/) requirements may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with general electives. Students should consult with their academic advisor.

First Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Fall</th>
<th>Units</th>
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<tbody>
<tr>
<td>ENGL 1013 Composition I</td>
<td>(ACTS Equivalency = ENGL 1013)</td>
<td>3</td>
<td></td>
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<tr>
<td>MATH 1313 Quantitative Reasoning</td>
<td>(ACTS Equivalency = MATH 1113)</td>
<td>3</td>
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<tr>
<td>or MATH 1203 College Algebra</td>
<td>(ACTS Equivalency = MATH 1103)</td>
<td>3</td>
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<tr>
<td>or any MATH course numbered higher than MATH 1203</td>
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Year Total: 15

Second Year

Students have the option of enrolling in ADPR 3723 and ADPR 3743 during the sophomore or junior year. If enrolling during the sophomore year, students must have a minimum of 30 credit hours completed, 2.5 cumulative GPA, and must have completed JOUR 1033 with a C or better. No in-progress credit hours accepted. No exceptions will be made.

ADPR 3723 Advertising Principles (must earn a B or better)

or if ECON 2013 or ECON 2023 was completed, then take the other ECON not completed in the sequence. If ECON 2143 was completed, then take a Social Sciences state minimum core course.

PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103)

or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)

or any PHIL course numbered 3000 or higher (PHIL 3103 Ethics and the Professions is recommended)

World language at the Intermediate I (2003) level or higher (depending on placement in sequence)

Journalism Digital Requirement | 3

JOUR 2053 Multimedia Journalism | 3
JOUR 2063 Media Graphics and Technology
JOUR 405V Specialized Journalism Seminar
(with the subtopic 'Videography/Editing' or 'Digital Content Strategy'.)

Science state minimum core with corequisite lab 4
ADPR 3743 Public Relations Principles (must earn a B or better) 3
or Social Sciences state minimum core

MKTG 3433 Introduction to Marketing 3
WLIT 1113 World Literature: Beginnings to 1650 3
CE (ACTS Equivalency = ENGL 2113)
or WLIT 1123 World Literature: 1650CE to Present
(ACTS Equivalency = ENGL 2123)
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) 3
Science state minimum core with corequisite lab 4
Year Total: 16 16

Third Year

<table>
<thead>
<tr>
<th>Units</th>
<th>Fall</th>
<th>Spring</th>
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| Students have the option of enrolling in the ADPR 4143, ADPR 4423, and (ADPR 4453 or ADPR 4473) course sequence during the junior or senior year. If ADPR 3723 and ADPR 3743 are already completed with a grade of B or better, then choose one course from the ADPR courses below or complete another remaining degree requirement. If enrolling during the junior year, students must have a minimum of 60 credit hours completed, 2.5 cumulative GPA, be an Advertising/Public Relations major, and must have completed ADPR 3723 and ADPR 3743, each with a grade of B or better. No in-progress credit hours accepted. No exceptions will be made. If not completed during sophomore year, then take: ADPR 3723 Advertising Principles (must earn a B or better) 3 If ADPR 3723 is already completed, then choose one ADPR course from below or complete another remaining degree requirement. ADPR 4143 Public Relations Writing or ADPR 4423 Creative Strategy and Execution or ADPR 4453 Media Planning & Strategy or ADPR 4473 Account Planning Students need only to complete either ADPR 4453 or ADPR 4473 towards the nine credit hours of the 4000-level ADPR course sequence—not both. If both are completed, then one will count as a JOUR/ADPR elective. MKTG 3553 Consumer Behavior 3 JOUR 3633 Media Law 3 Cultural/diversity requirement or HIST elective 3000-level or higher 3 Year Total: 15 15

Fourth Year

<table>
<thead>
<tr>
<th>Units</th>
<th>Fall</th>
<th>Spring</th>
</tr>
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</table>
| If not previously completed, and if available, then choose 1-2 courses from the following: ADPR 4143 Public Relations Writing or ADPR 4423 Creative Strategy and Execution or ADPR 4453 Media Planning & Strategy or ADPR 4473 Account Planning Students need only to complete either ADPR 4453 or ADPR 4473 towards the nine credit hours of the 4000-level ADPR course sequence—not both. If both are completed, then one will count as a JOUR/ADPR elective. JOUR 4333 Ethics in Journalism 3 Any JOUR or ADPR course 3 JOUR 4981 Journalism Writing Requirement 1 Fine Arts state minimum core 3 Non-JOUR/ADPR General Electives 2 If not previously completed, then choose 1-3 courses from the following. If all nine hours in the sequence have been completed, then take non-JOUR/ADPR general electives. ADPR 4143 Public Relations Writing or ADPR 4423 Creative Strategy and Execution or ADPR 4453 Media Planning & Strategy or ADPR 4473 Account Planning 3-9
Students need only to complete either ADPR 4453 or ADPR 4473 towards the nine credit hours of the 4000-level ADPR course sequence—not both. If both are completed, then one will count as a JOUR/ADPR elective.

| Non-JOUR/ADPR General Electives | 10 |
| Year Total: | 13 |

**Total Units in Sequence: 120**

### Requirements for Honors in Journalism and Strategic Media

The Journalism and Strategic Media Honors Program gives undergraduates a chance to pursue journalistic research in the context of other academic disciplines. Honors candidates carry out independent study and research under the guidance of the journalism faculty and participate in honors classes in journalism and at least one other discipline. Outstanding student achievement will be recognized by the award of distinction “Journalism Scholar Cum Laude” at graduation. Higher degree distinctions are recommended only in cases of exceptional achievement and are based on the candidate's total honors studies program. To be considered for such distinctions, students must earn a minimum cumulative 3.50 grade-point average in journalism.

Journalism School and College Honors students must complete a minimum of 13 hours in honors credits and a thesis. These requirements are specified as follows:

**Journalism School and College Honors students must:**

1. Enter the program no later than the first semester of their junior year, and register for JOUR 498VH Honors Journalism Writing Requirement beginning with the first semester of the junior year,
2. Take at least 1 credit of JOUR 498VH every fall and spring semester of the junior and senior year,
3. Complete at least one journalism honors colloquium,
4. Complete the journalism honors core research course JOUR 4943H (offered every spring semester only),
5. Complete an approved honors colloquium in a second discipline,
6. Complete and orally defend an honors thesis based on honors courses of study, and
7. Earn an overall cumulative 3.50 grade-point average and a cumulative 3.50 grade-point average in journalism courses.

In addition, journalism majors pursuing college honors must also satisfy all requirements for the Fulbright College Honors Program and the Honors Core Curriculum for a Bachelor of Arts found elsewhere in this catalog.

More specific information on the requirements for honors in Journalism is available from the School of Journalism and Strategic Media Honors adviser.

**Journalism (B.A.) Teacher Licensure Requirements:** Students interested in obtaining teacher licensure may not obtain licensure in journalism alone. Licensure in another discipline must be obtained, and journalism may be added as an additional area of licensure. Please refer to the Secondary Education Requirements for Fulbright College Students (http://catalog.uark.edu/undergraduatetacatalog/collegesandschools/jwilliamfulbrightcollegeofartsandsciences#fieldsofstudytext) or contact your departmental adviser or an adviser in the College of Education and Health Professions.

### Faculty

- **Bostick, David A.**, Ed.D. (Baker University), M.A. (Fort Hays State University), Teaching Assistant Professor, 2019.
- **Bouchillon, Brandon C.**, Ph.D. (Texas Tech University), Assistant Professor, 2019.
- **Brown, Lucy M.**, Ph.D., M.A. (University of Texas, Austin), M.S. (Pratt Institute), Dip.G.A. (Edna Manley School for the Visual Arts, Jamaica), Clinical Assistant Professor, 2013.
- **Carpenter, Dale M.** (Emory University), B.A. (Vanderbilt University), Professor, 1994.
- **Chung, Jee-Young**, Ph.D. (University of Alabama), M.A. (University of Houston), B.S., B.A. (Seoul Women’s University), Assistant Professor, 2015.
- **Foley, Larry D.**, M.S. (University of Central Arkansas), B.A. (University of Arkansas), Professor, 1993.
- **Foster, Bobbie M.**, B.A. (University of Arkansas), Instructor, 2015.
- **Fosu, Ignatius**, Ph.D., M.A. (University of Alabama), B.A. (University of Ghana, Accra), Associate Professor, 2005.
- **Jordan, Gerald Bernard M.S.J.** (Northwestern University), B.A. (University of Arkansas), Associate Professor, 1995.
- **King, Tiffany M.** (University of Arkansas), B.J. (University of Missouri), Instructor, 2014.
- **Martin, Kim L.**, B.S.Ed. (University of Arkansas), Instructor, 1997.
- **McCaffrey, Raymond**, Ph.D. (University of Maryland), M.A. (University of Colorado), M.A. (Columbia University), B.A. (Fairfield University), Assistant Professor, 2014.
- **Minor, Ray A.** (Northwestern University), B.A. (University of Arkansas), Instructor, 2012.
- **Schulte, Bret J.**, M.F.A. (George Mason University), B.A. (University of Nebraska-Lincoln), Associate Professor, 2008.
- **Shelton, Gina B.** (Mississippi State University), Instructor, 2013.
- **Stockdell, Rick M.** (Kansas State University), B.S. (Northwest Missouri State University), Associate Professor, 1980.
- **Thein, Ricky**, M.S. (University of Central Florida), Clinical Assistant Professor, 2013.
- **Watkins, Patsy**, Ph.D. (University of Iowa), M.A., B.A. (University of Texas, Austin), Associate Professor, 1983.
- **Wells, Rob**, Ph.D. (University of Maryland), M.A. (St. John’s College), Assistant Professor, 2016.
- **Wicks, Jan L.**, Ph.D. (Michigan State University), B.A. (University of Southwest Louisiana), Professor, 1994.

### Advertising/Public Relations Courses

ADPR 3723. Advertising Principles. 3 Hours. Introductory course to the broad field of advertising. Includes a study of the role of advertising in modern society with emphasis being given to the extent and manner of use of advertising in mass media and digital media. Prerequisite: Minimum of 30 credit hours completed, 2.5 cumulative GPA, and completion of JOUR 1033 with a grade of C or better; no in-progress credit hours accepted. (Typically offered: Fall and Spring)
ADPR 3743. Public Relations Principles. 3 Hours.
Study of theory, methods, and ethics of public relations in modern society, business, and communications. Influencing opinion through acceptable performance and 2-way communication. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, and completion of JOUR 1033 with a grade of C or better; no in-progress credit hours accepted. (Typically offered: Fall and Spring)

ADPR 4143. Public Relations Writing. 3 Hours.
Instructional and writing practice to develop the professional-level writing skills required of public relations practitioners. Emphasizes different approaches required for different audiences and media. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 3723 and ADPR 3743, each with a grade of B or better; no in-progress credit hours accepted. (Typically offered: Fall and Spring)

ADPR 4423. Creative Strategy and Execution. 3 Hours.
The creation of advertising copy and layout for the mass media with emphasis on strategy, the written message, and the physical appearance for the advertisement. Includes laboratory component. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 3723 and ADPR 3743, each with a grade of B or better; no in-progress credit hours accepted. (Typically offered: Fall and Spring)

ADPR 4453. Media Planning & Strategy. 3 Hours.
Includes the study of media characteristics, market research, media strategies, media analysis, media-market measurements and the development of media plans. Emphasis is placed on the analysis of major mass media and digital strategies, tactics, and planning. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 3723 and ADPR 3743, each with a grade of B or better; no in-progress credit hours accepted. (Typically offered: Fall and Spring)

ADPR 4463. Campaigns. 3 Hours.
Applying advertising principles and techniques to preparation of a complete campaign; determining agency responsibilities, marketing objectives and research, media mix, and creative strategy. Emphasis also given to campaign presentation delivery, utilizing audio and visual techniques. Prerequisite: ADPR 3723 and ADPR 3743, each with a grade of B or better, ADPR major, and 2.5 overall GPA. (Typically offered: Fall and Spring)

ADPR 4473. Account Planning. 3 Hours.
An introduction to applied advertising research and account planning. Integrate consumers’ perspectives into creative strategy to developing brand stories for clients. Write creative briefs, positioning statements and prepare copy-testing research instruments to evaluate messages. Utilize consumer research for creating messages for diverse cultures. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 3723 and ADPR 3743, each with a grade of B or better; no in-progress credit hours accepted. (Typically offered: Fall and Spring)

This course is cross-listed with AAST 4473.

ADPR 4483. Issues in Advertising and Public Relations. 3 Hours.
Seminar course involving the critical examination of the major cultural, social, political, economic, ethical and persuasion theories and/or issues relevant to advertising and public relations affecting individuals, organizations and societies. Prerequisite: Junior standing. (Typically offered: Fall)

Journalism Courses

JOUR 1003. Journalistic Writing Skills. 3 Hours.
Provides a functional approach to improving language and writing skills specific to journalistic writing. Covers introductory journalistic writing and correct grammar usage, the logic governing syntax and punctuation use, analysis of grammar and syntax, sentence structure, word selection to convey proper meaning, memory aids, and other language topics relevant to journalistic writing. (Typically offered: Fall and Spring)

JOUR 1023. Media and Society. 3 Hours.
A survey of mass media (newspaper, radio, TV, magazine, advertising, public relations, photography, etc.) which stresses their importance in today's society and introduces the student to the various areas in journalism. Recommended for students considering journalism as a major. Prerequisite: Journalism major, Journalism minor, or department consent. (Typically offered: Fall and Spring)

JOUR 1033. Media Writing. 3 Hours.
Introduces students to the skills of observation, critical thinking and concise writing required in all aspects of journalism and strategic media, as well as to the technology needed in upper-level courses. A prerequisite to JOUR 2003, JOUR 2013, JOUR 2031L, JOUR 2032, JOUR 2053, JOUR 2063, ADPR 3723 and ADPR 3743. Corequisite: Lab component. Pre- or Corequisite: Complete and pass the GSP or Grammar, Spelling and Punctuation test with a 75% or higher, or complete JOUR 1003 with a grade of C or better. Prerequisite: Journalism major, Journalism minor, or department consent. (Typically offered: Fall and Spring)

JOUR 2003. Storytelling for Today's Media. 3 Hours.
Introduction to developing content strategies that tell accurate, concise stories across multiple media platforms. Emphasizes clear, effective storytelling in media content production for print, broadcast and digital platforms, including social media, podcasting and video blogging. Integrates lessons on corporate social responsibility, personal branding and media entrepreneurship. Prerequisite: Journalism major, minor, or department consent. (Typically offered: Fall and Spring)

JOUR 2013. News Reporting I. 3 Hours.
Intensive training in the methods of gathering and writing news. Lecture 2 hours, laboratory 2 hours per week. Prerequisite: JOUR 1023 and JOUR 1033, each with a grade of C or better, and completion of the GSP requirement. (Typically offered: Fall and Spring)

JOUR 2031L. Broadcast News Reporting I Laboratory. 1 Hour.
Provides experience in basic broadcast news reporting techniques. Laboratory 3 hours per week. Corequisite: JOUR 2032. Prerequisite: JOUR 1033 with a grade of C or better, and completion of the GSP requirement. (Typically offered: Fall and Spring)

JOUR 2032. Broadcast News Reporting I. 2 Hours.
Intensive training in the methods of gathering and writing broadcast news. Lecture 2 hours per week. Corequisite: JOUR 2031L. Prerequisite: Sophomore standing, JOUR 1033 with a grade of C or better, and completion of the GSP requirement. (Typically offered: Fall and Spring)

JOUR 2053. Multimedia Journalism. 3 Hours.
Provides students with the skills of visual literacy, photo editing, audio processing, video editing and web publishing. Good writing will be emphasized. The course examines basic aesthetic principles in visual composition and techniques applicable to audio, video and web production. Prerequisite: JOUR 1023 and JOUR 1033, each with a grade of C or better, and completion of the GSP requirement. (Typically offered: Fall and Spring)

JOUR 2063. Media Graphics and Technology. 3 Hours.
Introduction to computer skills required in journalism; focuses on training in the major creative software used for generating media graphics and visual communication. Emphasizes content creation and web publishing, including infographics and promotional materials. Prerequisite: Journalism major, minor or department consent. (Typically offered: Fall and Summer)

JOUR 2331L. Photojournalism I Laboratory. 1 Hour.
Photojournalism 1 Lab involves the transfer of images from a digital camera to a computer, and involves the use of image editing and enhancing software as well as layout and design software. Corequisite: JOUR 2332. (Typically offered: Fall)

JOUR 2332. Photo Journalism I. 2 Hours.
Beginning course in the fundamentals of photography, including digital photography, composition, file transfer and management, image enhancement, and layout and design. Corequisite: JOUR 2331L. (Typically offered: Fall)
JOUR 2453. Introduction to Sports Television Production I. 3 Hours.
Introduction to the specialized field of sports television production. Focuses on multi-camera, single-camera and studio production. Studio lab and field work outside of regularly scheduled class time required. (Typically offered: Fall)

JOUR 3013. Editing. 3 Hours.
Theories and practices in newspaper editing, copyediting, headline writing, page layout and the gathering and publication of written and pictorial information. Prerequisite: JOUR 1023 and JOUR 2013, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3023. News Reporting II. 3 Hours.
Continuation of JOUR 3013. Lecture 2 hours, laboratory 2 hours per week. Corequisite: Lab component. Prerequisite: JOUR 2013 with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3071L. Broadcast News Reporting II Laboratory. 1 Hour.
Continuation of JOUR 2031L. Including advanced skills in broadcast news techniques. Corequisite: JOUR 3072. Prerequisite: JOUR 2032 and JOUR 2031L, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3072. Broadcast News Reporting II. 2 Hours.
Continuation of JOUR 2032. Including advanced methods of gathering and writing broadcast news. Corequisite: JOUR 3071L. Prerequisite: JOUR 2032 and JOUR 2031L, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3083. Photojournalism II. 3 Hours.
Study of news and feature photography. Includes planning and shooting photographs for newspapers and magazines, and instills in the student photojournalistic techniques, and ethical considerations of photographing for publication. Includes producing multimedia presentations and working with audio as well as still images. Lecture 3 hours, laboratory 2 hours per week. Corequisite: Lab component. Prerequisite: JOUR 2332 and JOUR 2331L, each with a grade of C or better. (Typically offered: Spring)

JOUR 3123. Feature Writing. 3 Hours.
Study of non-fiction newspaper and magazine feature articles with emphasis on locating subjects, and on writing techniques and practice in article writing. Prerequisite: JOUR 2013 with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 3163. Sports Journalism. 3 Hours.
Emphasis on techniques and principles of coverage of sports and sports-related subjects on and off the field, and on the relationship between sports and the mass media. (Typically offered: Fall)

JOUR 3263. African Americans in Film. 3 Hours.
A survey of the history of images of African Americans in film, especially as these images are examined in the context of stereotypical renditions and/or realistic representations of African American experiences. Issues of African American history, culture, and socio-political context will be addressed in the analyses of these films. Prerequisite: ENGL 1023 and Junior or senior standing. (Typically offered: Irregular) This course is cross-listed with AAST 3263, ENGL 3263, COMM 3263.

JOUR 3273. African Americans in Documentary Film. 3 Hours.
Exploration of the African-American image and experience in the context of time, historical record and varying production viewpoints from diverse documentarians. African-American history, culture and socio-political context are addressed in the analyses of these documentary films from the perspectives of mainstream media, independent filmmakers and minority documentarians. Prerequisite: Junior or senior standing. (Typically offered: Spring) This course is cross-listed with AAST 3273, COMM 3273.

JOUR 3453. Sports Television Production II. 3 Hours.
Advanced production techniques in the specialized field of sports television production. Focuses on multi-camera, single-camera and studio production. Studio lab and field work outside of regularly scheduled class time required. Prerequisite: JOUR 2453 with a grade of C or better, or instructor consent. (Typically offered: Irregular)

JOUR 3633. Media Law. 3 Hours.
Constitutional guarantees, statutory laws and court cases applicable to mass communications. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

JOUR 3733. Covering the Courts. 3 Hours.
Explores the mechanics of covering trials and other aspects of legal affairs reporting. Prerequisite: JOUR 3633 with a grade of C or better. (Typically offered: Spring)

JOUR 3923H. Honors Colloquium. 3 Hours.
Covers a special topic or issue, offered as a part of the honors program. Prerequisite: Honors candidacy (not restricted to candidacy in journalism). (Typically offered: Fall and Spring) May be repeated for degree credit.

JOUR 401V. Advanced Journalistic Practices. 1-4 Hour.
Study of advanced journalistic practices and methods, individual or group projects. Prerequisite: Junior standing and 10 hours of journalism and a 2.5 cumulative grade average. (Typically offered: Fall and Spring)

JOUR 402V. Internship in Journalism. 1-3 Hour.
Credit for practical experience gained through a journalistic internship. Report required on significant aspect of internship experience. Prerequisite: JOUR major and junior standing and 10 hours JOUR and 2.50 cumulative grade point average. (Typically offered: Fall, Spring and Summer) May be repeated for up to 3 hours of degree credit.

JOUR 4033. Advanced Radio News Reporting. 3 Hours.
Intensive training in the production of in-depth, public radio style news stories. Prerequisite: JOUR 2032 and JOUR 2031L, each with a grade of C or better. (Typically offered: Spring)

JOUR 4043. Government and the Media. 3 Hours.
Focuses on the links between mass media and government and the increasingly significant role of media in politics and government. Examines the power, responsibility, and performance of the press and public officials/government agencies in their relationship with each other. Prerequisite: Junior standing. (Typically offered: Fall)

JOUR 405V. Specialized Journalism Seminar. 1-3 Hour.
Primary purpose of course is to enlarge the journalistic skills of students interested in advanced forms of mass communication. Students undertake projects related to particular aspects or problems of journalism. Content varies. (Typically offered: Irregular) May be repeated for up to 12 hours of degree credit.

JOUR 4063. Computer-Assisted Publishing. 3 Hours.
In-depth, hands-on exploration of computer hardware and software in the design and production of media messages. Examination of developing media technologies and the computer's influence on design and conceptualization. (Typically offered: Irregular)

JOUR 4073. Social Media and Journalism. 3 Hours.
Social Media and Journalism teaches conceptual knowledge and skills to develop news judgment and use changing technological tools to disseminate news quickly and to different audiences. The value of interacting with sources and the audience is stressed as are ethical, legal and accuracy issues. Prerequisite: JOUR 2013 or JOUR 2032 with a grade of C or better. (Typically offered: Fall)

JOUR 4083. Data Journalism. 3 Hours.
An introduction to basic data reporting skills, including how to use data to guide and inform reporting as well as tell stories to better serve the public. Ethical issues and best practices in data reporting are also examined. Prerequisite: Any STAT course or instructor permission. (Typically offered: Fall)
JOUR 4093. Business Journalism. 3 Hours.
Examines how the U.S. economy works and how to find news in business, market and government data sources. Focuses on the role of corporations, financial markets, and regulators, and benefiting students interested in sports, entertainment, political and investigative journalism. (Typically offered: Spring)

JOUR 4333. Ethics in Journalism. 3 Hours.
Critical examination of specific ethical problems confronting professionals in all areas of mass communications. Reading and writing assignments are aimed at familiarizing students with the nature of the mass media and their social responsibilities. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

JOUR 443V. Event Promotion and Execution. 1-3 Hours.
Practicum for students to plan, design, promote and execute several Journalism Days events, to include the Roy Reed Lecture, a scholarship reception, a job fair, Senior Salute and a fundraiser. Prerequisite: Junior standing. (Typically offered: Spring)

JOUR 4503. Magazine Writing. 3 Hours.
This intensive writing and reporting course is for students with proven feature-writing skills and an interest in the human-interest stories found in such leading magazines as The New Yorker, Esquire, Harper’s, the Atlantic, and others. Students will compose magazine-length nonfiction stories on timely subjects under deadline. Stories are submitted for contests and publication, when possible. Prerequisite: JOUR 2013 with a grade of C or better. (Typically offered: Spring)

JOUR 4553. Magazine Editing and Production I. 3 Hours.
Instruction with lab work in editing and producing various types of magazines. Course includes magazine design, selecting and editing stories and photographs, laying out the story and photo pages, and other mechanical processes. Lecture 2 hours, laboratory 2 hours per week. (Typically offered: Spring)

JOUR 4863. Television News Reporting I. 3 Hours.
Continuation of JOUR 3072 and JOUR 3071L. Includes the specialized knowledge and skills needed in field reporting, anchoring, writing, and producing news for commercial television. Lab component arranged. Corequisite: Lab component. Prerequisite: JOUR 3072 and JOUR 3071L, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 4873. Television News Reporting II. 3 Hours.
Continuation of JOUR 4863. Laboratory component arranged. Prerequisite: JOUR 4863 with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 4883. Advanced Television News Production. 3 Hours.
Continuation of JOUR 4873. Students prepare and present television newscasts for air. Laboratory component arranged. Corequisite: Lab component. Prerequisite: JOUR 4873 with a grade of C or better. (Typically offered: Irregular)

JOUR 4893. Television News Producing. 3 Hours.
Intensive training in methods of producing a live television news broadcast, including news gathering, writing broadcast copy and production strategies. Lab 6 hours. Corequisite: Lab component. Prerequisite: JOUR 3072 and JOUR 3071L, each with a grade of C or better. (Typically offered: Fall and Spring)

JOUR 4903. Community Journalism. 3 Hours.
This three-hour course will blend student reporting and editing skills with instruction on how regional newspapers select and present news to a local audience. This course will instruct students in deciding news stories for regional readers, how those stories can best be written and displayed. The semester goal is to publish a paper. Prerequisite: Junior standing. (Typically offered: Spring)

JOUR 4923. History of the Black Press. 3 Hours.
Covers the historic context of contributions and innovations to U.S. newspapers by African Americans. Also investigates the role of the black press from its beginnings in 1827 through the civil rights movement. Prerequisite: Junior standing. (Typically offered: Spring Even Years)

This course is cross-listed with AAST 4923.