

# School of Journalism and Strategic Media (JOUR)

Larry Foley  
 Chair of the School  
 205 Kimpel Hall  
 479-575-3601

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

The purpose of the School of Journalism and Strategic Media is to provide students with knowledge of the history, theory, and ethics of mass communications, to educate students in journalistic skills, including the ability to express themselves logically and clearly, and to guide them in securing specialized knowledge of society appropriate to journalistic careers.

## Majors and Minor

The School of Journalism and Strategic Media offers two undergraduate majors leading to a Bachelor of Arts degree: a major in Advertising and Public Relations and a major in Journalism. The journalism major offers students a choice of three concentrations: a broadcast concentration, a journalism concentration and a multimedia storytelling and production concentration. The school also offers a combined major in Journalism/Political Science as well as a minor in journalism.

## 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.

### State Minimum Core 35

Select one of the following: 3

<b>MATH 2043</b>	<b>Survey of Calculus (ACTS Equivalency = MATH 2203)</b>
<b>MATH 2053</b>	<b>Finite Mathematics</b>
<b>MATH 2183</b>	<b>Mathematical Reasoning in a Quantitative World</b>
<b>STAT 2303</b>	<b>Principles of Statistics (ACTS Equivalency = MATH 2103)</b>

or a higher level math.

### World language up to the Intermediate I level (2000-level) 9

Select one of the following: 3

<b>WLIT 1113</b>	<b>World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)</b>
<b>WLIT 1123</b>	<b>World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)</b>

An advanced literature course

A language literature course

Select one of the following: 3

<b>PHIL 2003</b>	<b>Introduction to Philosophy (ACTS Equivalency = PHIL 1103)</b>
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<b>PHIL 2103</b>	<b>Introduction to Ethics (ACTS Equivalency = PHIL 1003)</b>
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Any philosophy (PHIL) course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)

<b>PLSC 2003</b>	<b>American National Government (ACTS Equivalency = PLSC 2003)</b>	<b>3</b>
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A second PLSC course (the following are recommended options): 3

PLSC 2813	Introduction to International Relations and Global Studies
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PLSC 3233	The American Congress
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PLSC 4233	The American Chief Executive
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<b>ECON 2143</b>	<b>Basic Economics: Theory and Practice</b>	<b>3</b>
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COMM 1313	Public Speaking (ACTS Equivalency = SPCH 1003)	3
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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
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COMM 4343	Intercultural Communication
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HIST 3233	African American History to 1877
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HIST 3243	African American History Since 1877
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HIST 3263	History of the American Indian
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JOUR 3263	African Americans in Film
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JOUR 4923	History of the Black Press
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SCWK 3193	Human Diversity and Social Work
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SOC1 3193	Race, Class, Gender, and Sexuality
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Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.

### Journalism and Strategic Media Core 16

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) 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 JOUR 1100 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. 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
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JOUR 1033	Media Writing
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JOUR 3633	Media Law
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JOUR 4333	Ethics in Journalism	
JOUR 4981	Journalism Writing Requirement	
Journalism Digital Requirement: JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics and Technology, or JOUR 405V Specialized Journalism Seminar with the subtopic "Videography/Editing" or "Digital Content Strategy."		
<b>Advertising/Public Relations Courses</b>		
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.		
ADPR 3723	Advertising Principles	3
ADPR 3743	Public Relations Principles	3
ADPR 4143	Public Relations Writing	3
ADPR 4423	Creative Strategy and Execution	3
ADPR 4453	Media Planning & Strategy	3
	or ADPR 4473 Account Planning	
Six credit hours in JOUR or ADPR courses. It is recommended that one course choice be an internship.		6
MKTG 3433	Introduction to Marketing	3
MKTG 3553	Consumer Behavior	3
MKTG 3633	Marketing Research	3
<b>Electives</b>		
Non-JOUR/ADPR General Electives		3
<b>Total Hours</b>		<b>120</b>

**Writing Requirement:** Successful completion of JOUR 4981 Journalism Writing Requirement 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/undergraduatecatalog/academicregulations/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 adviser.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)	3	
Satisfies General Education Outcome 2.1:		

MATH 1313 Quantitative Reasoning (ACTS Equivalency = MATH 1113) or MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) or any MATH course numbered higher than MATH 1203	3	
JOUR 1023 Media and Society	3	
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (Satisfies General Education Outcome 4.2)	3	
World language at the Elementary I (1003) level or higher (depending on placement in sequence)	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)	3	
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) or MATH 2053 Finite Mathematics or MATH 2183 Mathematical Reasoning in a Quantitative World or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) or any higher numbered MATH or STAT course	3	
STAT 2303 is highly recommended as it acts as a prerequisite to MKTG 3433.		
JOUR 1033 Media Writing	3	
World language at the Elementary II (1013) level or higher (depending on placement in sequence)	3	
Satisfies General Education Outcome 3.3:		
ECON 2143 Basic Economics: Theory and Practice or ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) or ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) or ECON 2143 or (ECON 2013 and ECON 2023) are prerequisites to MKTG 3433.	3	
<b>Year Total:</b>	<b>15</b>	<b>15</b>

Second Year	Units	
	Fall	Spring
<b>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.</b>		
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 (Satisfies General Education Outcome 3.3). <sup>1</sup>	3	

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)	3	
World language at the Intermediate I (2003) level or higher (depending on placement in sequence)	3	
Journalism Digital Requirement	3	
JOUR 2053 Multimedia Journalism		
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 (Satisfies General Education Outcome 3.4)	4	
ADPR 3743 Public Relations Principles (must earn a B or better) or Social Sciences State Minimum Core	3	
MKTG 3433 Introduction to Marketing	3	
Satisfies General Education Outcomes 3.2 and 4.1:		
WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113) or WLIT 1123 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)	3	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)	3	
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4)	4	
Year Total:	16	16

<b>Third Year</b>		<b>Units</b>
	<b>Fall</b>	<b>Spring</b>

**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	
Any PLSC course (PLSC 2813 Introduction to International Relations, PLSC 3233 The American Congress, and PLSC 4233 The American Chief Executive are recommended)		3	
If not completed during sophomore year, then take: ADPR 3743 Public Relations Principles (must earn a B or better)	3		3
If ADPR 3743 is already completed, then choose one ADPR course from below or complete another remaining degree requirement.			3
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.			
Cultural/diversity requirement or HIST elective 3000-level or higher		3	
If a HIST course was already completed that satisfies both requirements, then select non-JOUR/ADPR general electives.			
MKTG 3633 Marketing Research		3	
Any JOUR or ADPR course		3	
Year Total:		15	15

<b>Fourth Year</b>		<b>Units</b>
	<b>Fall</b>	<b>Spring</b>

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		0-6	
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 (Satisfies General Education Outcome 6.1)	1	
Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1) <sup>2</sup>	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.		3-9
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.		
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3). If already satisfied, then take non-JOUR/ADPR general electives. <sup>1</sup>	3	
Non-JOUR/ADPR General Electives		7
Year Total:	15	13

**Total Units in Sequence: 120**

<sup>1</sup> The Social Sciences Elective courses which satisfy General Education Outcome 3.3 include: AGECE 1103, AGECE 2103, ANTH 1023, COMM 1023, ECON 2013, ECON 2023, ECON 2143, EDST 2003, HDFS 1403, HDFS 2413, HDFS 2603, HIST 1113, HIST 1113H, HIST 1123, HIST 1123H, HIST 2003, HIST 2013, HIST 2093, HUMN 1114H, HUMN 2114H, INST 2813, INST 2813H, PLSC 2003, PLSC 2013, PLSC 2203, PLSC 2813, PLSC 2813H, PSYC 2003, RESM 2853, SOCI 2013, SOCI 2013H, or SOCI 2033.

<sup>2</sup> The Fine Arts Elective courses which satisfy the General Education Outcome 3.1 include: ARCH 1003, ARHS 1003, COMM 1003, DANC 1003, LARC 1003, MLIT 1003, MLIT 1003H, MLIT 1013, MLIT 1013H, MLIT 1333, THTR 1003, THTR 1013, or THTR 1013H.

## Requirements for B.A. in Journalism with Broadcast Concentration

**University and College Requirements for a Bachelor of Arts in Journalism:** 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.

State Minimum Core	35
Select one of the following:	3
<b>MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)</b>	
<b>MATH 2053 Finite Mathematics</b>	
<b>MATH 2183 Mathematical Reasoning in a Quantitative World</b>	

<b>STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)</b>	
Or a higher level MATH or STAT course.	
<b>World language at the Intermediate I level (2000-level) <sup>1</sup></b>	<b>9</b>
Select one of the following:	3
<b>WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)</b>	
<b>WLIT 1123 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)</b>	
An advanced literature course	
A language literature course	
Select one of the following:	3
<b>PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103)</b>	
<b>PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)</b>	
Any PHIL course 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)	
<b>PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003)</b>	<b>3</b>
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	
<b>ECON 2143 Basic Economics: Theory and Practice</b>	<b>3-6</b>
<b>or ECON 2013 Principles of Macroeconomics (ACTS Equivalency &amp; ECON 2023 = ECON 2103) and Principles of Microeconomics (ACTS Equivalency = ECON 2203)</b>	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	3
Any HIST course 3000-level or higher	3
<b>Cultural/Diversity Requirement</b>	<b>3</b>
Broadcast Concentration: Select one course	
ANTH 4533 Middle East Cultures	
COMM 4343 Intercultural Communication	
HIST 3233 African American History to 1877 <sup>2</sup> or AAST 323 African American History to 1877	
HIST 3243 African American History Since 1877 <sup>2</sup> or AAST 324 African American History Since 1877	
HIST 3263 History of the American Indian <sup>2</sup>	
JOUR 3263 African Americans in Film <sup>3</sup> or AAST 326 African Americans in Film	
JOUR 4923 History of the Black Press <sup>3</sup> or AAST 492 History of the Black Press	
SCWK 3193 Human Diversity and Social Work	
SOCI 3193 Race, Class, Gender, and Sexuality <sup>4</sup>	
Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.	
Journalism Concentration: Select one course	
JOUR 3263 African Americans in Film or AAST 326 African Americans in Film	
JOUR 3273 African Americans in Documentary Film	



or AAST 327 African Americans in Documentary Film	
JOUR 405V	Specialized Journalism Seminar (Approved topics include "Portrayals of Asian Americans in US Media," "Representation of Indian Americans in US Media," "Minorities in the Media," and "Writing for Racially Diverse Audiences.")
JOUR 4923	History of the Black Press
or AAST 492 History of the Black Press	
Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.	
Multimedia Storytelling and Production Concentration: Select one course	
ADPR 4483	Multiculturalism in Advertising and Public Relations
JOUR 3263	African Americans in Film
or AAST 326 African Americans in Film	
JOUR 3273	African Americans in Documentary Film
or AAST 327 African Americans in Documentary Film	
JOUR 405V	Specialized Journalism Seminar (Approved topics include "Indigenous Documentary," "Portrayals of Asian Americans in US Media," "Representation of Indian Americans in US Media," "Writing for Racially Diverse Audiences," and "Minorities in the Media.")
JOUR 4923	History of the Black Press
or AAST 492 History of the Black Press	
Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.	

**Journalism and Strategic Media Courses**

A minimum grade of "C" is required in all journalism courses that serve as prerequisites for advanced journalism courses. In certain courses a minimum grade of "B" is required.

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) 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 JOUR 1100 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. 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.

<b>Journalism and Strategic Media Core</b>		<b>16</b>
JOUR 1023	Media and Society	
JOUR 1033	Media Writing	
JOUR 3633	Media Law	
JOUR 4333	Ethics in Journalism	
JOUR 4981	Journalism Writing Requirement	

Three credit hours towards the Journalism Digital Requirement (varies by concentration). For the Broadcast Concentration, please select any JOUR course with a digital component, as approved by the School of Journalism and Strategic Media. For the Journalism Concentration, please select JOUR 2053 Multimedia Journalism (to be taken concurrently or after JOUR 2013 News Reporting I). For the Multimedia Storytelling & Production Concentration, please select JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics & Technology, or another JOUR course with a digital component, as approved by the School of Journalism and Strategic Media.

Concentration Requirements	<b>21</b>
Non-JOUR/ADPR General Electives. If the requirements for the number of Fulbright College and UA-Fayetteville credit hours numbered 3000-level or higher are not satisfied through the elective choices within the concentrations, then additional credit hours numbered 3000-level or higher must be completed. For the Broadcast and Journalism Concentrations, up to six credit hours must be numbered at the 3000-level or higher. For the Multimedia Storytelling & Production Concentration, up to nine credit hours must be numbered at the 3000-level or higher, with three of these credit hours from a Fulbright College course. Please consult with your academic advisor regarding these credit hour requirements.	<b>12</b>

**Total Hours** **120**

- 1 The number of credit hours taken to complete this level of proficiency depends on placement level in the language course sequence.
- 2 A cultural/diversity-approved HIST course is allowed to also satisfy the major's HIST course 3000-level or higher requirement.
- 3 A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.
- 4 SOCI 2013 is a prerequisite to SOCI 3193.

**Broadcast Concentration:**

JOUR 2032	Broadcast News Reporting I	3
& JOUR 2031L	and Broadcast News Reporting I Laboratory	
JOUR 3072	Broadcast News Reporting II	3
& JOUR 3071L	and Broadcast News Reporting II Laboratory	
JOUR 4863	Television News Reporting I	3
JOUR 4873	Television News Reporting II	3
JOUR 4893	Television News Producing	3
Six credit hours in JOUR or ADPR courses. It is recommended that one course be an internship and another course be JOUR 4883.		<b>6</b>

**Total Hours** **21**

**Journalism B.A. with Broadcast Concentration**

Students wishing to follow the eight-semester degree plan should see the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergradcatalog/academicregulations/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/undergradcatalog/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	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1)	3	
Satisfies General Education Outcome 2.1:		
MATH 1313 Quantitative Reasoning (ACTS Equivalency = MATH 1113)	3	
or MATH 1203 College Algebra (ACTS Equivalency = MATH 1103)		
or any MATH course numbered higher than MATH 1203		
JOUR 1023 Media and Society	3	
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (Satisfies General Education Outcome 4.2)	3	
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3)	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1)		3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (if still needed)		3
or MATH 2053 Finite Mathematics		
or MATH 2183 Mathematical Reasoning in a Quantitative World		
or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405)		
or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)		
JOUR 1033 Media Writing		3
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4)		4
Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1)		3
Year Total:	15	16

Second Year	Units	
	Fall	Spring
Journalism Digital Requirement: any three-credit hour JOUR course with a digital component, as approved by the School of Journalism and Strategic Media.	3	
Social Sciences State Minimum Core requirement (Satisfies General Education Outcome 3.3)	3	
Satisfies General Education Outcomes 3.2 and 4.1:		
WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)	3	
or WLIT 1123 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)		
World language at the Elementary I level (1000-level)	3	
Non-JOUR General Electives	3	

JOUR 2032 Broadcast News Reporting I & JOUR 2031L Broadcast News Reporting I Laboratory		3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1)		3
PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103)		3
or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)		
or PHIL 3103 Ethics and the Professions		
World language at the Elementary II level (1000-level)		3
Non-JOUR General Electives		3
Year Total:	15	15

Third Year	Units	
	Fall	Spring
JOUR 3072 Broadcast News Reporting II & JOUR 3071L Broadcast News Reporting II Laboratory	3	
JOUR 3633 Media Law	3	
ECON 2143 Basic Economics: Theory and Practice (Satisfies General Education Outcome 3.3)	3	
World language at the Intermediate I level (2000-level)	3	
Non-JOUR General Electives	3	
JOUR 4863 Television News Reporting I		3
JOUR 4893 Television News Producing		3
JOUR 4333 Ethics in Journalism		3
Any PLSC course		3
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4)		4
Year Total:	15	16

Fourth Year	Units	
	Fall	Spring
JOUR 4873 Television News Reporting II	3	
JOUR elective 3000-level or higher	3	
Cultural/diversity requirement or HIST elective 3000-level or higher	3	
40-hour rule electives or non-JOUR general electives	3	
Non-JOUR General Electives	3	
JOUR elective 3000-level or higher		3
JOUR 4981 Journalism Writing Requirement (Satisfies General Education Outcome 6.1)		1
Cultural/diversity requirement or HIST elective 3000-level or higher		3
If a HIST course was already completed that satisfies both requirements, then select non-JOUR general electives.		
Non-JOUR General Electives		6
Year Total:	15	13

**Total Units in Sequence: 120**

- <sup>1</sup> The Social Sciences Elective courses which satisfy General Education Outcome 3.3 include: AGECE 1103, AGECE 2103, ANTH 1023, COMM 1023, ECON 2013, ECON 2023, ECON 2143, EDST 2003, HDFS 1403, HDFS 2413, HDFS 2603, HIST 1113, HIST 1113H, HIST 1123, HIST 1123H, HIST 2003, HIST 2013, HIST 2093, HUMN 1114H, HUMN 2114H, INST 2813, INST 2813H, PLSC 2003, PLSC 2013, PLSC 2203, PLSC 2813, PLSC 2813H, PSYC 2003, RESM 2853, SOCI 2013, SOCI 2013H, or SOCI 2033.
- <sup>2</sup> The Fine Arts Elective courses which satisfy General Education Outcome 3.1 include: ARCH 1003, ARHS 1003, COMM 1003, DANC 1003, LARC 1003, MLIT 1003, MLIT 1003H, MLIT 1013, MLIT 1013H, MLIT 1333, THTR 1003, THTR 1013, or THTR 1013H.

## Requirements for B.A. in Journalism with Journalism Concentration

**University and College Requirements for a Bachelor of Arts in Journalism:** 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.

State Minimum Core	35
Select one of the following:	3
<b>MATH 2043</b> Survey of Calculus (ACTS Equivalency = MATH 2203)	
<b>MATH 2053</b> Finite Mathematics	
<b>MATH 2183</b> Mathematical Reasoning in a Quantitative World	
<b>STAT 2303</b> Principles of Statistics (ACTS Equivalency = MATH 2103)	
Or a higher level MATH or STAT course.	
<b>World language at the Intermediate I level (2000-level) <sup>1</sup></b>	<b>9</b>
Select one of the following:	3
<b>WLIT 1113</b> World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)	
<b>WLIT 1123</b> World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)	
An advanced literature course	
A language literature course	
Select one of the following:	3
<b>PHIL 2003</b> Introduction to Philosophy (ACTS Equivalency = PHIL 1103)	
<b>PHIL 2103</b> Introduction to Ethics (ACTS Equivalency = PHIL 1003)	
Any PHIL course 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)	
<b>PLSC 2003</b> American National Government (ACTS Equivalency = PLSC 2003)	<b>3</b>
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	
<b>ECON 2143</b> Basic Economics: Theory and Practice	<b>3-6</b>
or <b>ECON 2013</b> Principles of Macroeconomics (ACTS Equivalency & <b>ECON 2023 = ECON 2103</b> ) and Principles of Microeconomics (ACTS Equivalency = <b>ECON 2203</b> )	
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	3
Any HIST course 3000-level or higher	3
<b>Cultural/Diversity Requirement</b>	<b>3</b>
Broadcast Concentration: Select one course	
ANTH 4533 Middle East Cultures	
COMM 4343 Intercultural Communication	
HIST 3233 African American History to 1877 <sup>2</sup>	
or AAST 323 African American History to 1877	
HIST 3243 African American History Since 1877 <sup>2</sup>	
or AAST 324 African American History Since 1877	
HIST 3263 History of the American Indian <sup>2</sup>	
JOUR 3263 African Americans in Film <sup>3</sup>	
or AAST 326 African Americans in Film	
JOUR 4923 History of the Black Press <sup>3</sup>	
or AAST 492 History of the Black Press	
SCWK 3193 Human Diversity and Social Work	
SOCI 3193 Race, Class, Gender, and Sexuality <sup>4</sup>	
Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.	
Journalism Concentration: Select one course	
JOUR 3263 African Americans in Film	
or AAST 326 African Americans in Film	
JOUR 3273 African Americans in Documentary Film	
or AAST 327 African Americans in Documentary Film	
JOUR 405V Specialized Journalism Seminar (Approved topics include "Portrayals of Asian Americans in US Media," "Representation of Indian Americans in US Media," "Minorities in the Media," and "Writing for Racially Diverse Audiences.")	
JOUR 4923 History of the Black Press	
or AAST 492 History of the Black Press	
Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.	
Multimedia Storytelling and Production Concentration: Select one course	
ADPR 4483 Multiculturalism in Advertising and Public Relations	
JOUR 3263 African Americans in Film	
or AAST 326 African Americans in Film	
JOUR 3273 African Americans in Documentary Film	
or AAST 327 African Americans in Documentary Film	
JOUR 405V Specialized Journalism Seminar (Approved topics include "Indigenous Documentary," "Portrayals of Asian Americans in US Media," "Representation of Indian Americans in US Media," "Writing for Racially Diverse Audiences," and "Minorities in the Media.")	
JOUR 4923 History of the Black Press	
or AAST 492 History of the Black Press	

Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.

#### Journalism and Strategic Media Courses

A minimum grade of "C" is required in all journalism courses that serve as prerequisites for advanced journalism courses. In certain courses a minimum grade of "B" is required.

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) 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 JOUR 1100 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. 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.

#### Journalism and Strategic Media Core 16

JOUR 1023 Media and Society

JOUR 1033 Media Writing

JOUR 3633 Media Law

JOUR 4333 Ethics in Journalism

JOUR 4981 Journalism Writing Requirement

Three credit hours towards the Journalism Digital Requirement (varies by concentration). For the Broadcast Concentration, please select any JOUR course with a digital component, as approved by the School of Journalism and Strategic Media. For the Journalism Concentration, please select JOUR 2053 Multimedia Journalism (to be taken concurrently or after JOUR 2013 News Reporting I). For the Multimedia Storytelling & Production Concentration, please select JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics & Technology, or another JOUR course with a digital component, as approved by the School of Journalism and Strategic Media.

#### Concentration Requirements 21

Non-JOUR/ADPR General Electives. If the requirements for the number of Fulbright College and UA-Fayetteville credit hours numbered 3000-level or higher are not satisfied through the elective choices within the concentrations, then additional credit hours numbered 3000-level or higher must be completed. For the Broadcast and Journalism Concentrations, up to six credit hours must be numbered at the 3000-level or higher. For the Multimedia Storytelling & Production Concentration, up to nine credit hours must be numbered at the 3000-level or higher, with three of these credit hours from a Fulbright College course. Please consult with your academic advisor regarding these credit hour requirements.

#### Total Hours 120

<sup>1</sup> The number of credit hours taken to complete this level of proficiency depends on placement level in the language course sequence.

<sup>2</sup> A cultural/diversity-approved HIST course is allowed to also satisfy the major's HIST course 3000-level or higher requirement.

<sup>3</sup> A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.

<sup>4</sup> SOCI 2013 is a prerequisite to SOCI 3193.

#### Requirements for Journalism Concentration

JOUR 2013 News Reporting I 3

JOUR 3013 Editing 3

JOUR 3123 Enterprise Journalism 3

In-Depth Reporting Requirement. Choose two courses from the list below: 6

JOUR 3023 News Reporting II

JOUR 3163 Sports Journalism

JOUR 4043 Government and the Media

JOUR 4073 Social Media and Journalism

JOUR 4083 Data Journalism

JOUR 4093 Business Journalism

JOUR 4503 Magazine Writing

Visual Literacy & Technology Requirement. Choose two courses from the list below: 6

JOUR 2032 Broadcast News Reporting I & JOUR 2031L and Broadcast News Reporting I Laboratory

JOUR 2063 Media Graphics and Technology

JOUR 2332 Photo Journalism I & JOUR 2331L and Photojournalism I Laboratory

JOUR 405V Specialized Journalism Seminar (Approved topics include "Advanced Reporting and Data Analysis," "Digital Content Strategy," "Digital First," and "Videography.")

JOUR 4033 Advanced Radio News Reporting and Podcasting

JOUR 4313 Literature of Journalism

JOUR 4863 Television News Reporting I

Or other Visual Literacy & Technology courses as approved by the School of Journalism and Strategic Media.

#### Total Hours 21

**Writing Requirement:** Students pursuing the journalism/political science combined major may satisfy the college writing requirement through either the Department of Journalism or through the Department of Political Science.

**In Journalism:** Successful completion of JOUR 4981 with a grade of "C" or better will satisfy the Fulbright College Writing Requirement.

**In Political Science:** The college writing requirement is fulfilled by submitting an acceptable research/analytical paper to the department for approval at least four weeks prior to graduation. The paper may be derived from completion of an honors essay (PLSC 499VH), a senior thesis (PLSC 498V), or some other advanced course in political science. The student is urged to consult with his or her faculty adviser no later than early in the first semester of the senior year.

## B.A. in Journalism with Journalism Concentration

### Eight-Semester Degree Plan

Students selecting the eight-semester degree plan should see the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergradcatalog/academicregulations/eightsemesterdegreecompletionpolicy/>) in the



Academic Regulations chapter for University requirements of the program as well as the Fulbright College requirements.

State minimum core requirements may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with general electives in consultation with their academic advisor.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) <sup>1</sup>	3	
MATH 1313 Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1) <sup>1</sup> or MATH 1203 College Algebra (Satisfies General Education Outcome 2.1) <sup>1</sup> or any MATH course numbered higher than MATH 1203 (Satisfies General Education Outcome 2.1) <sup>1</sup>	3	
JOUR 1023 Media and Society	3	
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (Satisfies General Education Outcome 4.2) <sup>1</sup>	3	
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3) <sup>1</sup>	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) <sup>1</sup>		3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) (if still needed) or MATH 2053 Finite Mathematics or MATH 2183 Mathematical Reasoning in a Quantitative World or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) or any higher level MATH course		3
JOUR 1033 Media Writing		3
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4) <sup>1</sup>		4
Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1) <sup>1</sup>		3
Year Total:	15	16

Second Year	Units	
	Fall	Spring
JOUR 2013 News Reporting I	3	
Journalism Digital Requirement: JOUR 2053 Multimedia Journalism (to be taken concurrently or after JOUR 2013 News Reporting I)	3	
WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113) (Satisfies General Education Outcomes 3.2 and 4.1) <sup>1</sup>	3	

or WLIT 1123 World Literature: 1650CE to Present (Satisfies General Education Outcomes 3.2 and 4.1) <sup>1</sup> or Advanced Literature Course or Advanced Language Literature Course			
World language at the Elementary I level (1000-level)		3	
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4) <sup>1</sup>		4	
JOUR 3013 Editing			3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) <sup>1</sup>			3
PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003) or PHIL 3103 Ethics and the Professions			3
World language at the Elementary II level (1000-level)			3
Journalism Digital Requirement: JOUR 2053 Multimedia Journalism (to be taken concurrently or after JOUR 2013 News Reporting I) or general electives if already completed.			3
Year Total:		16	15

Third Year	Units	
	Fall	Spring
JOUR 3123 Enterprise Journalism	3	
JOUR 3633 Media Law	3	
World language at the Intermediate I level (2000-level)	3	
ECON 2143 Basic Economics: Theory and Practice (Satisfies General Education Outcome 3.3) <sup>1</sup>	3	
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3) <sup>1</sup>	3	
In-Depth Reporting Requirement		3
Visual Literacy & Technology Requirement		3
Any PLSC course		3
Non-JOUR/ADPR General Electives		6
Year Total:	15	15

Fourth Year	Units	
	Fall	Spring
In-Depth Reporting Requirement	3	
Cultural/diversity requirement or HIST elective 3000-level or higher	3	
JOUR 4333 Ethics in Journalism	3	
Non-JOUR/ADPR General Electives	6	
JOUR 4981 Journalism Writing Requirement (Satisfies General Education Outcome 6.1) <sup>1</sup>		1
Cultural/diversity requirement or HIST elective 3000-level or higher		3

If a HIST course was already completed that satisfies both requirements, then select non-JOUR general electives.

Visual Literacy & Technology Requirement	3
Non-JOUR/ADPR General Electives	6
Year Total:	15 13

**Total Units in Sequence: 120**

<sup>1</sup> Students must complete the State Minimum Core (<http://catalog.uark.edu/undergraduatecatalog/gened/stateminimum/>) and the requirements of their major(s) as outlined in the Catalog of Studies. These courses also fulfill many, if not all, of the General Education Requirements (<http://catalog.uark.edu/undergraduatecatalog/gened/generaleducation/>). Please visit these pages in the links provided and consult with your academic advisor when making course selections to fulfill these requirements.

## Requirements for B.A. in Journalism with Multimedia Storytelling and Production Concentration

**University and College Requirements for a Bachelor of Arts in Journalism:** 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.

State Minimum Core	35
Select one of the following:	3
<b>MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)</b>	
<b>MATH 2053 Finite Mathematics</b>	
<b>MATH 2183 Mathematical Reasoning in a Quantitative World</b>	
<b>STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)</b>	
Or a higher level MATH or STAT course.	
<b>World language at the Intermediate I level (2000-level) <sup>1</sup></b>	<b>9</b>
Select one of the following:	3
<b>WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)</b>	
<b>WLIT 1123 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)</b>	
An advanced literature course	
A language literature course	
Select one of the following:	3
<b>PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103)</b>	
<b>PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)</b>	
Any PHIL course 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)	
<b>PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003)</b>	<b>3</b>
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	
<b>ECON 2143</b>	<b>Basic Economics: Theory and Practice</b>	<b>3-6</b>
	<b>or ECON 2013 Principles of Macroeconomics (ACTS Equivalency &amp; ECON 2023 = ECON 2103) and Principles of Microeconomics (ACTS Equivalency = ECON 2203)</b>	
COMM 1313	Public Speaking (ACTS Equivalency = SPCH 1003)	3
	Any HIST course 3000-level or higher	3
	<b>Cultural/Diversity Requirement</b>	<b>3</b>
	Broadcast Concentration: Select one course	
ANTH 4533	Middle East Cultures	
COMM 4343	Intercultural Communication	
HIST 3233	African American History to 1877 <sup>2</sup>	
	or AAST 323 African American History to 1877	
HIST 3243	African American History Since 1877 <sup>2</sup>	
	or AAST 324 African American History Since 1877	
HIST 3263	History of the American Indian <sup>2</sup>	
JOUR 3263	African Americans in Film <sup>3</sup>	
	or AAST 326 African Americans in Film	
JOUR 4923	History of the Black Press <sup>3</sup>	
	or AAST 492 History of the Black Press	
SCWK 3193	Human Diversity and Social Work	
SOCI 3193	Race, Class, Gender, and Sexuality <sup>4</sup>	
	Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.	
	Journalism Concentration: Select one course	
JOUR 3263	African Americans in Film	
	or AAST 326 African Americans in Film	
JOUR 3273	African Americans in Documentary Film	
	or AAST 327 African Americans in Documentary Film	
JOUR 405V	Specialized Journalism Seminar (Approved topics include "Portrayals of Asian Americans in US Media," "Representation of Indian Americans in US Media," "Minorities in the Media," and "Writing for Racially Diverse Audiences.")	
JOUR 4923	History of the Black Press	
	or AAST 492 History of the Black Press	
	Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.	
	Multimedia Storytelling and Production Concentration: Select one course	
ADPR 4483	Multiculturalism in Advertising and Public Relations	
JOUR 3263	African Americans in Film	
	or AAST 326 African Americans in Film	
JOUR 3273	African Americans in Documentary Film	
	or AAST 327 African Americans in Documentary Film	

JOUR 405V	Specialized Journalism Seminar (Approved topics include "Indigenous Documentary," "Portrayals of Asian Americans in US Media," "Representation of Indian Americans in US Media," "Writing for Racially Diverse Audiences," and "Minorities in the Media.")
JOUR 4923	History of the Black Press
	or AAST 492B History of the Black Press
	Or another cultural/diversity course as approved by the School of Journalism and Strategic Media.

**Journalism and Strategic Media Courses**

A minimum grade of "C" is required in all journalism courses that serve as prerequisites for advanced journalism courses. In certain courses a minimum grade of "B" is required.

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) 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 JOUR 1100 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. 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.

<b>Journalism and Strategic Media Core</b>		<b>16</b>
JOUR 1023	Media and Society	
JOUR 1033	Media Writing	
JOUR 3633	Media Law	
JOUR 4333	Ethics in Journalism	
JOUR 4981	Journalism Writing Requirement	

Three credit hours towards the Journalism Digital Requirement (varies by concentration). For the Broadcast Concentration, please select any JOUR course with a digital component, as approved by the School of Journalism and Strategic Media. For the Journalism Concentration, please select JOUR 2053 Multimedia Journalism (to be taken concurrently or after JOUR 2013 News Reporting I). For the Multimedia Storytelling & Production Concentration, please select JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics & Technology, or another JOUR course with a digital component, as approved by the School of Journalism and Strategic Media.

<b>Concentration Requirements</b>		<b>21</b>
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Non-JOUR/ADPR General Electives. If the requirements for the number of Fulbright College and UA-Fayetteville credit hours numbered 3000-level or higher are not satisfied through the elective choices within the concentrations, then additional credit hours numbered 3000-level or higher must be completed. For the Broadcast and Journalism Concentrations, up to six credit hours must be numbered at the 3000-level or higher. For the Multimedia Storytelling & Production Concentration, up to nine credit hours must be numbered at the 3000-level or higher, with three of these credit hours from a Fulbright College course. Please consult with your academic advisor regarding these credit hour requirements.

<b>Total Hours</b>	<b>120</b>
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- The number of credit hours taken to complete this level of proficiency depends on placement level in the language course sequence.
- A cultural/diversity-approved HIST course is allowed to also satisfy the major's HIST course 3000-level or higher requirement.
- A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.
- SOCI 2013 is a prerequisite to SOCI 3193.

**Requirements for Multimedia Storytelling and Production Concentration**

**Digital and Reporting Requirement (6 hours)**

JOUR 2003	Storytelling for Today's Media	3
	or JOUR 2013 News Reporting I	
JOUR 2032	Broadcast News Reporting I	3
& JOUR 2031L	and Broadcast News Reporting I Laboratory	
	or JOUR 2053 Multimedia Journalism	

**Production and Storytelling Requirement** **12**

Select four courses (12 credit hours) from the list below, with at least two courses (six credit hours) numbered at the 3000-level or higher. No duplication or double-counting of courses is allowed for JOUR courses taken to meet any other requirement.

JOUR 2003	Storytelling for Today's Media	
JOUR 2053	Multimedia Journalism	
JOUR 2063	Media Graphics and Technology	
JOUR 2332	Photo Journalism I	
& JOUR 2331L	and Photojournalism I Laboratory	
JOUR 2453	Introduction to Sports Television Production I	
JOUR 3123	Enterprise Journalism	
JOUR 4033	Advanced Radio News Reporting and Podcasting	
JOUR 405V	Specialized Journalism Seminar (Approved topics include "Digital Content Strategy," "Digital First," "Documentary Production I," "Documentary Production II," and "Videography.")	
JOUR 4073	Social Media and Journalism	
JOUR 4083	Data Journalism	
JOUR 4313	Literature of Journalism	
JOUR 4503	Magazine Writing	
JOUR 4883	Advanced Film & Video Feature Production	

Or other courses as approved by the School of Journalism and Strategic Media.

Journalism Electives. Three credit hours in JOUR or ADPR electives numbered at the 3000-level or higher. Students are encouraged to complete an internship, whether it is taken for credit or not.

**Total Hours** **21**

### B.A. in Journalism with Multimedia Storytelling and Production Concentration Eight-Semester Degree Plan

Students selecting the eight-semester degree plan should see the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy/>) in the Academic Regulations chapter for University requirements of the program as well as the Fulbright College requirements.

State minimum core requirements may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with general electives in consultation with their academic advisor.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) <sup>1</sup>	3	
MATH 1313 Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1) <sup>1</sup> or MATH 1203 College Algebra (Satisfies General Education Outcome 2.1) <sup>1</sup> or any MATH course numbered higher than MATH 1203 (Satisfies General Education Outcome 2.1)	3	
JOUR 1023 Media and Society	3	
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (Satisfies General Education Outcome 4.2) <sup>1</sup>	3	
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3) <sup>1</sup>	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) <sup>1</sup>		3
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) or MATH 2053 Finite Mathematics or MATH 2183 Mathematical Reasoning in a Quantitative World or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) or any higher level MATH course		3
JOUR 1033 Media Writing		3
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4) <sup>1</sup>		4
Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1) <sup>1</sup>		3
<b>Year Total:</b>	<b>15</b>	<b>16</b>

Second Year	Units	
	Fall	Spring
JOUR 2003 Storytelling for Today's Media or JOUR 2013 News Reporting I	3	
Journalism Digital Requirement: JOUR 2053 Multimedia Journalism, JOUR 2063 Media Graphics & Technology, or another JOUR course with a digital component, as approved by the School of Journalism and Strategic Media.	3	
WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113) (Satisfies General Education Outcomes 3.2 and 4.1) <sup>1</sup> or WLIT 1123 World Literature: 1650CE to Present (Satisfies General Education Outcomes 3.2 and 4.1) <sup>1</sup> or Advanced Literature Course or Advanced Language Literature Course	3	
World language at the Elementary I level (1000-level)	3	
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4) <sup>1</sup>	4	
JOUR 2032 Broadcast News Reporting I & JOUR 2031L Broadcast News Reporting I Laboratory or JOUR 2053 Multimedia Journalism		3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) <sup>1</sup>		3
PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003) or PHIL 3103 Ethics and the Professions		3
World language at the Elementary II level (1000-level)		3
Non-JOUR/ADPR General Electives		3
<b>Year Total:</b>	<b>16</b>	<b>15</b>

Third Year	Units	
	Fall	Spring
Production & Storytelling Requirement	3	
JOUR 3633 Media Law	3	
World language at the Intermediate I level (2000-level)	3	
ECON 2143 Basic Economics: Theory and Practice (Satisfies General Education Outcome 3.3) <sup>1</sup>	3	
Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3) <sup>1</sup>	3	
Production & Storytelling Requirement		3
Any PLSC course		3
Non-JOUR/ADPR General Electives		9
<b>Year Total:</b>	<b>15</b>	<b>15</b>



Fourth Year	Units	
	Fall	Spring
Production & Storytelling Requirement (3000-level or higher)	3	
Cultural/diversity requirement or HIST elective 3000-level or higher	3	
JOUR 4333 Ethics in Journalism	3	
Non-JOUR/ADPR General Electives	6	
Production & Storytelling Requirement (3000-level or higher)		3
Concentration Journalism Electives 3000-level or higher		3
JOUR 4981 Journalism Writing Requirement (Satisfies General Education Outcome 6.1) <sup>1</sup>		1
Cultural/diversity requirement or HIST elective 3000-level or higher		3
Non-JOUR/ADPR General Electives		3
Year Total:	15	13

**Total Units in Sequence: 120**

<sup>1</sup> Students must complete the State Minimum Core (<http://catalog.uark.edu/undergraduatecatalog/gened/stateminimum/>) and the requirements of their major(s) as outlined in the Catalog of Studies. These courses also fulfill many, if not all, of the General Education Requirements (<http://catalog.uark.edu/undergraduatecatalog/gened/generaleducation/>). Please visit these pages in the links provided and consult with your academic advisor when making course selections to fulfill these requirements.

## Requirements for Combination Journalism/Political Science Degree

### Requirements for the Combined Major in Journalism and Political Science

All university students must fulfill the minimum University Core requirements (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/universitycore/>). A minimum of 72 hours in non-journalism courses must be applied toward the 120 hours required by the college for a Bachelor of Arts degree. Bolded courses from the list below may be applied to portions of the University Core requirements.

Select one of the following: 3

<b>MATH 2043</b>	<b>Survey of Calculus (ACTS Equivalency = MATH 2203)</b>	
<b>MATH 2053</b>	<b>Finite Mathematics</b>	
<b>MATH 2183</b>	<b>Mathematical Reasoning in a Quantitative World</b>	

or Higher Level MATH

STAT 2303	Principles of Statistics (ACTS Equivalency = MATH 2103)	3
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**Intermediate I (course number 2003) of a World Language** <sup>1</sup> 3-6

Select one of the following: 3

<b>WLIT 1113</b>	<b>World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)</b>	
<b>WLIT 1123</b>	<b>World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)</b>	

An Advanced Literature Course		
A Language Literature Course		
Select one of the following: 3		
<b>PHIL 2003</b>	<b>Introduction to Philosophy (ACTS Equivalency = PHIL 1103)</b>	
<b>PHIL 2103</b>	<b>Introduction to Ethics (ACTS Equivalency = PHIL 1003)</b>	
Any Philosophy Course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)		
<b>PLSC 2003</b>	<b>American National Government (ACTS Equivalency = PLSC 2003)</b>	3
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	
<b>ECON 2143</b>	<b>Basic Economics: Theory and Practice</b>	3-6
<b>or ECON 2013</b>	<b>Principles of Macroeconomics (ACTS Equivalency &amp; ECON 2023 = ECON 2103)</b>	
<b>and Principles of Microeconomics (ACTS Equivalency = ECON 2203)</b>		
COMM 1313	Public Speaking (ACTS Equivalency = SPCH 1003)	3

3000-4000 Level HIST Course \* 3

3 hours of cultural/diversity studies to be selected from the following 3 or as approved by the School of Journalism and Strategic Media.

Select one of the following:

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 *	
SCWK 3193	Human Diversity and Social Work	
JOUR 3263	African Americans in Film **	
JOUR 4923	History of the Black Press **	
SOCI 3193	Race, Class, Gender, and Sexuality	

Other cultural/diversity-related topics as approved by the School of Journalism and Strategic Media

<sup>1</sup> The number of credit hours taken to complete this level of proficiency depends on placement level in the language course sequence.

\* A cultural/diversity-approved HIST course is allowed to also satisfy the major's 3000-4000 level HIST course requirement.

\*\* A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.

## Political Science Requirements

The political science requirement for the combined major may be satisfied by 24 semester hours of courses, including PLSC 2003, PLSC 2103, PLSC 4373, and either an additional 15 hours of advanced political science courses elected entirely from American political affairs courses:

### American Political Affairs

PLSC 3103	Public Administration	3
PLSC 4153	Public Policy	3
PLSC 3223	Arkansas Politics and the Nation	3

PLSC 3233	The American Congress	3
PLSC 3243	The Judicial Process	3
PLSC 3253	Urban Politics	3
PLSC 3603	Scope and Methods of Political Science	3
PLSC 3853	American Foreign Policy	3
PLSC 3923H	Honors Colloquium	3
PLSC 394V	Readings in Political Science	1-3
PLSC 3983	Politics in Literature	3
PLSC 4193	Administrative Law	3
PLSC 4203	American Political Parties	3
PLSC 4213	Campaigns and Elections	3
PLSC 4253	The U.S. Constitution I	3
PLSC 4283	Federalism and Intergovernmental Relations	3

Or an additional 15 hours of advanced political science courses elected entirely from foreign affairs courses:

**Foreign Affairs**

PLSC 3503	Governments and Politics of East Asia	3
PLSC 3523	Politics of the Middle East	3
PLSC 3573	Governments and Politics of Latin America	3
PLSC 3603	Scope and Methods of Political Science	3
PLSC 3803	International Organization	3
PLSC 3813	International Law	3
PLSC 3823	Theories of International Relations	3
PLSC 3853	American Foreign Policy	3
PLSC 3923H	Honors Colloquium	3
PLSC 394V	Readings in Political Science	1-3
PLSC 4513	Creating Democracies	3
PLSC 4563	Government and Politics of Russia	3
PLSC 4573	Gender and Politics	3
PLSC 4593	Islam and Politics	3
PLSC 4803	Foreign Policy Analysis	3
PLSC 4843	The Middle East in World Affairs	3
PLSC 4873	Inter-American Politics	3

**Journalism Requirements**

The journalism requirement may be satisfied by a minimum of 24 semester hours of JOUR courses, including JOUR 1023, JOUR 1033, and JOUR 3633. The remaining hours are filled from the following options.

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) 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 JOUR 1100 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. 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.

Those wishing to emphasize Political Advertising and Promotion take the following courses:

**Advertising/Public Relations Concentration, Political Advertising and Promotion Track:**

ADPR 3723	Advertising Principles	3
ADPR 3743	Public Relations Principles	3
JOUR 4043	Government and the Media	3
Six hours of Advanced Journalism Courses.		6

Students should check course prerequisites.

**Broadcast Concentration, Public Affairs Reporting Track:**

JOUR 2032	Broadcast News Reporting I	3
& JOUR 2031L	and Broadcast News Reporting I Laboratory	
JOUR 3072	Broadcast News Reporting II	3
& JOUR 3071L	and Broadcast News Reporting II Laboratory	
JOUR 4043	Government and the Media	3
JOUR 4863	Television News Reporting I	3
JOUR 4873	Television News Reporting II	3

**News/Editorial Concentration, Public Affairs Reporting Track:**

JOUR 2013	News Reporting I	3
JOUR 3013	Editing	3
JOUR 3023	News Reporting II	3
or JOUR 4503	Magazine Writing	
JOUR 4043	Government and the Media	3
One additional Journalism course		3

**Journalism/Political Science B.A. Eight-Semester Degree Program**

Students wishing to follow the eight-semester degree plan should see the Eight-Semester Degree Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy/>) for university requirements of the program. Core requirement hours may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

First Year	Units	
	Fall	Spring
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)	3	
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103)	3-4	
or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)		
or MATH 2053 Finite Mathematics		
or MATH 2183 Mathematical Reasoning in a Quantitative World		
or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405)		
or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)		
JOUR 1023 Media and Society		3
or JOUR 1033 Media Writing		

Social science university/state core requirement (HIST recommended)	3	
1013 Elementary II world language	3	
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)		3
MATH 2033 (if higher MATH still needed, else non-JOUR General Elective) or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) or MATH 2053 Finite Mathematics or MATH 2183 Mathematical Reasoning in a Quantitative World or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)	3-4	
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003)		3
JOUR 1033 Media Writing or JOUR 1023 Media and Society		3
2003 Intermediate I world language		3
Year Total:	15	15

Second Year		Units	
	Fall	Spring	
PLSC 2013 Introduction to Comparative Politics	3		
JOUR course from selected concentration <sup>†</sup>	3		
Science university/state core lecture w/ corequisite lab requirement	4		
Advanced general elective <sup>†</sup>	3		
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)	3		
PLSC course from selected concentration <sup>†‡</sup>			3
JOUR course from selected concentration <sup>†</sup>			3
WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113) or WLIT 1123 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)			3
science university/state core lecture w/ corequisite lab requirement			4
General Elective			3
Year Total:	16		16

Third Year		Units	
	Fall	Spring	
JOUR course from selected concentration <sup>†‡</sup>	3		
PLSC course from selected concentration <sup>†‡</sup>	3		
PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)	3		
ECON 2143 Basic Economics: Theory and Practice	3		
General Elective	3		
JOUR 3633 Media Law (or JOUR course from selected concentration) <sup>†‡</sup>			3

PLSC 4373 Political Communication (or PLSC course from selected concentration) <sup>†‡</sup>	3
3000+ HIST course <sup>†‡</sup>	3
Cultural/Diversity course	3
non-JOUR General Elective	3
Year Total:	15

Fourth Year		Units	
	Fall	Spring	
JOUR course from selected concentration <sup>†‡</sup>	3		
PLSC courses from selected concentration <sup>†‡</sup>	6		
General Elective	3		
General Electives	3		
PLSC course from selected concentration or PLSC 4373 Political Communication (as needed) <sup>†‡</sup>			3
JOUR course from selected concentration or †‡JOUR 3633 Media Law(as needed) <sup>†‡</sup>			3
General Electives (1 hour of non-JOUR electives might be needed to reach a minimum of 72 hours of non-JOUR coursework required by the major)			7
Year Total:	15		13

**Total Units in Sequence: 120**

### Minor in Journalism and Strategic Media Requirements for a Minor in Journalism

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) 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 JOUR 1100 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. 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.

18 hours to include the following:

JOUR 1023	Media and Society	3
JOUR 1033	Media Writing	3
JOUR 2003	Storytelling for Today's Media	3
JOUR 2053	Multimedia Journalism	3
	or JOUR 2063 Media Graphics and Technology	
JOUR 3633	Media Law	3
JOUR 4333	Ethics in Journalism	3

**Total Hours 18**

### 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 (and all students who do not complete and pass JOUR 498VH in any semester are automatically dismissed from the school's honors program),
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.

## Teacher Licensure Requirements

**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/undergraduatecatalog/collegesandschools/jwilliamfulbrightcollegeofartsandsciences/#fieldsofstudyttext>) or contact your departmental adviser or an adviser in the College of Education and Health Professions.

**Bostick, David A.**, Ed.D. (Baker University), M.A. (Fort Hays State University), B.A. (University of Oklahoma), 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), Teaching Assistant Professor, 2013.

**Brown, Michael**, M.S., B.S. (Northeastern State University), Instructor, 2018.

**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, 2005.

**Gilbert, Kerry**, M.A. (University of Georgia), B.A. (University of West Georgia), Instructor, 2018.

**Gould, Kara**, Ph.D. (University of Utah), M.A., B.A. (Wheaton College), Assistant Professor, 2016.

**King, Tiffany**, M.A. (University of Arkansas), B.J. (University of Missouri), Instructor, 2014.

**Kumar, Meera**, Ph.D., M.A. (University of Texas), B.A. (Brandeis University), Instructor, 2017.

**McCaffrey, Raymond**, Ph.D. (University of Maryland), M.A. (University of Colorado), M.A. (Columbia University), B.A. (Fairfield University), Associate Professor, 2014, 2020.

**McCargo, Renette**, M.S.M.C. (Arkansas State University), M.B.A. (University of Phoenix), B.S. (Arkansas State University), Instructor, 2018.

**Reed, Niketa**, M.A. (University of Arkansas), B.A. (University of Memphis), Teaching Assistant Professor, 2016.

**Schulte, Bret J.**, M.F.A. (George Mason University), B.A. (University of Nebraska-Lincoln), Associate Professor, 2008, 2015.

**Shelton, Gina**, B.A. (Mississippi State University), Instructor, 2013.

**Sosa, Ninette**, M.A. (University of Arkansas), B.A. (San Diego State University), Instructor, 2021.

**Starling-Ledbetter, Robyn M.**, M.A., B.A. (University of Arkansas), Instructor, 2007.

**Stockdell, Rick**, M.A. (Kansas State University), B.S. (Northwest Missouri State University), Associate Professor, 1980.

**Thein, Ricky**, M.A. (Southern Illinois University), B.A. (University of Central Florida), Teaching Assistant Professor, 2013.

**Tuychiev, Hayot A.**, M.A. (University of Arkansas), B.A. (Tashkent State University of Economics), Instructor, 2010.

**Wicks, Jan L.**, Ph.D., M.A. (Michigan State University), B.A. (University of Southwestern Louisiana), Professor, 1994, 2006.

## 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: ((At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; completion of JOUR 1033 with a grade of C or better; completion of JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher) or (At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each 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: ((At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; completion of JOUR 1033 with a grade of C or better; completion of JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher) or (At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each 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. Multiculturalism 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. (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. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or department consent. (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, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, 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, ADPR 3723 and ADPR 3743. Corequisite: Lab component. Pre- or Corequisite: JOUR 1003 or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or department consent. (Typically offered: Fall, Spring and Summer)

**JOUR 1100. Grammar Spelling Punctuation Requirement. 0 Hours.**

Students must complete the Grammar Spelling Punctuation (GSP) requirement as a prerequisite or corequisite to JOUR 1033 Media Writing. Students who do not take JOUR 1003 Journalistic Writing Skills to complete the GSP must take JOUR 1100, study for the GSP on their own and pass by earning a 75% or higher on the GSP test administered by the School of Journalism and Strategic Media. (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, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or department consent) and JOUR 1033. (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: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 1023 and JOUR 1033, each with a grade of C or better, and either 1) JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher, or 2) at least 30 credit hours completed. (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: ((At least 30 credit hours completed; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 1033 with a grade of C or better; JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher)) or (At least 30 credit hours completed; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each with a grade of C or better.) (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: ((At least 30 credit hours completed; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 1033 with a grade of C or better; JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher)) or (At least 30 credit hours completed; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each with a grade of C or better.) (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: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or obtain department consent; JOUR 1023 and JOUR 1033, each with a grade of C or better, and either 1) JOUR 1003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 1100 with a 75% or higher, or 2) At least 30 credit hours completed. (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, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, 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, copyreading, 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 2013. 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 3043. Performer in Mass Media. 3 Hours.**

Introduction to performing in mass media on video, digital, and audio, while connecting effectively with audiences as journalists, spokespersons, experts, activists, or in other roles. Emphasizes principles and best practices related to performing on camera and microphone, voice and movement, researching and critiquing performances, and diversity and ethical performance. (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 3123. Enterprise Journalism. 3 Hours.**

Developing ideas and subjects for feature and human-interest articles for multiple platforms, with emphasis on the freelance trade. Instruction in idea generation, story pitches, interviewing methods, research, writing, revision, and narrative structure. 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 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. May only be taken once for degree credit. 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: Journalism or Advertising and Public Relations major, and junior standing, and 10 hours JOUR/ADPR courses, and 2.50 minimum 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 and Podcasting. 3 Hours.**

Research, write and produce in-depth public radio style news stories and turn them into a three-episode podcast. Prerequisite: Instructor consent. (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 4313. Literature of Journalism. 3 Hours.**

Surveys the works of book and magazine-length narrative non-fiction, from the mid-19th century to the present. (Typically offered: Fall)

**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 Hour.**

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.**

Advanced long-form depth reporting and narrative writing augmented with multimedia, with an eye to generating the style of work found in such leading magazines as The New Yorker, the Atlantic, and Esquire. Advanced instruction in generating and pitching stories, reporting and writing for narrative, research. Stories are frequently published in nationally acclaimed student-magazine, Hill. Prerequisite: JOUR 2013 with a grade of C or better. (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 Film & Video Feature Production. 3 Hours.**

Students research, write, direct, produce, shoot and edit non-fiction short feature films and videos for television, streaming and other presentations, including corporate and nonprofit use. Corequisite: Lab component. Prerequisite: JOUR 4863 with a grade of C or better, or instructor consent. (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.

**JOUR 4943H. Honors Research Methods in Journalism. 3 Hours.**

Emphasis on the major types of qualitative and quantitative research, electronic data base searching, and traditional library research. Prerequisite: Journalism or Advertising and Public Relations major and honors standing. (Typically offered: Spring)

**JOUR 4981. Journalism Writing Requirement. 1 Hour.**

Directed study in conceptualizing, researching, and writing a major paper to meet the college writing requirement. Students must make a C in order to satisfy the college writing requirement. Prerequisite: 90 hours. (Typically offered: Fall and Spring)

**JOUR 498VH. Honors Journalism Writing Requirement. 1-6 Hour.**

Honors journalism writing requirement. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit. This course is equivalent to JOUR 4981.