Journalism and Strategic Media (JOUR)

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

School of Journalism and Strategic Media Website (http://uark.edu/journalism)

The School of Journalism and Strategic Media offers an undergraduate major leading to a Bachelor of Arts degree and gives students a choice of three concentrations. The school also offers two combined majors — a Journalism/English combined major and a Journalism/Political Science combined major — as well as a minor in 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.

Concentrations

Journalism majors must also fulfill the requirements for either the news/editorial concentration, the advertising/public relations concentration, or the broadcast concentration. Students must select a concentration when they enter the department. Specific non-journalism courses in addition to the journalism courses are required for the advertising/public relations concentration. The requirements for each concentration are listed in the tabs.

Combined Majors

The School of Journalism and Strategic Media cooperates with the Department of Political Science and the Department of English to offer two combined majors, each of which leads to a Bachelor of Arts degree. Requirements for each combined major are listed in the tabs.

Requirements for a B.A. degree in Journalism and Strategic Media: All university students must fulfill the minimum University Core requirements (http://catalog.uark.edu/undergraduatemostcatalog/academicrequirements/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 counted toward some part of the University Core requirements, as applicable.

Select one of the following:

- MATH 2033 Mathematical Thought
- MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)
- MATH 2053 Finite Mathematics
- MATH 2183 Mathematical Reasoning in a Quantitative World
- STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)
- Or a higher level math.

Intermediate I (course number 2003) of a World Language

Select one of the following:

- WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113)
- WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123)
- An Advanced Literature Course
- A Language Literature Course

Select one of the following:

- PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103)
- PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)
- Any Philosophy Course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)
- A second PLSC course (the following are recommended options): PLSC 2813 Introduction to International Relations
- PLSC 3233 The American Congress
- PLSC 4233 The American Chief Executive
- ECON 2143 Basic Economics: Theory and Practice or ECON 2013 Principles of Microeconomics (ACTS Equivalency = ECON 2023) or ECON 2103 and Principles of Macroeconomics (ACTS Equivalency = ECON 2203)
- COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)
- 3000-4000 level HIST course
- Cultural/Diversity Requirement: 3 hours of cultural/diversity studies to be selected from the following or as approved by the School of Journalism and Strategic Media:
  - ANTH 4533 Middle East Cultures
  - COMM 4343 Intercultural Communication
  - HIST 3233 African American History to 1877
  - HIST 3243 African American History Since 1877
  - HIST 3263 History of the American Indian
  - JOUR 3263 African Americans in Film
  - JOUR 4923 History of the Black Press
  - SCWK 3193 Human Diversity and Social Work
  - SOCI 3193 Race, Class, and Gender in America
  - Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.

Journalism and Strategic Media Courses

A minimum of 34 semester hours in journalism are required, including 21 hours of journalism in one of the concentrations below. 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.

Journalism and Strategic Media Core

Select one of the following:

- JOUR 1023 Media and Society
- JOUR 1033 Fundamentals of Journalism
- JOUR 3633 Media Law
- JOUR 4333 Ethics in Journalism
- JOUR 4981 Journalism Writing Requirement
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 3000-4000 level HIST course 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.

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**Advertising/Public Relations Concentration:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 3723</td>
<td>Advertising Principles</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 3743</td>
<td>Public Relations Principles</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 4143</td>
<td>Public Relations Writing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 4423</td>
<td>Creative Strategy and Execution</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 4453</td>
<td>Media Planning &amp; Strategy</td>
<td>3</td>
</tr>
<tr>
<td>or JOUR 4473</td>
<td>Account Planning</td>
<td></td>
</tr>
</tbody>
</table>

Plus any two additional journalism courses. It is recommended that one course choice be an internship.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3433</td>
<td>Introduction to Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3553</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
</tbody>
</table>

Students seeking admission to the Advertising/Public Relations Concentration must have an overall GPA of 2.5 or higher: 1) to be admitted to the Ad/PR Sequence, and 2) to enroll in JOUR 3723 and JOUR 3743.

Students in the Advertising/Public Relations Concentration are required to earn a grade of "B" or higher in both JOUR 3723 and JOUR 3743 to qualify to take all upper level Advertising/Public Relations Concentration courses. Students may retake JOUR 3723 and JOUR 3743 only once to earn a grade of "B" or higher.

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

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**Journalism B.A. with Advertising-PR Sequence**

**Eight-Semester Degree Program**

Students wishing to follow the eight-semester degree plan should see the Eight-Semester Degree Policy (http://catalog.uark.edu/undergraduatetahash_catalog/academicegulations/eightsomegstevedegreecompletionpolicy) for university requirements of the program. The journalism major includes three sequences: News/Editorial, Broadcast, and Advertising/Public Relations. Each is shown below. Core requirement hours may vary by individual, based on placement and previous credit granted. Once all university/state core requirements are met, students may substitute a three-hour (or more) general elective in place of a core area.

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**First Year**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1013</td>
<td>Composition I (ACTS Equivalency = ENGL 1013)</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1203</td>
<td>College Algebra (ACTS Equivalency = MATH 1103)</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 2303</td>
<td>Principles of Statistics (ACTS Equivalency = MATH 2103)</td>
<td></td>
</tr>
</tbody>
</table>

**Year Total:** 15

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**Second Year**

Select one of the following:

- Fine arts university/state core requirement.
- ECON 2143 Basic Economics: Theory and Practice (As needed)
- Social science state/university core requirement or JOUR 1023 Media and Society or JOUR 1033 Fundamentals of Journalism (as needed)
- Science university/state core lecture with corequisite lab requirement
- 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
- Advanced Level Elective†

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3433</td>
<td>Introduction to Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

**Year Total:** 15

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**Third Year**

NOTE: Students must have 60 hours completed and an overall GPA of 2.5 or higher to enroll in JOUR 3723 or JOUR 3743. There are no exceptions.
Requirements for a B.A. degree in Journalism and Strategic Media: 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 counted toward some part of the University Core requirements, as applicable.

Select one of the following:

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>ACTS Equivalency</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 2033</td>
<td>Mathematical Thought</td>
<td></td>
</tr>
<tr>
<td>MATH 2043</td>
<td>Survey of Calculus</td>
<td>MATH 2203</td>
</tr>
<tr>
<td>MATH 2053</td>
<td>Finite Mathematics</td>
<td></td>
</tr>
<tr>
<td>MATH 2183</td>
<td>Mathematical Reasoning in a Quantitative World</td>
<td></td>
</tr>
<tr>
<td>STAT 2303</td>
<td>Principles of Statistics</td>
<td>MATH 2103</td>
</tr>
</tbody>
</table>

Or a higher level math.

Intermediate I (course number 2003) of a World Language

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>ACTS Equivalency</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLIT 1113</td>
<td>World Literature I</td>
<td>ENGL 2113</td>
</tr>
<tr>
<td>WLIT 1123</td>
<td>World Literature II</td>
<td>ENGL 2123</td>
</tr>
</tbody>
</table>

Any Advanced Literature Course

A Language Literature Course

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>ACTS Equivalency</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHIL 2003</td>
<td>Introduction to Philosophy</td>
<td>PHIL 1103</td>
</tr>
<tr>
<td>PHIL 2103</td>
<td>Introduction to Ethics</td>
<td>PHIL 1003</td>
</tr>
</tbody>
</table>

Any Philosophy Course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)


A second PLSC course (the following are recommended options):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>ACTS Equivalency</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLSC 2813</td>
<td>Introduction to International Relations</td>
<td></td>
</tr>
<tr>
<td>PLSC 3233</td>
<td>The American Congress</td>
<td></td>
</tr>
<tr>
<td>PLSC 4233</td>
<td>The American Chief Executive</td>
<td></td>
</tr>
<tr>
<td>ECON 2143</td>
<td>Basic Economics: Theory and Practice</td>
<td>3-6</td>
</tr>
<tr>
<td>or ECON 2013 &amp; ECON 2023</td>
<td>Principles of Macroeconomics and Principles of Microeconomics</td>
<td>ECON 2103 &amp; ECON 2203</td>
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</tbody>
</table>

COMM 1313 | Public Speaking | SPCH 1003 |

3000-4000 level HIST course

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH 4533</td>
<td>Middle East Cultures</td>
</tr>
<tr>
<td>COMM 4343</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>HIST 3233</td>
<td>African American History to 1877</td>
</tr>
<tr>
<td>HIST 3243</td>
<td>African American History Since 1877</td>
</tr>
<tr>
<td>HIST 3263</td>
<td>History of the American Indian</td>
</tr>
</tbody>
</table>
Journalism and Strategic Media Courses
A minimum of 34 semester hours in journalism are required, including 21 hours of journalism in one of the concentrations below. 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.

Journalism and Strategic Media Core
JOUR 1023 Media and Society 3
JOUR 1033 Fundamentals of Journalism 3
JOUR 3633 Media Law 3
JOUR 4333 Ethics in Journalism 3
JOUR 4981 Journalism Writing Requirement 1

Broadcast Concentration:
JOUR 2032 Broadcast News Reporting I 3
& JOUR 2031L Broadcast News Reporting I Laboratory 3
JOUR 3072 Broadcast News Reporting II 3
& JOUR 3071L Broadcast News Reporting II Laboratory 3
JOUR 4863 Television News Reporting I 3
JOUR 4873 Television News Reporting II 3
JOUR 4893 Television News Producing 3
Plus any two additional journalism courses 6

Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.

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/undergraduatecatalog/academicregulations/eightsemesterdegreecompletenonpolicy) 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.

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

First Year
Units
ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) 3
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) (if required) 3
or MATH 2033 Mathematical Thought 3
or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) 3
or MATH 2053 Finite Mathematics 3
or MATH 2183 Mathematical Reasoning in a Quantitative World 3
or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) 3
or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) 3
JOUR 1023 Media and Society 3
PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (or fine arts state/ university core requirement) 3
Social science state/university core requirement 3
ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) 3
MATH 2033 Mathematical Thought (if still needed) 3
or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) 3
or MATH 2053 Finite Mathematics 3
or MATH 2183 Mathematical Reasoning in a Quantitative World 3
or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405) 3
or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) 3
JOUR 1033 Fundamentals of Journalism 3
Science university/state core lecture and corequisite lab 4
Fine arts state/university core requirement or PLSC 2003 American National Government, as needed 3
Year Total: 15 16

Second Year
Units
Non-JOUR General Elective 3
Social science state/university core requirement 3
WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113) 3
or WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123) 3
Advanced Level Elective† 3
1013 Elementary II world language course (depending on placement) 3
Non-JOUR Advanced Level Elective† 3
JOUR 2032 Broadcast News Reporting I & JOUR 2031L Broadcast News Reporting I Laboratory† 3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) 3
Journalism and Strategic Media (JOUR)

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
2003 Intermediate I world language course

Year Total: 15 15

Third Year

<table>
<thead>
<tr>
<th>Units</th>
<th>Fall</th>
<th>Spring</th>
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<tbody>
<tr>
<td>JOUR 3072 Broadcast News Reporting II &amp; JOUR 3071L Broadcast News Reporting II Laboratory†‡</td>
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<tr>
<td>JOUR 3633 Media Law †‡</td>
<td>3</td>
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<tr>
<td>ECON 2143 Basic Economics: Theory and Practice (or PLSC course)†</td>
<td>3</td>
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<td>Non-JOUR General Electives</td>
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<tr>
<td>JOUR 4863 Television News Reporting I †‡</td>
<td>3</td>
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<tr>
<td>JOUR 4893 Television News Producing</td>
<td>3</td>
<td></td>
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<tr>
<td>JOUR 4333 Ethics in Journalism †‡ or Advanced Level Elective†</td>
<td>3</td>
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<tr>
<td>PLSC course or ECON 2143 Basic Economics (as needed)</td>
<td>3</td>
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<tr>
<td>Science university/state core lecture and corequisite lab</td>
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<td>Year Total:</td>
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Fourth Year

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<th>Units</th>
<th>Fall</th>
<th>Spring</th>
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</thead>
<tbody>
<tr>
<td>JOUR 4873 Television News Reporting II †‡</td>
<td>3</td>
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</tr>
<tr>
<td>JOUR upper level elective †‡</td>
<td>3</td>
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<tr>
<td>Non-JOUR Cultural/diversity studies course or 3000-4000 HIST course †‡</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Non-JOUR Advanced Level Elective†</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>JOUR upper level elective †‡</td>
<td>3</td>
<td></td>
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<tr>
<td>JOUR 4981 Journalism Writing Requirement †‡</td>
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<td></td>
</tr>
<tr>
<td>3000-4000 HIST course †‡ or non-JOUR cultural/diversity studies course Advanced Level Elective or†</td>
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</tr>
<tr>
<td>JOUR 4333 Ethics in Journalism (as needed) †‡</td>
<td>3</td>
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<tr>
<td>General Electives</td>
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<tr>
<td>Year Total:</td>
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<td>13</td>
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</table>

Total Units in Sequence: 120

† Meets 40-hour advanced credit hour requirement. See Fulbright College Academic Regulations.
‡ Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College) in addition to meeting the 40-hour rule. See Fulbright College Academic Regulations.

Requirements for a B.A. degree in Journalism and Strategic Media: 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 counted toward some part of the University Core requirements, as applicable.

Select one of the following: 3

MATH 2033 Mathematical Thought
MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)
MATH 2053 Finite Mathematics
MATH 2183 Mathematical Reasoning in a Quantitative World
STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)

Or a higher level math.

Intermediate I (course number 2003) of a World Language † 3-6

Intermediate I (course number 2003) of a World Language † 3-6

Select one of the following: 3

WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113)
WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123)

An Advanced Literature Course

Select one of the following: 3

PLSC 2813 Introduction to International Relations
PLSC 3233 The American Congress
PLSC 4233 The American Chief Executive
ECON 2143 Basic Economics: Theory and Practice
ECON 2013 & ECON 2023 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)
ECON 2013 & ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)

3000-4000 level HIST course 3

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

ANTH 4533 Middle East Cultures
COMM 4343 Intercultural Communication
HIST 3233 African American History to 1877 ²
HIST 3243 African American History Since 1877 ²
HIST 3263 History of the American Indian ²
JOUR 3263 African Americans in Film ³
JOUR 4923 History of the Black Press ³
SCWK 3193 Human Diversity and Social Work
SOCI 3193 Race, Class, and Gender in America ⁴
Journalism and Strategic Media (JOUR)

Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.

Journalism and Strategic Media Courses
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Journalism and Strategic Media Core
JOUR 1023 Media and Society 3
JOUR 1033 Fundamentals of Journalism 3
JOUR 3633 Media Law 3
JOUR 4333 Ethics in Journalism 3
JOUR 4981 Journalism Writing Requirement 1

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 3000-4000 level HIST course 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.

News/Editorial Concentration:
JOUR 2013 News Reporting I 3
JOUR 3013 Editing 3
JOUR 3123 Feature Writing 3
JOUR 3023 News Reporting II 3
or JOUR 4503 Magazine Writing 3
or JOUR 4553 Magazine Editing and Production I 3
Plus any three additional journalism courses. 9

It is recommended that one course choice be an internship.

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

Journalism B.A. with News/Editorial Sequence
Students wishing to follow the eight-semester degree plan should see the Eight-Semester Degree Policy (http://catalog.uark.edu/undergraduatetcatalog/academicregulations/eightsemesterdegreecompletionpolicy) for university requirements of the program. The journalism major includes three sequences: News/Editorial, Broadcast, and Advertising/Public Relations. Each is shown below. 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)</td>
<td>3</td>
<td></td>
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Second Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 2013 News Reporting I†</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Social science/uniiversity core requirement</td>
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</tr>
<tr>
<td>WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113)</td>
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<td>or WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123)</td>
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<tr>
<td>non-JOUR General elective</td>
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<tr>
<td>1013 Elementary II world language course</td>
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<tr>
<td>JOUR 3013 Editing††</td>
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<tr>
<td>COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)</td>
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<td></td>
</tr>
<tr>
<td>PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103)</td>
<td>3</td>
<td></td>
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<td>or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)</td>
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<td>or PHIL 3103 Ethics and the Professions</td>
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<tr>
<td>2003 Intermediate I world language course</td>
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<tr>
<td>General Elective</td>
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<td></td>
</tr>
<tr>
<td>Year Total:</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>
### Third Year

<table>
<thead>
<tr>
<th>Units</th>
<th>Fall</th>
<th>Spring</th>
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<tr>
<td>JOUR 3123 Feature Writing†‡</td>
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<td>JOUR 3633 Media Law†‡</td>
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<td>ECON 2143 Basic Economics: Theory and Practice (or PLSC course)</td>
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<td>JOUR 3023 News Reporting II†‡</td>
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<td>or JOUR 4503 Magazine Writing or JOUR 4553 Magazine Editing and Production I</td>
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<td>JOUR upper level elective†‡</td>
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### Fourth Year

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<tr>
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Total Units in Sequence: **120**

† Meets 40-hour advanced credit hour requirement. See Fulbright College Academic Regulations.

‡ Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 40-hour rule. See Fulbright College Academic Regulations.

### Requirements for a Combined Major in English and Journalism

All university students must fulfill the minimum University Core requirements [here](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 counted toward some part of the University Core/state minimum core requirements, as applicable.

Select one of the following:

- MATH 2033 Mathematical Thought
- MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)
- MATH 2053 Finite Mathematics
- MATH 2183 Mathematical Reasoning in a Quantitative World
- STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)

Or Higher Level MATH

### Intermediate I (course number 2003) of a World Language.  

Select one of the following:

- WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113)
- WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123)

An Advanced Literature Course

Select one of the following:

- PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103)
- PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)

Any Philosophy Course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions) higher


A second PLSC Course (the following are recommended options):

- PLSC 2813 Introduction to International Relations
- PLSC 3233 The American Congress
- PLSC 4233 The American Chief Executive

- ECON 2143 Basic Economics: Theory and Practice 3-6
  or ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)
  and Principles of Microeconomics (ACTS Equivalency = ECON 2203)

- COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)

- 3000-4000 level HIST Course * 3

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

- 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 **
- SCWK 3193 Human Diversity and Social Work
- SOCI 3193 Race, Class, and Gender in America (SOCI 2013 prerequisite)

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

1 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.

The Journalism requirements for this combined major are as follows:

The journalism requirement may be satisfied by 24 semester hours of courses, including JOUR 1023, JOUR 1033, and JOUR 3633. The remaining 15 hours are filled from the following concentrations.

**News/Editorial Concentration:**

**JOUR 2013** News Reporting I 3
**JOUR 3013** Editing 3
**JOUR 3023** News Reporting II 3
or **JOUR 4503** Magazine Writing
or **JOUR 4553** Magazine Editing and Production I
**JOUR 3123** Feature Writing 3
One Additional Journalism Course 3
Total Hours 15

**Broadcast Concentration:**

**JOUR 2032** Broadcast News Reporting I 3
& **JOUR 2031L** Broadcast News Reporting I Laboratory

**JOUR 3072** Broadcast News Reporting II 3
& **JOUR 3071L** Broadcast News Reporting II Laboratory

**JOUR 4863** Television News Reporting I 3
**JOUR 4873** Television News Reporting II 3
One Additional Journalism Course 3
Total Hours 15

The English requirements for this combined major are as follows:

24 hours of English courses (not counting ENGL 0002, ENGL 1013, ENGL 1023, and ENGL 2003) to include any nine hours of survey courses chosen from:

**ENGL 2303** English Literature from the Beginning through the 17th Century (ACTS = ENGL 2673) 3
**ENGL 2313** Survey of English Literature from 1700 to 1900 (ACTS Equivalency = ENGL 2683) 3
**ENGL 2323** Survey of Modern and Contemporary British, Irish, and Postcolonial Literature 3
**ENGL 2343** Survey of American Lit from the Colonial Period through Naturalism (ACTS Equiv=ENGL 2653) 3
**ENGL 2353** Survey of Modern and Contemporary American Literature (ACTS Equivalency = ENGL 2663) 3

and 15 additional hours chosen from English courses numbered above 3000 and WLIT courses above 2333.

In addition, students are strongly recommended to complete up through the 2013 Intermediate II level of a world language.

**Writing Requirement:** All upper division English courses require a research or an analytical paper except ENGL 4003 and the courses in creative writing: (ENGL 3013, ENGL 4013, ENGL 4023, and ENGL 4073). For this reason, all students who fulfill the requirements for the combined major in Journalism and English thereby fulfill the Fulbright College writing requirement.

**Assessment Requirement:** Every senior English major must take the program assessment exam administered by the department each spring semester to graduate. Exam results will not affect GPA, although the student’s score will be noted on his or her permanent academic record. This requirement may be waived in extraordinary circumstances by the department’s Director of Undergraduate Studies. Contact your adviser for more information.

**Combined Major in English and Journalism 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

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<thead>
<tr>
<th>Units</th>
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<th>Spring</th>
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<td>or MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)</td>
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<td>or MATH 2053 Finite Mathematics</td>
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<td>or MATH 2183 Mathematical Reasoning in a Quantitative World</td>
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<td>or MATH 2554 Calculus I (ACTS Equivalency = MATH 2405)</td>
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<td>or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)</td>
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<td>JOUR 1023 Media and Society</td>
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<td>or JOUR 1033 Fundamentals of Journalism</td>
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<tr>
<td>PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (or fine arts university/state core requirement)</td>
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<td>1013 Elementary II world language course (depending on placement in sequence)</td>
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<td>MATH 2033 Mathematical Thought (if higher MATH still needed, else non-JOUR General Elective)</td>
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<td>or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)</td>
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Journalism and Strategic Media (JOUR)

**JOUR 1033 Fundamentals of Journalism** (as needed)
or **JOUR 1023 Media and Society**
Science university/state core lecture and corequisite lab
2003 Intermediate I world language course (depending on placement in sequence)

**Year Total:** 15 16

### Second Year

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<tr>
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<tr>
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<td>JOUR 3013 Editing (for Print or JOUR 2032/2031L for Broadcast)††</td>
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### Third Year

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<td>ENGL/WLIT Upper Level Elective††</td>
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<td>3000+ HIST course or ††Cultural/Diversity Requirement as needed††</td>
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<td>ECON 2143 Basic Economics: Theory and Practice (or second PLSC course as needed)</td>
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**Total Units in Sequence:** 120

### 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

- MATH 2033 Mathematical Thought
- MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)
- MATH 2053 Finite Mathematics
- MATH 2183 Mathematical Reasoning in a Quantitative World or Higher Level MATH
- STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103)

**Intermediate I (course number 2003) of a World Language** 1 3-6

Select one of the following: 3

- WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113)
- WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123)
- An Advanced Literature Course
- A Language Literature Course

Select one of the following: 3

- PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103)
- PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003)
- Any Philosophy Course at the 3000-level or higher (recommended: PHIL 3103 Ethics and the Professions)
- A second PLSC course (the following are recommended options): 3
  - PLSC 2813 Introduction to International Relations
  - PLSC 3233 The American Congress
  - PLSC 4233 The American Chief Executive
- ECON 2143 Basic Economics: Theory and Practice 3-6
or ECON 2023 ECON 2103 and Principles of Microeconomics (ACTS Equivalency = ECON 2203)

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 or as approved by the School of Journalism and Strategic Media. Select one of the following:

ANTH 4533 Middle East Cultures 3

COMM 4343 Intercultural Communication 3

HIST 3233 African American History to 1877 3

HIST 3243 African American History Since 1877 3

HIST 3263 History of the American Indian 3

SCWK 3193 Human Diversity and Social Work 3

JOUR 3263 African Americans in Film 3

JOUR 4923 History of the Black Press 3

SOCI 3193 Race, Class, and Gender in America 3

Other cultural/diversity-related topics as approved by the School of Journalism and Strategic Media 3

Political Science Requirements

The political science requirement for the combined major may be satisfied by 24 semester hours of courses, including PLSC 2003, PLSC 2013, 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 3153 Public Policy 3
PLSC 3183 Public Personnel Management 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 3913 American Political Thought Before 1900 3
PLSC 3923H Honors Colloquium 3
PLSC 3933 Contemporary American Political Thought 3
PLSC 394V Readings in Political Science 1-3
PLSC 3983 Politics in Literature 3
PLSC 399VH Honors Course 1-3
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 399VH Honors Course 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.

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

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

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

Students should check course prerequisites.

Those wishing to pursue the Public Affairs Reporting track can choose from either news/editorial or broadcast concentration:

Broadcast Concentration, Public Affairs Reporting Track:

JOUR 2032 Broadcast News Reporting I 3
& JOUR 2031L Broadcast News Reporting I Laboratory 3
JOUR 3072 Broadcast News Reporting II 3
& JOUR 3071L Broadcast News Reporting II Laboratory 3
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
RAW TEXT ONLY

Journalism and Strategic Media (JOUR)

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JOUR 3013  Editing  3
JOUR 3023  News Reporting II  3
or JOUR 4503  Magazine Writing  
or JOUR 4553  Magazine Editing and Production I  
JOUR 4043  Government and the Media  3
One additional Journalism course  3

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.

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

ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)  3
MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) or MATH 2033 Mathematical Thought 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

or MATH 2033 Mathematical Thought (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)

or PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003)
or JOUR 1033 Fundamentals of Journalism or JOUR 1023 Media and Society
or 2003 Intermediate I world language  3

Year Total:  15 15

Second Year

PLSC 2013 Introduction to Comparative Politics  3
JOUR course from selected concentration†  3
Science university/state core lecture w/ corequisite lab requirement  4
Advanced general elective†  3
COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)  3
PLSC course from selected concentration†‡  3
JOUR course from selected concentration†  3
WLIT 1113 World Literature I (ACTS Equivalency = ENGL 2113) or WLIT 1123 World Literature II (ACTS Equivalency = ENGL 2123)  3

science university/state core lecture w/ corequisite lab requirement
General Elective  3

Year Total:  16 16

Third Year

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

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<td>JOUR course from selected concentration†‡</td>
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<td>PLSC courses from selected concentration†‡</td>
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<td>General Electives</td>
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<td></td>
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</tr>
<tr>
<td>PLSC course from selected concentration or PLSC 4373 Political Communication (as needed)†‡</td>
<td>3</td>
</tr>
<tr>
<td>JOUR course from selected concentration or †‡JOUR 3633 Media Law (as needed)†‡</td>
<td>3</td>
</tr>
<tr>
<td>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)</td>
<td>7</td>
</tr>
<tr>
<td>Total Total:</td>
<td>15</td>
</tr>
</tbody>
</table>

Total Units in Sequence: 120

Requirements for a Minor in Journalism
18 hours to include the following:
JOUR 1023 Media and Society 3
JOUR 1033 Fundamentals of Journalism 3
JOUR 2003 Writing for Today’s Media 3
JOUR 2053 Multimedia Journalism 3
or JOUR 2063 Media Technology 3
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 4943H Honors Journalism Writing Requirement beginning with the first semester of the junior year,
2. Take at least 1 credit of JOUR 498VH every fall and spring semester of the junior and senior year,
3. Complete at least one journalism honors colloquium,
4. Complete the journalism honors core research course JOUR 4943H (offered every spring semester only),
5. Complete an approved honors colloquium in a second discipline,
6. Complete and orally defend an honors thesis based on honors courses of study, and
7. Earn an overall cumulative 3.50 grade-point average and a cumulative 3.50 grade-point average in journalism courses.

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

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

Journalism (B.A.) Teacher Licensure Requirements: Students interested in obtaining teaching 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/fieldsofstudytext) or contact your departmental adviser or an adviser in the College of Education and Health Professions.

Faculty
Brown, Lucy M., Ph.D., M.A. (University of Texas, Austin), M.S. (Pratt Institute), Dip.G.A. (Edna Manley School for the Visual Arts, Jamaica), Clinical Assistant Professor, 2013.
Carpenter, Dale, M.A. (Emory University), B.A. (Vanderbilt University), Professor, 1994.
Chung, Jee-Young, Ph.D. (University of Alabama), M.A. (University of Houston), B.S., B.A. (Seoul Women’s University), Assistant Professor, 2015.
Foley, Larry D., M.S. (University of Central Arkansas), B.A. (University of Arkansas), Professor, 1993.
Foster, Bobbie, M.A.; B.A. (University of Arkansas), Instructor, 2015.
Fosu, Ignatius, Ph.D., M.A. (University of Ghana, Accra), Associate Professor, 2005.
Gould, Kara, Ph.D. (University of Utah), M.A. (Wheaton College), B.A. (Wheaton College), Assistant Professor, 2016.
Jordan, Gerald Bernard, M.S.J. (Northwestern University), B.A. (University of Arkansas), Associate Professor, 1995.
King, Tiffany, M.A. (University of Arkansas), B.J. (University of Missouri), Instructor, 2014.
McCaffrey, Raymond, Ph.D. (University of Maryland), M.A. (University of Colorado), M.A. (Columbia University), B.A. (Fairfield University), Assistant Professor, 2014.
Schulte, Bret J., M.F.A. (George Mason University), B.A. (University of Nebraska-Lincoln), Associate Professor, 2008.
Shelton, Gina, B.A. (Mississippi State University), Instructor, 2013.
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), Clinical Assistant Professor, 2013.
Watkins, Patsy, Ph.D. (University of Iowa), M.A., B.A. (University of Texas, Austin), Associate Professor, 1983.
Wells, Rob, Ph.D. (University of Maryland), M.A. (St. John's College), Assistant Professor, 2016.
Wicks, Jan L., Ph.D., M.A. (Michigan State University), B.A. (University of Southwest Louisiana), Professor, 1994.

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.

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 or department consent.

JOUR 1033. Fundamentals of Journalism. 3 Hours.
Introduces students to the skills of observation, critical thinking and concise writing required in all aspects of journalism, as well as to the technology needed in upper-level courses. Practice using references for grammar and journalistic style. A prerequisite to JOUR 2013. JOUR 2032, JOUR 2063 and JOUR 4143. Corequisite: Lab component. Prerequisite: Journalism major or department consent.

JOUR 2003. Writing for Today's Media. 3 Hours.
Writing preparation for newspaper, broadcast, online, public relations and social media. Emphasizes clear writing, prioritizing and synthesizing information, performance on deadline pressure, and writing style differences among media. Focuses on reporting, research, interviewing, grammar, Associated Press style, and concise writing. Explores news bias, fairness, multi-platform journalism and ethics. Prerequisite: JOUR 1023 and JOUR 1033 with a grade of C or better.

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

JOUR 2013H. Honors News Reporting I. 3 Hours.
Intensive training in the methods of gathering and writing news. Lecture 2 hours, laboratory 2 hours per week. Prerequisite: Honors standing, JOUR 1023 and JOUR 1033, each with a grade of C or better. This course is equivalent to JOUR 2013.

JOUR 2031L. Broadcast News Reporting I Laboratory. 1 Hour.
Provides experience in basic broadcast news reporting techniques. Laboratory 3 hours per week. Corequisite: JOUR 2032. Prerequisite: JOUR 1033 with a grade of C or better.

JOUR 2032. Broadcast News Reporting I. 2 Hours.
Intensive training in the methods of gathering and writing broadcast news. Lecture 2 hours per week. Corequisite: JOUR 2031L. Prerequisite: Sophomore standing and JOUR 1033 with a grade of C or better.

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

JOUR 2063. Media Technology. 3 Hours.
Introduction to computer skills required in journalism; focus is training in the major computer software used in the profession. Prerequisite: JOUR 1023 and JOUR 1033, each with a grade of C or better.

JOUR 2331L. Photojournalism I Laboratory. 1 Hour.
Photojournalism I 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.

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.

JOUR 2453. Introduction to Sports Television Production I. 3 Hours.
Introduction to the specialized field of sports television production. Focuses on multicamera, single-camera and studio production. Studio lab and field work outside of regularly scheduled class time required.

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 2032, each with a grade of C or better.

JOUR 3023. News Reporting II. 3 Hours.
Continuation of JOUR 2013. Lecture 2 hours, laboratory 2 hours per week. Corequisite: Lab component. Prerequisite: JOUR 1023 with a grade of C or better.

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.

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.

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

JOUR 3093. Presentation Design for Journalism, Advertising and Public Relations. 3 Hours.
Covers presenting stories, campaigns and other ideas via traditional and new media. Covers web and paper presentations using leading design software.

JOUR 3123. Feature Writing. 3 Hours.
Study of non-fiction newspaper and magazine feature articles with emphasis on locating subjects, and on writing techniques and practice in article writing. Prerequisite: JOUR 1023 with a grade of C or better.

JOUR 3133. Editorial Writing. 3 Hours.
Study of the opinion function of the news media. Includes editorial writing, the newspaper editorial/opinion columns, letters from readers, and broadcast commentary. Prerequisite: JOUR 1023 or JOUR 2032 with a grade of C or better, and junior standing.

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. Prerequisite: JOUR 1033 with a grade of C or better.
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.
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 documentaries. 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.
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.

JOUR 3633. Media Law. 3 Hours.
Constitutional guarantees, statutory laws and court cases applicable to mass communications. Prerequisite: Junior standing.

JOUR 3723. Advertising Principles. 3 Hours.
Introductory course to the broad field of advertising. The course 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 newspapers, magazines, radio, television, and other media. Prerequisite: Minimum of 60 hours completed, 2.5 overall grade point average, and completion of JOUR 1033 with a grade of C or better; no in-progress hours or coursework accepted.

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

JOUR 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. Recommended for students in many fields. Prerequisite: Minimum of 60 hours completed, 2.5 overall grade point average, and completion of JOUR 1033 with a grade of C or better; no in-progress hours or coursework accepted.

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). May be repeated for degree credit.

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

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

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

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.

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. 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.

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.

JOUR 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 90 hours completed, 2.5 overall grade point average, Journalism major in the AD/PR sequence, completion of JOUR 1033 with a grade of C or better, and completion of JOUR 3723 and JOUR 3743, each with a grade of B or better; no in-progress hours or coursework accepted.

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.

JOUR 4413. Broadcast Advertising and Sales. 3 Hours.
The creation of advertising campaigns for the broadcast media and techniques involved in the presentation of these campaigns to prospective media buyers. Emphasis is also placed on the gathering and use of rating systems for broadcasting. Prerequisite: JOUR 3723 with a grade of B or better.

JOUR 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: Min. 90 hrs. completed, 2.5 overall GPA, JOUR major with AD/PR sequence, completion of JOUR 1033 with a grade of C or better, and completion of JOUR 3723 and JOUR 3743, with a grade of B or better; no in-progress hours or coursework accepted.

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.

JOUR 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 strategies, tactics, and planning. Prerequisite: Min. 90 hrs. completed, 2.5 overall GPA, JOUR major with AD/PR sequence, completion of JOUR 1033 with a grade of C or better, and completion of JOUR 3723 and JOUR 3743, with a grade of B or better; no in-progress hours or coursework accepted.
JOUR 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: JOUR 3723 and JOUR 3743, each with a grade of B or better, and 2.5 overall GPA.

JOUR 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 90 hours completed, no in-progress hours or coursework accepted, 2.5 overall GPA, JOUR 1033 with a grade of C or better, and JOUR 3723 and JOUR 3743, with a grade of B or better.

JOUR 4483. Issues in Advertising and Public Relations. 3 Hours.
Seminar course involving the critical examination of the major cultural, social, political, economic, ethical and persuasion theories and/or issues relevant to advertising and public relations affecting individuals, organizations and societies. Prerequisite: Completion of both JOUR 3723 and JOUR 3743 with a grade of B or better, and 2.5 overall GPA.

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

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

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.

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.

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

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.

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.

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. 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 database searching, and traditional library research. Prerequisite: Journalism honors major.

JOUR 4981. Journalism Writing Requirement. 1 Hour.
Directed study in conceptualizing, researching, and writing a major paper to meet the college writing requirement; includes presentations and discussions on current issues in journalism news and strategic communication. Students must make a C in order to satisfy the college writing requirement. Prerequisite: 90 hours.

JOUR 498VH. Honors Journalism Writing Requirement. 1-6 Hour.
Honors journalism writing requirement. May be repeated for up to 6 hours of degree credit. This course is equivalent to JOUR 4981.