**Journalism (JOUR)**

**Courses**

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

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

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

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

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

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

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

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

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

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

**JOUR 2332. Photo Journalism I. 2 Hours.**
Beginning course in the fundamentals of photography, including digital photography, composition, file transfer and management, image enhancement, and layout and design. Corequisite: JOUR 2331L. (Typically offered: Fall)

**JOUR 2453. Introduction to Sports Television Production I. 3 Hours.**
Introduction to the specialized field of sports television production. Focuses on multi-camera, single-camera and studio production. Studio lab and field work outside of regularly scheduled class time required. (Typically offered: Fall)

**JOUR 3013. Editing. 3 Hours.**
Theories and practices in newspaper editing, 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 3071L. Broadcast News Reporting II Laboratory. 1 Hour.**
Continuation of JOUR 2031L. Including advanced skills in broadcast news techniques. Corequisite: JOUR 3072. Prerequisite: JOUR 2032 and JOUR 2031L, each with a grade of C or better. (Typically offered: Fall and Spring)

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

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

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

**JOUR 3163. Sports Journalism. 3 Hours.**
Emphasis on techniques and principles of coverage of sports and sports-related subjects on and off the field, and on the relationship between sports and the mass media. (Typically offered: Fall)
JOUR 3263. African Americans in Film. 3 Hours.
A survey of the history of images of African Americans in film, especially as these images are examined in the context of stereotypical renditions and/or realistic representations of African American experiences. Issues of African American history, culture, and socio-political context will be addressed in the analyses of these films. Prerequisite: ENGL 1023 and junior or senior standing. (Typically offered: Irregular) This course is cross-listed with AAST 3263, ENGL 3263, COMM 3263.

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

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

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

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

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

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

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

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

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

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

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

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

JOUR 4083. Data Journalism. 3 Hours.
An introduction to basic data reporting skills, including how to use data to guide and inform reporting as well as tell stories to better serve the public. Ethical issues and best practices in data reporting are also examined. Prerequisite: Any STAT course or instructor permission. (Typically offered: Fall)

JOUR 4093. Business Journalism. 3 Hours.
Examines how the U.S. economy works and how to find news in business, market and government data sources. Focuses on the role of corporations, financial markets, and regulators, and benefiting students interested in sports, entertainment, political and investigative journalism. (Typically offered: Spring)

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

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

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

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

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

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

JOUR 4883. Advanced Television News Production. 3 Hours.
Continuation of JOUR 4873. Students prepare and present television newscasts for air. Laboratory component arranged. Corequisite: Lab component. Prerequisite: JOUR 4873 with a grade of C or better. (Typically offered: Irregular)
JOUR 4893. Television News Producing. 3 Hours.
Intensive training in methods of producing a live television news broadcast, including
news gathering, writing broadcast copy and production strategies. Lab 6 hours.
Corequisite: Lab component. Prerequisite: JOUR 3072 and JOUR 3071L, each with
a grade of C or better. (Typically offered: Fall and Spring)

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

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

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 honors
major. (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.

JOUR 5003. Advanced Reporting. 3 Hours.
Stresses public affairs coverage, interpretive, investigative, and analytic journalism,
involving research, work with documents, public records, and budgets and
specialized reporting. (Typically offered: Irregular)

JOUR 5013. Advanced Radio News Reporting. 3 Hours.
(Formerly JOUR 4033.) Intensive training in the production of in-depth, public radio
style news stories. Graduate degree credit will not be given for both JOUR 4033 and
JOUR 5013. Prerequisite: JOUR 2032 and JOUR 2031L, each with a grade of C or
better. (Typically offered: Spring)

JOUR 5023. Journalism Theory. 3 Hours.
Examination of the major journalism and mass media theories and conceptual
perspectives regarding journalism, news, mass media, advertising and public
relations relevant to industry and academic researchers and professionals. (Typically
offered: Fall)

JOUR 5043. Research Methods in Journalism. 3 Hours.
Research methods of utility in journalism. Emphasis on survey research, electronic
data base searching, and traditional library research. Prerequisite: Graduate
standing or honors program standing. (Typically offered: Spring)

JOUR 5063. 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, societies.
Prerequisite: Graduate standing. (Typically offered: Fall)

JOUR 508V. Graduate Journalism Internship. 1-3 Hour.
Credit for practical experience gained through a journalistic internship. Must have
completed 6 hours of graduate course credit. May be repeated for up to 3 hours of
degree credit. Prerequisite: Instructor consent. (Typically offered: Fall, Spring and
Summer) May be repeated for up to 3 hours of degree credit.

JOUR 5093. Business Journalism. 3 Hours.
Examines how the U.S. economy works and how to find news in business, market
government and public relations 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 5133. Ethics in Journalism. 3 Hours.
A seminar examining the professional ethical principles and ethical performance in the
journalism field. The ethical performance of the mass media dedicated to news,
public relations and advertising is evaluated based on ethical theories and industry
standards. Prerequisite: Graduate standing. (Typically offered: Fall)

JOUR 5163. Computer-Assisted Publishing. 3 Hours.
(Formerly JOUR 4063.) 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. Graduate degree credit will not be given for both JOUR 4063 and
JOUR 5163. (Typically offered: Irregular)

JOUR 5173. Social Media and Journalism. 3 Hours.
(Formerly JOUR 4073.) 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.
Graduate degree credit will not be given for both JOUR 4073 and JOUR 5173.
Prerequisite: JOUR 2013 or JOUR 2032 with a grade of C or better. (Typically
offered: Fall)

JOUR 5193. Professional Journalism Seminar. 3 Hours.
Examination of complex problems encountered by professional journalists with focus
on research and analysis of the role of journalism in major social, economic, and
political developments. (Typically offered: Fall and Spring) May be repeated for up to
6 hours of degree credit.

JOUR 5283. Data Journalism. 3 Hours.
Provides an in-depth experience of combining street reporting and data analysis to
tell a story of significant societal importance. Students are introduced to techniques
in data analysis, management, visualization and production of data-driven articles and
multimedia presentations. Prerequisite: Instructor permission. (Typically offered: Fall)

JOUR 5313. Literature of Journalism. 3 Hours.
A study of superior works of non-fiction journalism, past and present. Includes
authors from Daniel Defoe to John McPhee. (Typically offered: Fall)

JOUR 5323. Documentary Production I. 3 Hours.
In-depth study of documentary film as non-fiction, long form journalism. Covers
subject, funding, research and development, pre-production planning, field
production, talent, music, post production, promotion, broadcast and distribution.
Required trip to Hot Springs Documentary Film Festival. (Typically offered: Fall)

JOUR 5333. Documentary Production II. 3 Hours.
A continuation of JOUR 5323, Documentary Production I. Students photograph,
write, and edit a documentary begun in the fall semester. Prerequisite: JOUR 5323.
(Typically offered: Spring)

JOUR 5463. Campaigns. 3 Hours.
(Formerly ADPR 4463.) 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. Graduate
degree credit will not be given for both ADPR 4463 and JOUR 5463. Prerequisite:
ADPR 3723 and ADPR 3743, each with a grade of B or better, and 2.5 overall GPA.
(Typically offered: Fall, Spring and Summer)
JOUR 5473. 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: Graduate standing. (Typically offered: Fall and Spring)

JOUR 5503. Magazine Writing. 3 Hours.
(Formerly JOUR 4503.) 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. Graduate degree credit will not be given for both JOUR 4503 and JOUR 5503. Prerequisite: JOUR 2013 with a grade of C or better. (Typically offered: Spring)

JOUR 5883. Advanced Television News Production. 3 Hours.
(Formerly JOUR 4883.) Continuation of JOUR 4873. Students prepare and present television newscasts for air. Laboratory component arranged. Graduate degree credit will not be given for both JOUR 4883 and JOUR 5883. Corequisite: Lab component. Prerequisite: JOUR 4873 with a grade of C or better. (Typically offered: Irregular)

JOUR 5903. Community Journalism. 3 Hours.
(Formerly JOUR 4903.) 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. Graduate degree credit will not be given for both JOUR 4903 and JOUR 5903. (Typically offered: Spring)

JOUR 5923. 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. (Typically offered: Spring Even Years)

JOUR 600V. Master's Thesis. 1-6 Hour.
Required of all M.A. journalism students. (Typically offered: Fall, Spring and Summer) May be repeated for degree credit.