Courses

JOUR 1003. Journalistic Writing Skills (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Su, Fa). 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 (Sp, Fa). 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.

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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 2033 with a grade of C or better.

JOUR 2053. Multimedia Journalism (Sp, Fa). 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 (Su, Fa). 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 (Fa). 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.

JOUR 2332. Photo Journalism I (Fa). 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 (Fa). 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.

JOUR 3013. Editing (Sp, Fa). 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.

JOUR 3023. News Reporting II (Sp, Fa). 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.

JOUR 3071L. Broadcast News Reporting II Laboratory (Sp, Fa). 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 (Sp, Fa). 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 (Sp). 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 (Sp). 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 (Sp, Fa). 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.

JOUR 3133. Editorial Writing (Irregular). 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 2013 or JOUR 2032 with a grade of C or better, and junior standing.

JOUR 3163. Sports Journalism (Fa). 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 (Irregular). 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 (Sp). 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.
This course is cross-listed with AAST 3273, COMM 3273.

JOUR 3453. Sports Television Production II (Irregular). 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 (Sp, Fa). 3 Hours.
Constitutional guarantees, statutory laws and court cases applicable to mass communications. Prerequisite: Junior standing.

JOUR 3723. Advertising Principles (Sp, Fa). 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 (Sp). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Sp, Su, Fa). 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 (Sp). 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 (Fa). 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 (Irregular). 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.

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 (Fa). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Fa). 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 (Sp, Fa). 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 (Sp). 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 (Sp, Fa). 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 (Sp, Su, Fa). 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 (Sp, Fa). 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 (Fa). 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 (Sp). 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 (Sp). 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 (Sp, Fa). 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 (Sp, Fa). 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 (Irregular). 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 (Sp, Fa). 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 (Sp). 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 (Even years, Sp). 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 (Sp). 3 Hours.
Emphasis on the major types of qualitative and quantitative research, electronic data base searching, and traditional library research. Prerequisite: Journalism honors major.

JOUR 4981. Journalism Writing Requirement (Sp, Su, Fa). 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 (Sp, Su, Fa). 1-6 Hour.
May be repeated for up to 6 hours of degree credit. This course is equivalent to JOUR 4981.

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

JOUR 5023. Journalism Theory (Fa). 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.

JOUR 5033. Critical and Opinion Writing and Commentary (Irregular). 3 Hours.
Experience in writing and analyzing columns, editorials, criticism, and other forms of opinion and commentary in the media and in examining the media's role as a forum for opinion and commentary and its impact and influence.

JOUR 5043. Research Methods in Journalism (Sp). 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.

JOUR 5063. Issues in Advertising and Public Relations (Fa). 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.

Examines and analyzes the means of influencing and measuring public opinion, with an emphasis on survey research and polling.

JOUR 5133. Ethics in Journalism (Fa). 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.

JOUR 5183. International Mass Communications (Irregular). 3 Hours.
Examination of national media systems, issues in international communications, the role of the media in coverage of international affairs, and the impact of new technologies on mass communications.

JOUR 5193. Professional Journalism Seminar (Irregular). 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. May be repeated for up to 6 hours of degree credit.
JOUR 5233. Media and Public Policy (Irregular). 3 Hours.
Focuses on the interaction between media, politics, government, and public policy, particularly on the impact and influence of the media on the public policy agenda.

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

JOUR 5323. Documentary Production I (Fa). 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.

JOUR 5333. Documentary Production II (Sp). 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.

JOUR 5473. Account Planning (Sp, Fa). 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.

JOUR 5923. History of the Black Press (Even years, Sp). 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.

JOUR 600V. Master's Thesis (Sp, Su, Fa). 1-6 Hour.
Required of all M.A. journalism students. May be repeated for degree credit.