

## Department of Journalism 2007-2009 Graduate Curriculum

www.bsu.edu/journalism

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PROGRAMS: Master of arts (MA) in journalism and in public relations

### Admission

Applicants must meet the admission requirements of the Graduate School, meet a cumulative undergraduate minimum grade point average (GPA) of 3.0 on a 4.0 scale, and a score of 500 on the verbal section of the Graduate Record Examination (GRE). International students may substitute the Test of English as a Foreign Language (TOEFL) for the GRE and must achieve a minimum score on the TOEFL of 550. Candidates without the required minimum GPA or GRE/TOEFL score will be considered for admission upon submission of supplemental evidence as specified by the Department of Journalism.

Applicants must also submit three recommendations, a current resume or curriculum vitae, and a 500- to 1,000-word narrative detailing relevant background, reasons for undertaking graduate study in this department, and the relationship of such study to long-term goals and interests in journalism or public relations.

Applicants who do not have an undergraduate major in journalism or public relations may be required to take up to 12 hours of courses at the undergraduate level. Students must earn a B (not B-) or better in each of these courses. These hours will not count toward the total hours required for the MA.

1. Candidates must first apply to Ball State University's Graduate School. The application to the Graduate School will serve as the application for admission to the Department of Journalism.

2. Candidates must submit three recommendations using forms provided by the Department of Journalism.

3. Candidates must provide the Department of Journalism with a current resume or curriculum vitae.

4. Candidates must provide the Graduate School and the Department of Journalism with transcripts from all undergraduate (and graduate) institutions attended. Minimum required GPA is 3.0 on a 4.0 scale.

5. Candidates must provide the department with a 500- to 1,000-word narrative detailing relevant background, reasons for undertaking graduate study in the Department of Journalism, and the relationship of such study to long-term goals and interests in journalism or public relations.

6. Candidates must provide the Department of Journalism with an official score report from the general test portion of the GRE. A subject test is not required. Minimum score on the verbal portion of the general test is 500.

7. International students must provide the university with an official score report on the TOEFL. Minimum score on the TOEFL is 550.

8. Candidates without the required minimum GPA or GRE/TOEFL score will be considered for admission upon submission of supplemental evidence as specified by the Department of Journalism.

9. Candidates who do not have an undergraduate major in journalism or public relations may be required to take up to 12 hours of courses at the

undergraduate level. Students must earn a B (not B-) or better in each of these courses. These hours will not count toward the total hours required for the MA.

### Master of arts in journalism

Journalism graduate study emphasizes the theory, management, and research elements of the discipline as well as the skills. The program takes students beyond the practical points of the profession to give them a behavioral perspective on their profession and its role in society.

The program prepares students to enter the journalism profession, to move into positions of leadership, and to continue education and research at the doctoral level. In addition, students select either a practicum or an internship at the graduate level to gain more practical experience if their backgrounds require it.

Students are required to earn a grade of C or better in each graduate course. The program gives students the opportunity to culminate their course of study with a research project, traditional thesis, or creative project. The creative project may consist of a major writing project of publishable quality or other professional option.

#### Degree Requirements

PREFIX	NO	SHORT TITLE	CR HRS	
Core requirements				
JOURN	601	Jrn Com Std	3	
	680	J Comm Resch	3	
Journalism general emphasis, 27–30 hours				
JOURN	606	News Mgmt	3	
	612	Writing Semr	3	
	613	Sem Lit Jrn	3	
	615	Inv Rept	3	
Research requirement				
RES	697	Research Ppr (1–3)		
or				
THES	698	Thesis (1–6)	3–6	
Minors and electives				
			12	Total hours: 33–36
Literary journalism emphasis, 30 hours				
JOURN	612	Writing Semr	3	
	613	Sem Lit Jrn	3	
	614	Writ Lit Jrn	3	
	615	Inv Rept	3	
ENG	611	Wkp Cr Nonfi (3)	6	
Research requirement				
THES	698	Thesis (1–6)	6	
Electives				
			6	Total hours: 36
Business reporting emphasis, 27–30 hours				
JOURN	606	News Mgmt	3	
	612	Writing Semr	3	
	615	Inv Rept	3	
	630	Bus Report	3	
ACC	501	Fin Acct	3	
MGT	500	Mng Org Beh	3	
MKG	505	Survey Mrktg	3	
FIN	500	Corporation	3	
Research requirement				
RES	697	Research Ppr (1–3)		
or				
THES	698	Thesis (1–6)	3–6	Total hours: 33–36

### Master of arts in public relations

Public relations graduate study stresses the planning and organization required to improve levels of public understanding based on two-way communications. Emphasis is placed on public relations as a professional activity. The program gives the student an understanding of the interrelationships of management, organization, and communication theories. The students will be assigned to either a practicum or an internship course to gain practical experience and develop a portfolio if their backgrounds require it.

#### Degree Requirements

PREFIX	NO	SHORT TITLE	CR HRS	
Public relations emphasis, 30 hours				
JOURN	601	Jrn Com Std	3	
	680	J Comm Resch	3	
PR	605	PR Mgt	3	
	660	PR Theories	3	
	662	PR Case Stud	3	
	664	PR Eval Tech	3	
	665	PR Campaigns	3	
Major requirements (directed to student needs)				
			3–9	
Research requirement				
RES	697	Research Ppr (1–3)		
or				
THES	698	Thesis (1–6)	3–6	
Minors and electives				
			0–9	Total hours: 30
Business emphasis, 39–48 hours				
JOURN	601	Jrn Com Std	3	
	680	J Comm Resch	3	
PR	605	PR Mgt	3	
	660	PR Theories	3	
	662	PR Case Stud	3	
	664	PR Eval Tech	3	
	665	PR Campaigns	3	
MGT	500	Mng Org Beh	3	
ACC	501	Fin Acct	3	
MKG	505	Survey Mrktg	3	
ECON	509	Survey Econ	3	
3–6 hours from				
RES	697	Research Ppr (1–3)		
or				
THES	698	Thesis (1–6)	3–6	
3–9 hours from JOURN, PR, MGT, ECON, BL or FIN				
			3–9	Total hours: 39–48
Communication emphasis, 39–48 hours				
JOURN	601	Jrn Com Std	3	
	680	J Comm Resch	3	
PR	605	PR Mgt	3	
	660	PR Theories	3	
	662	PR Case Stud	3	
	664	PR Eval Tech	3	
	665	PR Campaigns	3	
ICS	601	Prob In I C	3	
COMM	610	Persuasion	3	
	635	Intpers Comm	3	
	660	Comm Theory	3	
3–6 hours from				
RES	697	Research Ppr (1–3)		
or				
THES	698	Thesis (1–6)	3–6	
3–9 hours from JOURN, PR, COMM, TCOM, or ICS				
			3–9	Total hours: 39–48

Public affairs emphasis, 39–48 hours				
JOURN	601	Jrn Com Std	3	
	680	J Comm Resch	3	
PR	605	PR Mgt	3	
	660	PR Theories	3	
	662	PR Case Stud	3	
	664	PR Eval Tech	3	
	665	PR Campaigns	3	
POLS	503	Issues Pols	3	
	572	Pol Campaign	3	
SOPSY	610	Social	3	
3 hours from HIST (approved by graduate advisor)			3	
3–6 hours from				
RES	697	Research Ppr (1–3)		
or				
THES	698	Thesis (1–6)	3–6	
3–9 hours from JOURN, PR, SOPSY, HIST, POLS, EDAD, EDAC, EDHI, EDFON, EDMUL			3–9	Total hours: 39–48
Sport communication emphasis, 33–42 hours				
JOURN	601	Jrn Com Std	3	
PR	605	PR Mgt	3	
	660	PR Theories	3	
	664	PR Eval Tech	3	
	665	PR Campaigns	3	
Professional physical education requirements				
PEP	628	Compar Intsp	3	
	690	Sp Sociology	3	
SPTAD	603	Ethics Phil	3	
	676	Sp Admin	3	
Directed electives				
JOURN	569	Jr PR Intern (3)		
	595	Seminar (1–6)		
	680	J Comm Resch (3)		
PR	662	PR Case Stud (3)		
PEP	600	Internship (3)		
	620	PE Workshop (3)	3–9	
Research requirement				
RES	697	Research Ppr (3)		
or				
THES	698	Thesis (6)	3–6	Total hours: 33–42

Students without undergraduate degrees in public relations or journalism (or substantial professional experience in journalism or public relations) will be required to take up to 12 hours at the undergraduate level. Students must meet departmental selective admission requirements.

### JOINT JOURNALISM–CICS PROGRAM

The Department of Journalism and the Center for Information and Communication Sciences offer a joint master's degree designed for students who want to obtain a specialization in journalism or public relations and a background in information management and technology. Graduate advisors from both disciplines will arrange a program for each student unique to his or her interests and needs. Students choose one program as the lead program. The program selected will determine whether the degree is an MA in journalism or public relations or an MS in information and communication sciences, and will also determine which of the advisors will be primary.

### JOURNALISM (JOURN)

**516 World Press Systems.** (3) Survey of the international news media, with particular attention to the four press theories; ownership, structure, and access to the media; the political, economic, and social environment in which the media operate; government–media relations. Comparison with the American media. Not open to students who have credit in JOURN 416.

**518 Science and Technical Writing.** (3) Description of methods and techniques of science and technical writing and editing. Emphasizes clarity in technical writing and ability to translate terminology into lay language in science writing. Not open to students who have credit in JOURN 418.

**525 Journalism Law.** (3) Constitutional and statutory law and regulating agencies affecting the operations of the print and broadcast media, with special attention given to recent Supreme Court rulings. Not open to students who have credit in JOURN 325.

**534 Advertising Photography.** (3) Advertising, commercial, and concept illustration photography for the print media. Students must have their own 35mm cameras and photographic supplies. Prerequisite: JOURN 230, 236 or permission of the department chairperson.

**535 Color Photojournalism.** (3) The principles, techniques, and materials of color photography as they apply to the publishing of color art work and photographs in printed publications. Students must have their own 35mm cameras and photographic supplies.

Prerequisite: JOURN 230, 236 or permission of the department chairperson.

**569 Journalism and Public Relations Internship.** (3) On-the-job training that culminates classroom experiences of journalism and public relations students who exercise assigned duties in an offcampus organization or firm with appropriate compensation. Prerequisite: permission of the department chairperson. Not open to students who have credit in JOURN 369.

**579 Nonpaid Internship.** (3) On-the-job training in which journalism or public relations students get practical experience in applying what they have learned in the classroom. Involves assigned duties in a communications organization without compensation. Prerequisite: permission of the department chairperson.

**595 Journalism Seminar.** (1–6) Group and individual investigations and experience in journalistic media and techniques with special attention to current trends in American and international journalism and related fields. Prerequisite: submission of a proposed study project and permission of the department chairperson. A total of 6 hours of credit may be earned.

**601 Studies in Journalism and Communication Theory.** (3) The nature and purposes of graduate scholarly inquiry, major journalism traditions and literature, and communications theories and their applications to the study of journalism and mass communications.

**606 Newspaper Management.** (3) Graduate course in newspaper management designed for students who have little or no professional experience in the industry. Explores the basic operation of newspapers, newsroom dynamics, and the organizational, leadership, and decision-making processes critical to managing in an industry in a time of transition.

**612 Journalism Writing Seminar.** (3) Examines forms of journalistic writing and research in the theory and practice of journalistic writing. Includes writing and critiquing news and news analysis stories, magazine and feature stories, advertising copy, and public relations modes.

**613 Seminar in Literary Journalism.** (3) Introduction to literary journalism. Intensive, critical study of the genre's history, theories, topical issues, and techniques of authors of twentieth-century narrative nonfiction.

**614 Writing Literary Journalism.** (3) An advanced writing workshop, emphasizing specialized journalistic research and narrative nonfiction techniques, including saturation reporting, exposition, description, characterization, and dramatization. Assignments range from moderate-length writing exercises to an extensive (5,000–7,500 words) original work of literary journalism. Prerequisite: JOURN 613.

**615 Investigative Reporting and Writing.** (3) Study of investigative reporting techniques, including computer-assisted reporting, data analysis, interviewing, and writing. Learn how to locate government and business records, find online databases, and locate sources for investigative reporting. Practice in advanced writing techniques.

**623 Visual Storytelling.** (3) Explores journalistic information gathering and storytelling produced by traditional and interactive media technologies. Students will focus on visual presentation methods across a variety of media to present consumers with rich experiences. Emphasizes current research and technology as they apply to visual information presentation. Prerequisite: JOURN 103 or permission of the department chairperson.

**630 Business Reporting.** (3) Graduate level reporting on the fields of business, economics, and finance. Students will learn to cultivate sources, cover business beats, and report on and write stories, including breaking news, trends, profiles, features, and specialized reporting on personal finance, technology, entrepreneurship, corporate communications, and workplace issues such as diversity and ethics.

**657 Advertising Foundations and Strategies.** (3) A critical examination of the

industry and how advertising works. Covers the theories and strategies that apply to the advertising process, including consumer behavior and communication models. Major economic, social, and ethical issues are reviewed.

**670 Producing and Advising Yearbooks.** (3) Theories of staff organization, yearbook organization and content, illustrations, production techniques, typography, style, theme, and the role of the advisor to student staff.

**671 Producing and Advising School Newspapers.** (3) The content and organization of school newspapers, production techniques, staff organization and training, and the role of the advisor. Other school publications and news bureaus considered as time permits.

**673 Teaching Journalism in the Secondary Schools.** (3) Recent developments in secondary school journalism, teaching techniques, advising problems, and curriculum developments.

**674 College Journalism.** (3) Development of college journalism curricula, teaching methodology, course relations to other disciplines, and effective use and production of student publications as communicative and instructional laboratory media. Special attention will be given to problems of the junior college, the nonaccredited and limited program college, and the major journalism school.

**675 Journalism Teaching Internship.** (3) Designed to prepare and assist graduate students who are involved in instruction-related duties in journalism. Prerequisite: submission of a proposal for a teaching internship and permission of the department chairperson.

**676 Beginning Photojournalism for Advisors.** (3) An introduction to photography and darkroom techniques and their application to school publications. Composition, editing, and cropping. Laboratory experience ensures a working knowledge of black-and-white film development and printing. Students furnish 35mm or 120mm cameras and supplies. One-week summer workshop. Prerequisite: permission of the department chairperson.

**677 Journalistic Writing for School Publications.** (3) An introduction to newspaper writing with emphasis on its application to school publications. Designed to help advisors improve their writing skills and develop teaching techniques. Instruction in news, feature, opinion, and sports stories and in interviewing. One-week summer workshop. Prerequisite: permission of the department chairperson.

**678 Scholastic Publication Design for Advisors.** (3) This course is designed for secondary teachers seeking an understanding of design principles and how they are applied to the high school newspaper, yearbook, or magazine. Production techniques will be emphasized. Students will complete a research assignment. One-week summer workshop.

**679 Advanced Photojournalism for Publication Advisors.** (3) This course is designed for secondary teachers wishing to engage in advanced projects involving news photography, darkroom management, page design, editing, and curriculum design and their application to school publications. Students will study the photo story/essay and complete a research assignment. One-week summer workshop. Prerequisite: JOURN 676.

**680 Studies in Journalism and Communications Research Methods.** (3) Survey of journalism and mass media research methods and strategies, including content analysis and other qualitative and quantitative research techniques. Emphasis on student preparation for graduate research options.

### PUBLIC RELATIONS (PR)

**605 Public Relations Management.** (3) The organizational structures, management styles, leadership issues, and challenges commonly encountered in the management of public relations or advertising firms or public relations departments in corporations, nonprofits, or government agencies.

**660 Public Relations Theories and Applications.** (3) Theories and principles applicable to the practice of public relations, the communications and management methodologies used, and the societal applications that can be made while maintaining harmony between human organizational structures and their social environment.

**662 Public Relations Case Studies.** (3) Study and critical analysis of how professionals handled public relations problems in a variety of circumstances, including crisis, employee communication, and media relations.

**664 Public Relations Evaluation Techniques.** (3) Simple and scientific evaluation techniques for a variety of public relations activities. Emphasizes survey research. Prerequisite: permission of the department chairperson.

**665 Public Relations Campaigns.** (3) Detailed analysis of a variety of public relations campaigns. Fund raising, volunteerism, use of the mails, successful planning of large and small meetings. Prerequisite: permission of the department chairperson.