

UNDERGRADUATE COURSES 2006-2008 Department of Journalism

The Department of Journalism offers professional programs in advertising, journalism graphics, magazine, news-editorial, photojournalism, public relations, and teacher education. It is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Journalism students receive individual attention and hands-on instruction using leading-edge communication technologies. Students are encouraged to supplement their classroom educations by working with award-winning student publications and organizations, including the Daily News (campus newspaper), Expo (student magazine), Ball Bearings (student Website), and Cardinal Communications (student-operated advertising/public relations agency). For more information, contact the department at 765-285-8200 or bsujourn@bsu.edu.

JOURNALISM (JOURN) COURSES

101 Introduction to Mass Communication. (3) Study of mass communication processes, mass media, and new media in historical and societal contexts, emphasizing ethics and law, and constitutional issues. Students with credit in TCOM 101 are not required to take JOURN 101. Not open to students who have credit in TCOM 101. Open only to students in an approved journalism department program. *(Offered Fall, Spring, Summer)*

102 Information Gathering. (3) Theory and practice of search strategies for gathering information ethically and legally from libraries, databases, institutions, Internet, polls, and people. Requires use of critical thinking skills to evaluate, select, synthesize, organize, edit, and present information. Prerequisite: JOURN 101 or TCOM 101 or permission of the department chairperson. *(Offered Fall, Spring, Summer)*

103 Visual Communication and Presentation. (3) Theory, history, and practice of design and organization in visual media. Content focuses on visual perception, typography, design, picture selection and use, and delivery processes. Prerequisite: JOURN 101 or TCOM 101 or permission of the department chairperson. Open only to students pursuing a journalism program area and TCOM news option majors. *(Offered Fall, Spring, Summer)*

104 Journalism Writing Skills. (3) Develops nonfiction writing skills, including proper grammar, structure, style, and usage. Content also focuses on the writing process. Prerequisite: JOURN 101 or TCOM 101 or permission of the department chairperson. *(Offered Fall, Spring, Summer)*

150 Introduction to Basic Concepts of Journalism Education. (3) Designed to help students make balanced decisions about preparing for and functioning in teaching careers in the field of journalism/mass communications. Professionalism, job requirements, employment opportunities, secondary school curricula, and the role of secondary education within the entire educational process are discussed. Prerequisite: JOURN 101 or permission of the department chairperson. *(Offered Spring)*

230 Introduction to Photojournalism. (3) Emphasizes preparing students to make, process, and caption photographs for newspapers, magazines, public relations, and advertising purposes. Includes history of photo journalism. Students must provide their own 35mm camera and photographic supplies. Prerequisite: JOURN 101 or TCOM 101 or permission of the department chairperson. *(Offered Fall, Spring, Summer)*

236 Basic Illustration and Lighting. (3) Introduction to the study of photographic lighting procedures and equipment for studio and field use by media photographers. Includes history of lighting techniques. Students must provide their own 35 mm camera, a portable strobe (speedlight), and photographic supplies. Prerequisite: JOURN 230 or other basic photography class. *(Offered Spring only beginning Spring 2008)*

245 Editorial Presentation. (3) Survey of the journalistic visual/verbal relationships and analysis needed to train news editors. Introduces the concepts of journalistic visual editing, journalistic graphics technology, and the history of visual journalism. Preparatory for journalism graphics sequence majors. Prerequisite: JOURN 103. Open only to prejournalism students planning to pursue a journalism graphics major. *(Offered Fall, Spring)*

250 Introduction to Advertising. (3) A survey of the advertising communication process and its history. Focuses on communication research, creative strategy, campaign planning, function of mass media as carriers of advertising, and evaluation of advertising effectiveness. Prerequisite: JOURN 101 or TCOM 101 or permission of the department chairperson. *(Offered Fall, Spring, Summer)*

261 Principles of Public Relations. (3) Survey of the history, theory, philosophy, and function of public relations practices and programs in American institutions, with special attention given to public relations in various fields. Prerequisite: JOURN 101 or TCOM 101 or permission of the department chairperson. *(Offered Fall, Spring, Summer)*

269 Professional Development Seminar. (1) Provides opportunities and skills needed to secure an internship/job in journalism, public relations, or advertising. Job-related issues, such as business etiquette, assertiveness, and sexual harassment are discussed. Prerequisite: JOURN 101 or TCOM 101 or permission of the department chairperson. *(Offered Fall, Spring, Summer)*

280 Introductory Magazine Writing. (3) Techniques of feature writing focusing on developing content for the niche audiences of American magazines. Emphasizes writing for both print and online magazines and learning techniques of computer-assisted reporting. Includes practice in marketing articles. Prerequisite: JOURN 102, 104. *(Offered Fall, Spring)*

301 History of Journalism. (3) History of journalism in the United States from colonial times to the present, presenting the press as an institution against the background of the history of the nation. *(Offered Spring*)*

311 News Feature Writing. (3) Use of specialized reporting and writing skills to produce in-depth, issues-oriented feature stories. Advanced nonfiction writing to promote the understanding of community topics. Prerequisite: JOURN 315 or NEWS 202. *(Offered Spring)*

312 Opinion Writing. (3) Researching and writing columns, editorials, and reviews for various media. Emphasis on writing structure and styles. Prerequisite: NEWS 201. *(Offered Fall, Spring)*

315 Media Editing. (3) Theory and practice in publication editing and duties of editors. Includes study of content planning and direction; shaping and developing article structure; proper language usage; and copy editing. Prerequisite: NEWS 201. *(Offered Fall, Spring, Summer)*

321 Newspaper Design. (3) Theory of layout, grid systems, typography, color, and use of photography for newspapers. Emphasizes design problem solving in the editing process and editorial judgment in the newspaper design process. Computer-based production methods will be employed. Prerequisite: JOURN 103, NEWS 201. Not open to prejournalism students. *(Offered Fall, Spring, Summer)*

322 Sportswriting and Reporting. (3) Study and practice on covering and writing about sports events and the people connected with them. Story assignments and research combined with classroom lectures and analysis of best sports stories provide the skills to cover a wide range of sports activities. Prerequisite: NEWS 201 or permission of the department chairperson. *(Offered Fall*)*

323 Magazine Design. (3) Study of magazine design and conception. Explores journalistic visual literacy, visual/verbal interpretation, and design methods for magazines and newspapers. Prerequisite: JOURN 103; NEWS 201. *(Offered Fall, Spring)*

325 Media Law. (3) Survey of constitutional and statutory law, and regulating agencies affecting print and electronic media, with attention given to historical development of Supreme Court rulings. Students with credit in TCOM 384 are not required to take JOURN 325. Not open to students who have credit in TCOM 384. *(Offered Fall, Spring, Summer)*

326 Media Ethics and the Workplace. (3) Examination of the moral, social, political, economic, and governmental pressure on the media. Explores ethical behavior in the workplace, and media ethics and ethical decision making. Prerequisite: JOURN 325 or permission of the department chairperson. *(Offered Fall, Spring, Summer)*

328 Magazine Management. (3) The business side of magazine publishing including how to start a new magazine. Includes study of the magazine publishing industry and the magazine production process. Students produce a business plan for a new magazine startup. Prerequisite: JOURN 315. *(Offered Fall only beginning Fall 2008)*

332 Visual Editing. (3) Selecting, editing, and using photographic and other illustrative graphic materials. Includes composition principles, photographic reproduction, digital illustration techniques, and design of picture pages for newspapers. Includes history of use of photography. Prerequisite: JOURN 102, 103, 104, and 236 or 245. *(Offered Fall only beginning Fall 2007)*

335 Intermediate Photojournalism. (3) Use of single, documentary images to tell stories as well as the principles, techniques, and materials of color photography as they apply to media. Includes history of documentary photojournalism. Students must provide their own 35mm camera, portable strobe, a variety of lenses, and photographic supplies. Prerequisite: JOURN 102, 103, 104, 236. *(Offered Fall)*

342 New Media Journalism. (3) Study and experimentation in new media, including design, writing, editing, and operations. Instructional emphasis on understanding the theoretical and practical applications of new media, including interactivity. Develop and maintain new media products. Prerequisite: one of the following: JOURN 321, 323, 328, 332, 368, 454 or permission of the department chairperson. *(Offered Fall, Spring)*

345 Journalistic Visual Reporting. (3) Examination of the facets of informational graphics and the job of the modern-day graphics reporter. Experience gained in creating and researching explanatory charts, diagrams, maps, and graphics editing. Computers are an integral tool. Prerequisite: JOURN 245; NEWS 201. Not open to prejournalism students. **(Offered Fall, Spring)**

352 Advertising Media. (3) Strategy and procedures for planning, executing, and controlling the placement of advertising. Examines characteristics of media, techniques of media budgeting and selection, and methods of evaluating media effectiveness. Prerequisite: JOURN 102, 103, 104, 250. **(Offered Fall, Spring)**

354 Advertising Copy and Layout. (3) Instruction in preparing copy for mass media advertising. Major emphasis on creative thinking and basic writing skills. Prepare copy strategies, write copy, prepare layouts and storyboards. Discussion of fundamentals of consumer motivation and selecting target audiences. Prerequisite: JOURN 102, 103, 104, 250. **(Offered Fall, Spring)**

360 Public Relations Writing and Publicity Techniques. (3) Theory and practice of producing publicity tools for various media used in campaigns to promote and interpret personal, institutional, and organizational objectives and activities. Emphasizes writing and publicity problem solving. Prerequisite: JOURN 103, 261; NEWS 201. **(Offered Fall, Spring, Summer)**

368 Public Relations Publication Design and Production. (3) Institutional and industrial publications as an important means of internal and external communications. Design and production techniques. Includes one hour of lab each week. Prerequisite: JOURN 103, 261; NEWS 201. **(Offered Fall, Spring, Summer)**

369 Journalism Internship. (1-2) On-the-job training in which advertising, journalism, or public relations majors get experience applying what they have learned in the classroom. Involves duties in communications organization with compensation. Offered for credit/no-credit only. Prerequisite: JOURN 269; permission of the department chairperson, completion of prejournalism curriculum. A total of 2 hours of credit may be earned. No more than 2 credit hours may be earned in JOURN 369, 479. Open only to journalism department majors. **(Offered Fall, Spring, Summer)**

382 Introduction to Mass Media Research Strategies. (3) Practical approaches to research in journalism and media campaigns. Emphasizes survey research, questionnaire construction, interviewing techniques, attitude measurement, copy testing, audience analysis, computer database searches, evaluation of externally supplied research, and data interpretation. Prerequisite: JOURN 250, 261, or NEWS 201. **(Offered Fall, Spring, Summer)**

395 Methods and Materials for Teaching Journalism. (3) The procedures and problems in teaching journalism classes or units. Includes the history of student publications in school journalism programs. Subjects include curriculum, finance, textbooks, and resources, plus publicity. Prerequisite: JOURN 103, 150; NEWS 201. **(Offered Spring)**

405 Public Relations Planning, Management and Case Reviews. (3) Strategic planning principles for campaigns and program implementation, including use of communication, public opinion, change, and management theory; crisis planning and communication; issue management; integrated marketing communication; and case study reviews. Prerequisite: JOURN 360, 368. **(Offered Fall, Spring)**

413 Advanced Reporting and Newswriting. (3) Theory and practice in reporting, writing and editing in-depth news stories, including the use of computer-assisted reporting techniques, professional development, and theories of community and public journalism. Emphasizes reporting, analysis, and interpretation; writing publishable stories. Prerequisite: NEWS 202. Not open to prejournalism students. Open only to journalism majors and minors. **(Offered Spring)**

416 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. **(Offered Spring*)**

418 Technology and Science Writing. (3) Covering, reporting, and editing technology and science news. Become familiar with technical writing methods. Emphasizes clarity and translating technology and science into lay language. Prerequisite: NEWS 201. **(Offered Spring*)**

427 Advanced Magazine Writing. (3) Writing complex articles of 2,500 words or more. Includes study of contemporary magazine writers, and practice/instruction in techniques of literary nonfiction and computer-assisted reporting. Prerequisite: JOURN 315. Not open to prejournalism students. **(Offered Spring)**

434 Advanced Photo-Illustration. (3) In-depth study and application of photo-illustration. Includes history of photojournalistic illustration. Students must provide their own 35mm camera and photographic supplies. Prerequisite: JOURN 236. Not open to prejournalism students. **(Offered Spring)**

437 Advanced Photojournalism. (3) An extended study of the theory and practice of making photographs and using the picture essay and picture story as a communicative medium. Includes history of documentary photojournalism. Students must provide their own 35mm camera and photographic supplies. Prerequisite: JOURN 335. Not open to prejournalism students. **(Offered Spring)**

445 Advanced Editorial Presentation. (3) Explores advanced news design and presentation, typography, color, and graphics reporting. Topics also include the technology of journalism, professional development, and media ethics. Prerequisite: JOURN 321, 345. **(Offered Fall, Spring)**

452 Advanced Advertising Media. (3) Extended study in developing a comprehensive media plan. Emphasizes consumer research, media habits, creative selection of media vehicles, and use of the computer in planning and buying. Prerequisite: JOURN 352. Not open to prejournalism students. Open only to students in other journalism areas. **(Offered Spring)**

453 Integrated Campaigns Case Studies. (3) Examines case studies and contemporary issues involving advertising and integrated communications campaigns. Prerequisite: JOURN 352, 354. Not open to prejournalism students. Open only to students in other journalism areas. **(Offered Spring)**

454 Advertising Creative Seminar. (3) Extended study in the conceptualization and creation of advertising emphasizing creative direction and visual presentation. Prerequisite: JOURN 354. **(Offered Fall)**

455 Advanced Copy Writing. (3) Advanced studies in the strategy and creation of advertising for the mass media. Prerequisite: JOURN 354. Not open to prejournalism students. Open only to students in other journalism areas. **(Offered Fall)**

456 Advertising Campaigns. (3) Synthesis of skills and concepts acquired in the specialized advertising courses. Research, plan, write, schedule, budget, and evaluate a complete advertising campaign. Enhances career development skills and portfolio-ready material. Prerequisite: JOURN 352, 354 or 465. Not open to prejournalism students. **(Offered Fall, Spring, Summer)**

465 Public Relations Campaigns. (3) Allows public relations majors to apply research and problem-solving techniques to actual or simulated public relations case problems using all of the methodologies learned previously. Portfolio and professional development including personal presentation skills and needs are components. Prerequisite: JOURN 360, 368. Not open to prejournalism students. Open only to students in other journalism areas. **(Offered Fall, Spring, Summer)**

474 Advising High School Publications. (3) Theories of staff organization and content of high school yearbooks, newspapers, and magazines. Emphasizes the role of the advisor, financial management, staff motivation, and trends in scholastic publications. Includes portfolio development and career planning. Prerequisite: JOURN 103, 150; NEWS 201.

479 Non-paid Internship. (1-2) On-the-job training in which advertising, journalism, or public relations majors get experience applying what they have learned in the classroom. Involves duties in a communications organization without compensation. Offered for credit/no-credit only. Prerequisite: JOURN 269; permission of the department chairperson; completion of the prejournalism curriculum. A total of 2 hours of credit may be earned. No more than 2 credit hours may be earned in JOURN 369 and 479. Open only to journalism department majors. **(Offered Fall, Spring, Summer)**

NEWS COURSES

201 Newswriting. (3) Principles and practices of reporting and writing for multiple media (e.g., print, broadcast, online). Includes history of print and electronic media. Outside skills workshops and work at campus media required. Prerequisite: JOURN 102 and 104 required for journalism majors; TCOM 206, 207, and 208 required for telecommunications majors. **(Offered Fall, Spring, Summer)**

202 News Reporting. (3) Use of interviews, observation, and document research to produce news reports for print, broadcast, and online media. Special emphasis on public or community journalism. Outside skills workshops and work at campus media required. Prerequisite: NEWS 201. Not open to prejournalism students. **(Offered Fall, Spring)**

385 Multimedia Storytelling. (3) Explores journalistic storytelling produced by interactive media technologies. Students focus on portraying active narratives that present multi-sensory experiences. Topics include the use of animation and electronic visual imagery in news art and journalistic documentation while balancing content and production techniques. Prerequisite: JOURN 102, 103; JOURN 345 or NEWS 202. **(Offered Spring*)**

485 Advanced News Seminar. (3) Covers multimedia storytelling. Working in teams, students produce integrated news or feature presentations for varied media. Prerequisite: JOURN 437 for photojournalism majors; JOURN 445 for graphics majors; JOURN 413 for news-editorial majors; TCOM 426 for telecommunications majors. **(Offered Fall, Spring)**