

JOURNALISM (JOUR)

JOUR 1023 Exploration of Media and Communication

This course offers an overview of the modern communication and media landscape. Students will explore and be exposed to the different avenues that a professional life in communication and media may take, such as journalism, social media, public relations, film making and broadcasting. In addition, students will examine the deeper knowledge of communication ranging from theory, crisis communication, rhetoric and interpersonal communication.

JOUR 1163 Basic Digital Photography

Cross-listed: ART 1163 Basic Digital Photography, an introduction to the medium, its history, techniques and theory.

This course will teach students the basics of photographic composition, lighting, camera and lens operation, editing and printing using the digital format. \$25 course fee.

JOUR 1411 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

JOUR 1421 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

JOUR 1811 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions.

Note: Only four hours count for the journalism major.

JOUR 1821 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions.

Note: Only four hours count for the journalism major.

JOUR 1911 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

JOUR 1921 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

JOUR 2133 Introduction to Mass Communication

An introduction to the mass communication process and industry.

JOUR 2143 Media Writing

A study of and practice in writing news stories.

JOUR 2153 Introduction to Telecommunication

A study of the technical, legal, programming, advertising and journalistic aspects of the telecommunication industry with practical exercises in radio, television and the Internet.

JOUR 2163 Introduction to Multimedia

Prerequisite: JOUR 2133.

Introduction to Digital Multimedia is designed to teach fundamental principles of multimedia to give students a working understanding of digital media formats and their applications.

JOUR 2173 Introduction to Film

Cross-listed: ENGL 2173.

Prerequisite: ENGL 1013 or equivalent.

A study of film as an art form with particular attention to genres, stylistic technique and film's relation to popular culture. This course may not be repeated for credit after the completion of ENGL 2173. \$15 course fee.

Note: JOUR 2173 may be used to fulfill the fine arts General Education requirement.

JOUR 2253 Basic Video Production

Students learn media production using the tools of cameras, audio production, and editing. This hands-on application will develop the physical and mental skills necessary to evolve in the TV production field.

JOUR 2263 Media and Society

There are many significant changes to contemporary media. About these changes, we need to think critically about recent media developments as well as the many enduring relationships between media and society. In Media and Society, we take an interdisciplinary approach with a sociological focus to answer questions like how do people use the media in their everyday lives? and how has the evolution of technology affected the media and how we use them? Our approach to media allows us to cover a wide range of questions. In addition, this class incorporates the latest scholarship and data that address enduring media topics, as well as new concerns raised by the role of digital platforms, the impact of misinformation online, and the role of media during the COVID-19 pandemic.

JOUR 2411 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

JOUR 2421 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

JOUR 2511 Sports Media Practicum

Practical work experience with the ATU athletics program including job shadowing and work as commentator, producer, director or technician.

JOUR 2521 Sports Media Practicum

Practical work experience with the ATU athletics program including job shadowing and work as commentator, producer, director or technician.

JOUR 2811 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions.

Note: Only four hours count for the journalism major.

JOUR 2821 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions.

Note: Only four hours count for the journalism major.

JOUR 2911 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

JOUR 2921 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

JOUR 3133 Media Management and Diversity

An analysis of the problems in managing newspapers, magazines and other mass media.

JOUR 3143 News Reporting

Prerequisite: ENGL 1013 or 1043 and JOUR 2143.
A study of news gathering and writing techniques.

JOUR 3153 Feature Writing

Prerequisite: Permission of the instructor.
A study of and practice in writing of newspaper features and magazine articles.

JOUR 3163 News Photography

Prerequisite: ENGL 1013 or 1043.
A study of the use of the camera, communication through pictures, news value in pictures, and the history of photojournalism.

JOUR 3173 Public Relations Principles

A study of public opinion and the role of the mass media in shaping it, including practice in public opinion research, communications techniques and solving public relations problems.

JOUR 3183 Digital News Writing

Prerequisite: JOUR 2143 or 3143.
Principles and techniques of writing and production of radio and television news. Two hour class, two hour laboratory.

JOUR 3193 New Media News Gathering

Prerequisite: JOUR 2143, JOUR 3183 or consent of instructor.
Study and practice in producing news packages, including training and experience in new and traditional news gathering, preparing scripts and digital video, and operating cameras, editing decks, and other studio and field equipment.

JOUR 3273 Public Relations Writing

Prerequisite: JOUR 3173.
Provides the knowledge and skill training for students to become effective public relations writers. The course will focus on style and content of writing news releases, speeches, newsletters, brochures, annual reports and other public relations communications.

JOUR 3283 Digital Media Production

Students learn media production using the tools of cameras, film, audio production, lighting, drone photography, editing, and mobile TV production. This hands-on application will develop the physical and mental skills necessary to evolve in the TV production field.

JOUR 3411 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

JOUR 3421 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

JOUR 3583 Sports Reporting

Students will provide journalistic coverage of sports and its impact through a variety of story types including preview stories, event coverage stories, feature stories and commentary.

JOUR 3714 Copy Editing

Prerequisite: JOUR 2143 and 3143.
A study of copy reading, headline writing, design, and problems and policies of editing the news. Three hours lecture, two hours laboratory arranged.

JOUR 3811 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions, including work as manager, producer, or director.
Note: Only four hours count for the journalism major.

JOUR 3821 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions, including work as manager, producer, or director.
Note: Only four hours count for the journalism major.

JOUR 3911 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

JOUR 3921 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

JOUR 4023 Social Media

This course offers students a solid understanding of social media, its roots and how to effectively utilize this culture from personal and corporate perspectives.

JOUR 4033 Community Journalism

A study of journalism as practiced in weeklies, small dailies, and broadcast stations in small towns and cities, including the relationship of the media to the community.
Note: For majors and non-majors.

JOUR 4043 Journalism Ethics

A study of ethical theory and basic principles needed in solving ethical challenges facing media professionals.

JOUR 4053 Mass Communication Seminar

Prerequisite: Permission of instructor.
Studies of the relationship of mass communication to social, political, technical, and economic issues. Course content will vary.
Note: May be repeated for credit as JOUR 4053 or 5053 when course content changes.

JOUR 4073 Graphic Communication

Prerequisite: JOUR 3173 and JOUR 3273.
Presents the elements of effective print design as well as the other decision making processes involved with creating an effective visual communication (type, art and illustration, basic design principles, paper and ink, printing processes, etc.). Students will create visually appealing projects using the industry standard design and photo manipulation software programs.

JOUR 4083 Internet Communication

A study of communication processes in the Digital Age. Discussions and content will include contemporary emerging communication technologies and exploration into the impact those technologies have and will likely have on an individual and diverse social communities.

JOUR 4091 Internship

Credit for work in professional journalistic settings. Credit hours will be based on hours on the job.
Note: May be taken for a total of four hours.

JOUR 4092 Internship

Credit for work in professional journalistic settings. Credit hours will be based on hours on the job.
Note: May be taken for a total of four hours.

JOUR 4093 Internship

Credit for work in professional journalistic settings. Credit hours will be based on hours on the job.
Note: May be taken for a total of four hours.

JOUR 4094 Internship

Credit for work in professional journalistic settings. Credit hours will be based on hours on the job.
Note: May be taken for a total of four hours.

JOUR 4113 History of American Journalism

Prerequisite: Permission of instructor.

A survey of the history of American journalism and mass media and their relationships to technical, economic, political, and other aspects of American society.

Note: May not be repeated for credit as JOUR 5113.

JOUR 4123 Laws of Communication

A study of the development of freedom of press and speech, laws of libel, contempt, privacy and copyright in their relation to press, radio, television, and films.

JOUR 4133 Digital News Production

Prerequisite: JOUR 3193 or consent of instructor.

Study and practice in shooting, writing, editing, and producing news, sports and feature packages. Stories will be aired during live news programming on Tech TV and placed in student video portfolios. Practical experience will focus on operating field and studio gear, including digital cameras and editing decks, and use of new media news gathering equipment.

JOUR 4143 Advanced Reporting

Prerequisite: JOUR 2143 and 3143 or permission of instructor.

Study of advanced news gathering techniques and practice in researching and writing difficult types of stories.

JOUR 4153 Editorial, Column, and Review Writing

Study of and practice in writing editorials, columns, and reviews. Includes research and discussion of the function of opinion writing in the mass media.

JOUR 4163 Advanced Digital Photography

Cross-listed: ART 4163 Prerequisite: JOUR (ART) 1163 or consent of instructor.

Advanced techniques in digital photography are explored to expand the student's understanding of the digital processes as they relate to computer editing, manipulation and printing of digital images. Students will also study current theories of visual communication that relate to the field of digital photography.

JOUR 4173 Public Relations Project

Prerequisite: JOUR 3173, JOUR 3273, JOUR 4073, or consent of instructor.

Planning, preparation and execution of a public relations program for a specific project.

JOUR 4411 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

JOUR 4421 Print Practicum

Students will learn practical skills in the areas of writing, layout and design and photography while working an assigned number of hours each week for the student newspaper.

JOUR 4563 Sound Design for Moving Image

Theory and practical application of sound design techniques for film, theatre, games, commercials, and vocal production with special focus on the narrative, aesthetic, and emotional impact of sounds and music for visual media.

JOUR 4811 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions, including work as manager, producer, or director.

Note: Only four hours count for the journalism major.

JOUR 4821 Broadcast Practicum

Practical work experience in the studios of KXRJ FM and Tech television productions, including work as manager, producer, or director.

Note: Only four hours count for the journalism major.

JOUR 4823 Journalism Capstone

Students will produce a portfolio of original work that demonstrates their mastery of skills taught throughout the journalism curriculum.

JOUR 4883 Mass Communication Theory

Prerequisite: 15 semester hours of Journalism.

This course provides an examination of the major theories and domains of mass communication research, emphasizing mass media effects. Students are acquainted with the assumptions, propositions, and empirical research foundations of these theories. The course covers the historical evolution and recent trends in mass communication theory as well as the application of theories to specific contexts such as marketing or organizational communication.

JOUR 4911 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

JOUR 4921 Multimedia Practicum

Practical work experience in the multimedia lab including work as Web news manager, producer, Web content director.

JOUR 4951 Undergraduate Research in Journalism

Offered: On demand.

Prerequisite: Departmental approval.

Advanced students carry out independent research activity relating to a significant problem in a major field of study. Supervised by faculty member. Formal report and presentation required. One to four credits depending on problem selected and effort made.

JOUR 4952 Undergraduate Research in Journalism

Offered: On demand.

Prerequisite: Departmental approval.

Advanced students carry out independent research activity relating to a significant problem in a major field of study. Supervised by faculty member. Formal report and presentation required. One to four credits depending on problem selected and effort made.

JOUR 4953 Undergraduate Research in Journalism

Offered: On demand.

Prerequisite: Departmental approval.

Advanced students carry out independent research activity relating to a significant problem in a major field of study. Supervised by faculty member. Formal report and presentation required. One to four credits depending on problem selected and effort made.

JOUR 4954 Undergraduate Research in Journalism

Offered: On demand Prerequisite: Departmental approval Advanced students carry out independent research activity relating to a significant problem in a major field of study.

Supervised by faculty member. Formal report and presentation required. One to four credits depending on problem selected and effort made.

JOUR 4991 Special Problems in Journalism

This course, for majors only, requires advanced approval by the instructor and is restricted to second semester juniors and seniors. It is designed to provide certain advanced students with further concentration in a particular area. One, two, three, or four hours may be taken as appropriate.

JOUR 4992 Special Problems in Journalism

This course, for majors only, requires advanced approval by the instructor and is restricted to second semester juniors and seniors. It is designed to provide certain advanced students with further concentration in a particular area. One, two, three, or four hours may be taken as appropriate.

JOUR 4993 Special Problems in Journalism

This course, for majors only, requires advanced approval by the instructor and is restricted to second semester juniors and seniors. It is designed to provide certain advanced students with further concentration in a particular area. One, two, three, or four hours may be taken as appropriate.

JOUR 4994 Special Problems in Journalism

This course, for majors only, requires advanced approval by the instructor and is restricted to second semester juniors and seniors. It is designed to provide certain advanced students with further concentration in a particular area. One, two, three, or four hours may be taken as appropriate.

JOUR 5023 Social Media

This course offers students a solid understanding of social media, its roots, and how to effectively utilize this culture from personal and corporate perspectives.

Note: May not be taken for credit after completion of JOUR 4023 or equivalent.

JOUR 5033 Community Journalism

A course to acquaint the student with the characteristics of journalism as practiced in small towns and cities and study the relationship of the news media to the other institutions of the town or city.

Note: May not be taken for credit after completion of JOUR 4033 or equivalent.

JOUR 5043 Journalism Ethics

A study of ethical theory and basic principles needed in solving ethical challenges facing media professionals.

Note: May not be taken for credit after completion of JOUR 4043 or equivalent.

JOUR 5053 Mass Communication Seminar

Prerequisite: Permission of instructor.

Studies of the relationship of mass communication to social, political, technical, and economic issues. Course content will vary.

Note: May be repeated for credit as JOUR 5053 when course content changes.

JOUR 5073 Graphic Communication

Presents the elements of effective print design as well as the other decision making processes involved with creating an effective visual communication (type, art and illustration, basic design principles, paper and ink, printing processes, etc.). Students will create visually appealing projects using the industry standard design and photo manipulation software programs.

Note: May not be taken for credit after completion of JOUR 4073 or equivalent.

JOUR 5083 Internet Communication

A study of communication processes in the Digital Age. Discussions and content will include contemporary emerging communication technologies and exploration into the impact those technologies have and will likely have on an individual and diverse social communities.

Note: May not be taken for credit after completion of JOUR 4083 or equivalent.

JOUR 5113 History of American Journalism

Prerequisite: Permission of instructor.

A survey of the history of American journalism and mass media and their relationships to technical, economic, political, and other aspects of American society.

Note: May not be taken for credit after completion of JOUR 4113 or equivalent.

JOUR 5123 Laws of Communication

This course will familiarize the student with legal knowledge necessary for a communication specialist or working journalist. The course will attempt to identify case and statute law. It will also include in-depth research in particular legal matters.

Note: May not be taken for credit after completion of JOUR 4123, or equivalent.

JOUR 5163 Advanced Photography

Prerequisite: JOUR (ART) 1163 or consent of instructor.

An introduction to advanced photographic techniques including digital photography. Various historic and current theories of visual communication provide a substantive base for the application of techniques.

Note: May not be taken for credit after completion of JOUR 4163 or equivalent.

JOUR 5193 Communication Research Methods

Introduction to the methodologies of behavioral science applied to communication research including design measurement, data collection, and analysis. Explores the use of surveys, content analysis, focus groups, and experiments in studies of communication processes and effects.

Students will complete a research project.

Note: May not be taken for credit after completion of JOUR 4193 or equivalent.

JOUR 5243 Journalism Writing Seminar

This course is designed to teach the fundamentals of news writing and fact-gathering for the mass media in a concentrated format. Emphasis will be on newspaper writing style, but the fundamentals will apply to broadcasting, news media, public relations, advertising, and other fields.

Note: May not be taken for credit after completion of JOUR 4243 or equivalent.

JOUR 6013 Visual Storytelling

Visual Storytelling covers the fundamentals of enhanced story development using mobile media platforms for journalistic publication.

JOUR 6023 Video Production for New Media

Prerequisite: JOUR 6013.

This course focuses on the art and science of documentary film making, specifically geared toward publication to new media audiences.

JOUR 6053 Media Effects

Incorporates mass communication theory as well as the global nature of media operations while focusing on the relationship between mass media and society. Students will examine contemporary issues that confront media professionals together with the social responsibilities and ethical questions that attend such issues. The political, social, and governmental influences on media policies and practices will also be emphasized in addition to the effects of media on society and culture.

JOUR 6133 Multi-Media Publishing

Advanced Photography and Video. Focuses on designing communication messages on the computer that combine several media and are interactive. Using the same software tools that are used in the multi-media industry, students learn to conceptualize, design, prepare, and program works for publication on CD-ROM and/or the WEB. Projects incorporate photographs, music, sound, video, and extensive user interactivity. Work in the course attempts to parallel product development in the real world multi-media industry.

JOUR 6193 Journalistic Writing for Multi-Media

Introduction to writing for multi-media. Course explores the advantages, audiences, and various technologies before studying the formats and language appropriate for each medium. Students develop their writing skills through analysis and practice.

JOUR 6331 Professional Portfolio

Students will create a portfolio of acquired work as well as develop a journalistic story told through multiple media platforms. The portfolio must meet industry standards and demonstrate a mastery of technical skill based in theoretical conventions of new media.

Note: May be repeated for credit.

JOUR 6333 Professional Portfolio

Students will create a portfolio of acquired work as well as develop a journalistic story told through multiple media platforms. The portfolio must meet industry standards and demonstrate a mastery of technical skill based in theoretical conventions of new media.

Note: May be repeated for credit.

JOUR 6891 Independent Study

Open to graduate students who wish to pursue individual study or investigation of some facet of knowledge which complements the purpose of the University's graduate program. Students will be required to plan their studies and prepare formal written reports of their findings.

Note: May be repeated for credit.

Note: The selected topic may not constitute any duplication of study leading to the accomplishment of a thesis.

JOUR 6892 Independent Study

Open to graduate students who wish to pursue individual study or investigation of some facet of knowledge which complements the purpose of the University's graduate program. Students will be required to plan their studies and prepare formal written reports of their findings.

Note: May be repeated for credit.

Note: The selected topic may not constitute any duplication of study leading to the accomplishment of a thesis.

JOUR 6893 Independent Study

Open to graduate students who wish to pursue individual study or investigation of some facet of knowledge which complements the purpose of the University's graduate program. Students will be required to plan their studies and prepare formal written reports of their findings.

Note: May be repeated for credit.

Note: The selected topic may not constitute any duplication of study leading to the accomplishment of a thesis.

JOUR 6894 Independent Study

Open to graduate students who wish to pursue individual study or investigation of some facet of knowledge which complements the purpose of the University's graduate program. Students will be required to plan their studies and prepare formal written reports of their findings.

Note: May be repeated for credit.

Note: The selected topic may not constitute any duplication of study leading to the accomplishment of a thesis.