
JOURNALISM (JR)

Mr. Michael G. Hammonds
Dr. David E. Hoffman

The purpose of this major is to prepare students as generalists in mass media. Students will be trained for both print and broadcast media professions, and the courses will incorporate both theory and practice. Emphasis in most courses will be upon writing. Students who complete the degree will be eligible for jobs in a variety of settings including newspaper offices, television and radio broadcast facilities, and organizations requiring writing, desktop publishing, and public relations skills. Students may also choose to enter graduate school.

Students must attain at least a 2.50 grade point average in the major in order to graduate.

Requirements for a Major in Journalism:

In addition to general education requirements, the following courses are required:

	Semester Hours
JR 110, Introduction to Media.....	3
JR 115, News and Feature Writing	3
JR 152, Student Publications: Newspaper (1) (Three semester hours must be completed)	3
JR 225, Editorial and Current Affairs	3
JR 230, Editing and Layout.....	3
JR 310, Broadcasting	3
JR 330, Media Law and Ethics.....	3
JR 440, Internship	3
Electives to be selected from the following	9
JR 203, Film Studies	
JR 210, Photography	
JR 220, Public Relations	
JR 411, Magazine Article Writing	
Electives to be selected from the following	6
English (200 level or above)	
Political Science (200 level or above)	
History (200 level or above)	
Sociology (200 level or above)	
Psychology (200 level or above)	
Economics (200 level or above)	
	Total 39

NOTE: To be admitted to Journalism courses numbered 300 or higher, students must have a grade of C or better in both ENG 111 and JR 115, and they must submit a portfolio of work completed in JR 115 and/or work completed for JR 152 or a professional publication. Students may also be admitted to 300-400 level courses with special permission from the instructor.

Sample Four-Year Course Sequence: Journalism

Freshman Year:

JR 110, Introduction to Media
JR 115, News and Feature Writing
JR 152, Student Publications: Newspaper

Sophomore Year:

- JR 152, Student Publications: Newspaper
- JR 225, Editorial and Current Affairs
- JR 230, Editing and Layout
- Recommended Elective

Junior Year:

- JR 152, Student Publications: Newspaper
- JR 310, Broadcasting
- JR 330, Media Law and Ethics
- Recommended Electives

Senior Year:

- JR 440, Internship
- Recommended Electives

Minor

The following courses are required for the minor in Journalism:

JR 110, Introduction to Media.....	3
JR 115, News and Feature Writing	3
JR 152, Student Publications: Newspaper (1) (Three semester hours must be completed)	3
JR 225, Editorial and Current Affairs	3
JR 230, Editing and Layout.....	3

Students must take a minimum of 6 semester hours from the following courses or from any special studies courses offered.

JR 210, Photography	3
JR 220, Public Relations	3
JR 310, Broadcasting	3
JR 411, Magazine Article Writing	3
JR 440, Internship	3
Total	21

Students must maintain a grade point average of at least 2.00 in the minor.

Teacher Licensure Endorsement

Students seeking teacher licensure must have a primary license in another field to which an endorsement in Journalism may be added.

For an added endorsement in Journalism, students must complete all requirements for the minor.

Courses of Instruction

110 Introduction to Media (3)
 A course that deals with the historical, social, legal and economic development of the mass media including newspapers, magazines, television, cable and satellite communication, radio, advertising, and public relations.

- 115 News and Feature Writing (3)
A foundation writing course in which students are introduced to journalistic style, interviewing techniques, news writing, feature writing, and investigative reporting.
- 152 Student Publications: Newspaper (1-6)
An opportunity for students to work on the university newspaper while receiving credit. A maximum of six semester hours of credit may be earned, with no more than one hour earned per semester. Students will have the opportunity to carry out all tasks necessary for putting together a student newspaper.
- 203 Film Studies (3)
A course designed for students to examine film from artistic and cultural perspectives. The course incorporates films from various times and genres. Films that will be studied include *Public Enemy*, *Out of the Past*, *The Day the Earth Stood Still*, *Rebel Without a Cause*, *Invasion of the Body Snatchers*, *The Searchers*, and *The Wild Bunch*.
- 210 Photography (3)
A basic study of 35mm photography which includes instruction in camera-handling, developing and printing black and white negatives, composition, lighting, and print manipulation. Students must provide a single lens reflex camera and materials. Permission of instructor. Lab fee charges. Alternate years.
- 220 Public Relations (3)
A course designed to give students the opportunity to combine theory and practice in developing public relations skills. Its purpose is to introduce students to the field of public relations through a study of the historical background and current image of public relations, and the laws and ethics of public relations. Students will learn the basics of writing for public relations and will put together graphic materials such as annual reports, brochures, and manuals. Alternate years.
- 225 Editorial and Current Affairs (3)
A course in which the emphasis is upon opinion writing (editorials, columns, criticism [e.g., movie reviews, book reviews, music reviews]). Students are introduced to research techniques required of opinion writers in the mass media, which include keeping up with current events. Students are required to keep up with current affairs on the campus, in the community, in the state and nation, and in the world. Prerequisite: JR 115.
- 230 Editing and Layout (3)
An opportunity to develop graphic creativity by learning the basic elements of page layout and design, by learning how to write ancillary copy (e.g., headlines, captions and subheads), and by learning the major parts of desktop publishing by using Aldus *Pagemaker* and/or other desktop publishing programs. Students in this class get hands-on experience in layout by working with *The Chanticleer*, the student newspaper. Prerequisite: JR 115.
- 310 Broadcasting (3)
A course which introduces students to basic news and script writing for radio and television. The exercise of news judgment and preparation of scripts for broadcast will be key elements of the course. In addition, this course will provide hands-on experience in writing and taping news and feature items, commercials, promotions, and public service.
- 330 Media Law and Ethics (3)
Students will study various key federal and state cases relating to print and broadcast media. They will use a law library for research. In addition to learning the rights of journalists, students will also be taught the responsibilities of the media in modern society, and they will deal with the ethical issues related to the mass media. Alternate years.
- 411 Magazine Article Writing (3)
An opportunity for students to write and market nonfiction articles for general periodicals. Magazine analysis, writing style development, and manuscript preparation are areas which will be covered. Alternate years.

440 Internship

(3)

An opportunity for working and training with media. Students will perform assigned duties in a communications organization approved by the college and the department. Direction and evaluation will be a joint responsibility of the college instructor and the work supervisor. Prerequisites: 18 hours of Journalism courses, junior or senior status, 2.0 cumulative grade point average, and permission of instructor.