Media Studies

- **Master of Arts**
- **Master of Science**
- **Doctor of Philosophy**

Graduate Studies

The master of arts (MA) and master of science (MS) programs at the University of Oregon School of Journalism and Communication seek to expose students to a wide range of ideas concerning the structure, function, and role of the media in society.

The professional journalism master's program offers a twelve- to fifteen-month program designed for those holding bachelor's degrees but who have little or no academic or professional journalistic or media background. Graduate students in this program acquire professional skills.

The Portland-based multimedia journalism master's program is designed to prepare experienced journalists with the skills needed for multimedia storytelling and for the entrepreneurial imperatives of the contemporary media business environment.

Information about and applications for graduate programs are available on the School of Journalism and Communication website.

Financial Assistance

The school provides a number of graduate scholarships and graduate teaching fellowships. Scholarships range from $500 to $15,000. Fellowships include a complete tuition waiver and a stipend for the academic year. Graduate teaching fellows assist faculty members with teaching, research, and administrative responsibilities.

Admission materials and applications for scholarships, fellowships, and other financial assistance must be submitted by the deadlines stated under Admission Requirements. Applicants may apply for both a scholarship and a fellowship.

International Students

A firm mastery of English, including American mass-communication idiom, is necessary for success at the graduate level. International students who lack such mastery are required to attend courses at the American English Institute on campus before participating in the graduate program. Though these courses do not carry graduate credit, they qualify to meet students' visa requirements. The best time to enroll in the institute's courses is the summer session preceding the first term in the graduate program.

Admission Requirements

Admission to the graduate program is granted for fall term for media studies, multimedia journalism, and strategic communication; summer session for the Eugene-based professional master's degree in journalism. Application materials are the same for the master's and the doctoral programs. Applicants to the master's programs must have received a BS or BA or equivalent prior to the first term of enrollment; applicants to the doctoral program must have received an MA or MS or equivalent. To be considered for admission, an applicant must submit the following:

1. Official transcripts from all institutions where undergraduate and graduate work was completed. The minimum undergraduate GPA for admission is 3.00. In exceptional cases, an applicant with a lower GPA may be admitted conditionally
2. *Optional:* Official Graduate Record Examination (GRE) scores no more than five years old
3. A 750- to 1,000-word essay describing the applicant's academic and career goals
4. An up-to-date résumé
5. A portfolio, string book, clips, tapes, or other evidence of relevant professional work or evidence of scholarly writing and research. Doctoral applicants may include a copy of a master's thesis
6. Three letters of recommendation—preferably two from academic sources
7. International students must also submit documentation for
   a. Either a Test of English as a Foreign Language (TOEFL) score of 100 or better or an International English Language Testing System (IELTS) score of 7 or better
   b. A score on the Test of Spoken English (TSE). A minimum score is not required for the TSE

Application deadlines

- Doctoral program: January 1
- Media studies master's degree: February 1
- Journalism master's degree: Application review begins February 1
- Strategic communication master's degree (Portland): Application review begins February 1
- Multimedia journalism master's degree (Portland): Application review begins March 1
- Admission to the graduate program is granted for fall term (summer session for professional master's program students in the Eugene-based journalism ***only***; designate summer session as the start date on your application for admission)
- Strategic communications, multimedia journalism, and journalism: Application review begins soon after the dates above until all available spots in the program are filled

Advising

An advisor is appointed for each graduate student in the school by the director of graduate studies.

Course programs for graduate students are planned individually in consultation with advisors. Graduate students should meet with their advisors at least once a term.

Requirements for Graduation

A graduate student in the School of Journalism and Communication cannot elect the pass/no pass (P/N) option for a graduate course offered by the school unless that course is offered P/N only.

Master's Degree Program

Media Studies Major

This major emphasizes communication theory and research, possibly preparatory to work for a PhD degree. An undergraduate education in journalism and communication or professional experience is required for admission. Candidates for this MA or MS degree must earn at least 46 graduate credits with a cumulative GPA of 3.00 or higher. Courses that do not carry graduate credit do not count toward the 46-credit minimum and are not considered in determining the graduate GPA.

Master of Arts Degree Requirements

J 611	Mass Communication and Society [1]	4
J 640	Proseminar I [1]	5
Select one of the following:		8
Option 1		
J 641	Qualitative Research Methods	
or J 642	Quantitative Research Methods	
Methodology course (inside or outside the School of Journalism and Communication)		
Option 2		
J 641	Qualitative Research Methods	
J 642	Quantitative Research Methods	
Additional 600-level courses in journalism [2]		4-12
Graduate courses outside journalism school [3]		8-16
J 503	Thesis [4]	6-9
or J 609	Terminal Project	
Total Credits		35-54

1. Taken in the first year of graduate study.
2. Subject to approval by the school's graduate affairs committee.
3. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment.
4. Approved and supervised by a faculty committee. A written proposal, approved by the advisor and committee, is required before work is begun on either a thesis or project. A student should register for Thesis (J 503) or Terminal Project (J 609) during the terms in which the research and writing occurs.

In addition, the master of arts requires second-year foreign language proficiency. See the Graduate School website for details.

Master of Science Degree Requirements

J 611	Mass Communication and Society [1]	4
J 640	Proseminar I [1]	5
Select one of the following:		8
Option 1		
J 641	Qualitative Research Methods	
or J 642	Quantitative Research Methods	
Methodology course (inside or outside the School of Journalism and Communication)		
Option 2		
J 641	Qualitative Research Methods	
J 642	Quantitative Research Methods	
Additional 600-level courses in journalism [2]		4-12
Graduate courses outside journalism school [3]		8-16
J 503	Thesis [4]	6-9
or J 609	Terminal Project	
Total Credits		35-54

1. Taken in the first year of graduate study.
2. Subject to approval by the school's graduate affairs committee.
3. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment.
4. Approved and supervised by a faculty committee. A written proposal, approved by the advisor and committee, is required before work is begun on either a thesis or project. A student should register for Thesis (J 503) or Terminal Project (J 609) during the terms in which the research and writing occurs.

Students typically take five or six terms to complete the program.

The curriculum in media studies is in the process of being revised. Check the journalism school website for the most current degree requirements.

Doctoral Degree Program

The PhD degree program in media studies trains candidates to do research on a broad array of interdisciplinary questions related to communication and society. The school features course work that explores the cultural, economic, and political aspects of communication and society. Three overlapping areas of faculty and program strength are media institutions; ethics, law, and policy; and international and multicultural communication. The program emphasizes an appreciation of quantitative and qualitative methodologies and offers faculty expertise in content analysis, survey methodology, historical and legal methods, discourse analysis, ethnography, and oral history. Faculty members in departments and schools outside the School of Journalism and Communication have complementary areas of conceptual and methodological expertise to assist in guiding doctoral research.

Doctor of Philosophy Degree

Candidates for the PhD degree in media studies typically take about 80 graduate-level credits of course work beyond the master's degree; the exact number of credits depends on the student's graduate-study experience. The program concludes with a dissertation. Specific requirements follow.

J 640	Proseminar I [1]	5
J 641	Qualitative Research Methods [1]	4
J 642	Quantitative Research Methods [1]	4
J 643	Proseminar II [1]	5
Courses in outside field [2]		18
Two additional methods courses [3]		8
At least three 600-level courses (611 and above) within the School of Journalism and Communication [4]		12
J 619	Teaching and the Professional Life [5]	4
J 603	Dissertation [6]	18
Total Credits		78

1. Completed within the first three terms of study.
2. In close consultation with an academic advisor and the school's graduate studies director, each student designs an integrated outside-field component for his or her program. Because the program stresses the interconnection of communication with other disciplines, the outside field may involve more than one outside department.
3. Taken within or outside the school.

4 Subject to approval by the school's graduate affairs committee. J 601–610 do not count toward this requirement. In some cases, appropriate courses from outside the journalism school may count toward this requirement.

5 Appropriate teaching experiences are arranged following completion of the course.

6 A professionally central experience in the design, conduct, and dissemination of original research. It is written after the student's proposed dissertation topic is approved.

The curriculum in media studies is in the process of being revised. Check the journalism school website for the most current degree requirements.

Additional Requirements

- After course work is complete, the student, the graduate studies director, and the student's comprehensive examination committee schedule an examination that requires a synthesis of what the student has learned.
- After passing the comprehensive examination, the student writes a dissertation proposal. The proposal must be approved in writing at a meeting of the dissertation committee, usually within one term of the comprehensive exam. The committee must approve the proposal before the student may advance to candidacy and enroll in dissertation credits.

Courses

J 100. Media Professions. 2 Credits.
Introduction to dynamic media and communication professions, opportunities, and issues, as well as to majors in journalism and communication.

J 101. Grammar for Communicators. 2 Credits.
Intensive review of grammar, word use, spelling, and principles of clear, concise writing. Introduction to media style. Premajor status required.

J 196. Field Studies: [Topic]. 1-2 Credits.
Repeatable.

J 198. Colloquium: [Topic]. 1-2 Credits.
Repeatable.

J 199. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

J 201. Media and Society. 4 Credits.
Introduction to the critical examination of the roles of media in society.

J 205. Gateway to Media I. 4 Credits.
Integrates critical thinking with professional media skills needed for nonfiction storytelling in a multimedia environment. Sequence with J 206 and J 207. Majors only.
Coreq: J 206.

J 206. Gateway to Media II. 4 Credits.
Integrates critical thinking, creative thinking, and basic skills for nonfiction storytelling through words, photos, audio, and video. Sequence with J 205 and J 207. Majors only.
Coreq: J 205.

J 207. Gateway to Media III. 4 Credits.
Integrates critical thinking and intermediate nonfiction storytelling across media platforms. Sequence with J 205 and J 206. Majors only.
Prereq: J 205, 206.

J 208. Introduction to Documentary Production. 4 Credits.
Introduction to the theory and practice of documentary production. Focuses on aesthetics, technology, research, and writing fundamentals of documentary making, covering preproduction, production and postproduction. Cinema studies majors only.
Prereq: J 201, ENG 260; two from ENG 265, 266, 267.

J 209. Understanding Media. 4 Credits.
Enhances media literacy through examination of contemporary issues in media use and practice, the media as popular culture, and ways the media affect participation in public discourse. For nonmajors.

J 314. Introduction to Media Studies. 4 Credits.
Presents a historical overview of the study of media, with in-depth discussion of primary theoretical approaches and their application to the current media environment. Majors only.
Prereq: J 201 with a grade of mid-C or better.

J 315H. Honors Media Theory and Research. 4 Credits.
Foundation course for honors program. Introduction to seminal theories in communication; overview of methodologies used in the study of theories. Acceptance into School of Journalism and Communication honors program required for enrollment.

J 320. Gender, Media, and Diversity. 4 Credits.
Critical study of the media with regard to gender, race, ethnicity, and other social divisions. Ramification and possible mechanisms of change.
Prereq: J 201 with a grade of mid-C or better.

J 331. Digital Video Production. 4 Credits.
Introduction to techniques of single-camera field video production. Journalism and cinema studies majors only.
Prereq: J 207 with a grade of mid-C or better or J 208 with a grade of mid-C or better.

J 333. Writing for Multimedia. 4 Credits.
Introduction to the process and practice of writing for multimedia, including print, audio-video, computer-assisted presentation, web-based applications, and striking the balance between word and image. Journalism majors or multimedia minor standing only.
Prereq: J 207 or ARTD 250, 251, 252.

J 340. Principles of Advertising. 4 Credits.
Role of advertising in the distribution of goods and services; the advertising agency; the campaign; research and testing; the selection of media: print, electronic, outdoor advertising, direct mailing. Not for journalism: advertising majors.

J 342. The Creative Strategist. 4 Credits.
Creative approaches to ideation and strategic thinking for all advertising specialties. Emphasis on creative process, generative techniques, teamwork, career planning, industry trends. Journalism: advertising majors only.
Prereq: J 205, 206.

J 350. Principles of Public Relations. 4 Credits.
Overview of public relations practice in a diverse global society, including theory, career opportunities, history, communication forms and channels, and legal and ethical concerns.

J 352. Strategic Writing and Media Relations. 4 Credits.
Writing-intensive lab; students produce strategic, theory-based content for multiple media platforms using various journalistic styles and storytelling skills and incorporating ethical media-relations practices.
Prereq: J 205, 206, 207, 350 with a grade of mid-C or better.

J 361. Reporting I. 4 Credits.
News gathering and writing. Extensive writing in class and outside of class in a variety of forms: news, features, interviews, multimedia scripts. Journalism majors only.
Prereq: J 205, 206 with a grade of mid-C or better.

J 365. Photojournalism. 4 Credits.
Visual reporting techniques, with emphasis on practice, law, and ethics of photojournalism and photographic communication. Laboratory and portfolio-intensive. Majors only.
Prereq: J 205 with a grade of mid-C or better.

J 371. Feature Writing I. 4 Credits.
Introduction to feature writing for print and online media; marketing your ideas and stories. Journalism majors only.
Prereq: J 361 with a grade of mid-C or better.

J 385. Communication Law. 4 Credits.
Legal aspects of the media: constitutional freedom of expression, news gathering, access to public records, libel, privacy, copyright, advertising, electronic media regulation, and antitrust.
Prereq: J 201 with a grade of mid-C or better.

J 387. Media History. 4 Credits.
The changing structure and character of the media in the United States.
Prereq: J 201 with a grade of mid-C or better.

J 396. International Communication. 4 Credits.
National and cultural differences in media and information systems, global news and information flows, implications of rapid technological change, and communication and information policies.
Prereq: J 201 with a grade of mid-C or better.

J 397. Media Ethics. 4 Credits.
Ethical problems in the media: privacy, violence, pornography, truth-telling, objectivity, media codes, public interest, media accountability.
Prereq: J 201 with a grade of mid-C or better.

J 399. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

J 400M. Temporary Multilisted Course. 1-5 Credits.
Repeatable.

J 401. Research: [Topic]. 1-9 Credits.
Repeatable.

J 403. Thesis. 1-9 Credits.
Repeatable.

J 404. Internship: [Topic]. 1-9 Credits.
Repeatable for maximum of 9 credits.

J 405. Reading and Conference: [Topic]. 1-9 Credits.
Repeatable.

J 406. Special Problems: [Topic]. 1-9 Credits.
Repeatable.

J 407. Seminar: [Topic]. 1-4 Credits.
Repeatable.

J 408. Workshop: [Topic]. 1-4 Credits.
Repeatable.

J 409. Practicum: [Topic]. 1-4 Credits.
Repeatable.

J 410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable.

J 412. Issues in Communication Studies: [Topic]. 4 Credits.
Uses a variety of theories and methods to examine specific aspects of media content, processes, and audiences. Repeatable when topic changes. Majors only.
Prereq: J 201 with a grade of mid-C or better.

J 413. Communication Studies Capstone. 4 Credits.
Draws on skills and knowledge learned in other communications studies and related courses to demonstrate competence in broad areas of research.
Prereq: J 314 for 4 credits with grade of mid-C or better.

J 416. Survey of the Documentary. 4 Credits.
Historical and critical survey of the documentary as a form of artistic expression and an instrument of social commentary. Majors, cinema studies majors, and communication studies minors only.
Prereq: J 201 with grade of mid-C or better.

J 421. Documentary Production. 4 Credits.
Workshop in preparation, shooting, and postproduction of the short documentary. Journalism and cinema studies majors only.
Prereq: J 331 with a grade of mid-C or better.

J 424H. Honors Theory and Research: [Topic]. 4 Credits.
Uses a variety of theories and methods to closely examine and analyze contemporary problems and situations in media and communications. Acceptance into School of Journalism and Communication honors program required for enrollment. Repeatable once when topic changes for a maximum of 8 credits.

J 427M. Latino Roots I. 4 Credits.
Documents Latino history in the racial history of what is now Oregon since 1500 and teaches students to conduct oral history interviews. Multilisted with ANTH 427M/527M. Sequence with J 428M/528M. Offered alternate years.

J 428M. Latino Roots II. 4 Credits.
Continuation of Latino Roots I, designed for producing a short documentary using oral history as the story. Covers basic theory and practice of digital film-video documentary production. Multilisted with ANTH 428M/528M. Sequence with J 427M/527M. Offered alternate years.
Prereq: J 427M.

J 432. Reporting for Electronic Media. 4 Credits.
Training in gathering, production, and presentation of news for the electronic media. Journalism majors only.
Prereq: J 331 with a grade of mid-C or better.

J 434. Advanced Television News. 4 Credits.
News gathering and production for television. Students produce live programming for local cable systems. Journalism majors only.
Prereq: J 432 with a grade of mid-C or better.

J 436. Media Design: [Topic]. 4 Credits.
Focuses on issues and techniques in picture and graphic editing, typography, and work-picture composition and interaction for long-form visual storytelling across legacy- and emerging-media platforms. Repeatable twice for a maximum of 12 credits.

J 443. Advertising Media Planning. 4 Credits.
Objectives and strategy for determining effective methods of reaching a designated target audience. Use of media measurement tools. Journalism: advertising majors only.
Prereq: J 207, 342 with a grade of mid-C or better.

J 444. Agency Account Management. 4 Credits.
The role of the account executive in the advertising agency examined through case studies. Journalism: advertising majors only.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 448. Advertising Campaigns. 4 Credits.
Seniors produce a comprehensive campaign involving every aspect of advertising, ranging from market research through creative and media strategy formulation to execution. Journalism: advertising majors only.
Prereq: three from J 443/543, 444/544, 457/557, 458/558, 459/559, 460/560 with a grade of mid-C or better.

J 449. Advanced Advertising Campaigns. 5 Credits.
Team experience of creating a professional-level advertising plan. Students participate in a national competition. Journalism: advertising majors only.

J 452. Strategic Public Relations Communication. 4 Credits.
Advanced writing lab emphasizing business communication, direct-to-consumer strategies and techniques, and effective use of web-based communication strategies. Journalism: public relations majors only.
Prereq: J 352 with a grade of mid-C or better.

J 453. Strategic Planning and Cases. 4 Credits.
Campaign planning, administration, crisis communication, and issues management, encompassing research, writing objectives and tactics, evaluation methods, and constructing budgets and timelines. Journalism: public relations majors only.
Prereq: J 352 with a grade of mid-C or better.

J 454. Public Relations Campaigns. 4 Credits.
Capstone course applying theory, skills, and a team-based approach to researching, planning, presenting, and implementing a campaign for a client. Professional portfolios presented and reviewed. Journalism: public relations majors only.
Prereq: J 452, J 453; one from J 494, J 495 with a grade of mid-C or better.

J 457. Curiosity for Strategists. 4 Credits.
Explores the building of intellectual curiosity as a problem-solving technique within the context of culture and media. Emphasis: critical thinking, readings, projects, performance. Journalism: advertising majors only.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 458. Writing Design Concepts. 4 Credits.
Conceptual problem-solving for traditional and emerging media. Emphasis: conceptual development, advertising writing, design, campaigns, presentation of developed work. Journalism: advertising majors only.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 459. Branding and Content. 4 Credits.
Capstone course on brand portfolio development for writers, art directors, and strategists. Emphasis: production, multiple-platform creative development, industry-focused portfolios. For Journalism: advertising majors only.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 460. Brand Development: [Topic]. 4 Credits.
Revolving topics on emerging issues in branding and advertising, including strategies in digital and interactive brand solutions, media decision-making, and sustainability. Journalism: advertising majors only. Repeatable when topic changes.
Prereq: J 205, 206, 207, 342 with a grade of mid-C or better.

J 461. Newspaper Editing. 4 Credits.
Copyediting, headline writing, and page design for newspapers in print and online; emphasis on grammar and style. Journalism majors only.
Prereq: J 361 or equivalent with a grade of mid-C or better.

J 462. Reporting II. 4 Credits.
In-depth reporting on public affairs and community news. Journalism majors only.
Prereq: J 361 with a grade of mid-C or better.

J 463. Specialized Reporting: [Topic]. 1-4 Credits.
Reporting special topics, including the environment, business and economics, politics, health and medicine, science, and the arts; and digital and multiplatform journalism. Journalism majors only. Repeatable.
Prereq: J 361 with a grade of mid-C or better.

J 466. Advanced Photojournalism: [Topic]. 4 Credits.
Intensive visual reporting techniques, with emphasis on digital production, color, lighting, in-depth storytelling, documentary, and portfolio. Majors only. Repeatable three times for a maximum of 16 credits when topic changes.
Prereq: J 365 with a grade of mid-C or better.

J 467. Issues in International Communication: [Topic]. 4 Credits.
Topics focus on global media issues. Majors and minors only; cinema studies majors for approved topics. Repeatable twice for a maximum of 12 credits when topic changes.
Prereq: J 201 with a grade of mid-C or better.

J 468. Advanced News Editing. 4 Credits.
Advanced training in news editing under newsroom conditions. Discussion of issues in editing, headline writing, and news judgment. Includes work with web-based journalism. Focus on teamwork. Journalism majors only.
Prereq: J 461 with a grade of mid-C or better.

J 472. Feature Writing II. 4 Credits.
In-depth story research and advanced feature writing for print and online markets. Individual conferences. Journalism majors only.
Prereq: J 371 with a grade of mid-C or better.

J 473. Feature Editing. 4 Credits.
In-depth story research and advanced feature writing for print and online markets. Individual conferences. Journalism majors only.
Prereq: J 361 with a grade of mid-C or better.

J 474. Magazine Industry and Strategies. 4 Credits.
How editors plan issues and interact with colleagues in circulation, graphics, production, and advertising. Trends, strategies, and ethics. Journalism majors only.
Prereq: J 371 with a grade of mid-C or better.

J 475. Flux Production. 1-5 Credits.
Planning and production of "Flux" magazine. Students make and carry out assignments, write and edit stories, take photos, shoot video, sell advertising, and design the magazine.

J 480. Public Relations: [Topic]. 4 Credits.
Addresses a specific theory, method, or issue in the study and practice of public relations, such as international practice or strategic use of new media. Repeatable thrice when topic changes for a maximum of 16 credits.

J 483. The Journalistic Interview. 4 Credits.
Gathering information through asking questions. Literature and research findings on techniques of listening, nonverbal communication, and psychological dynamics of the interview relationship in journalistic situations. Journalism majors only.
Prereq: J 361 with a grade of mid-C or better.

J 494. Strategic Communications Research. 4 Credits.
Introduction to how and why research is conducted and used by public relations and advertising professionals to formulate strategic campaigns and evaluate their effectiveness. Majors only.
Prereq: J 342 or J 350.

J 495. Research Methods: [Topic]. 4 Credits.
Uses a variety of quantitative and qualitative methods to examine concepts and processes of research used in such areas as advertising, public relations, journalism, strategic communication, and communication studies. Majors and minors only. Repeatable when topic changes for a maximum of 12 credits.
Prereq: J 201 with a grade of mid-C or better.

J 496. Communication Ethics and Law: [Topic]. 4 Credits.
Analyses of ethical and legal issues confronting the communications industry using various ethical and legal theories, readings, and cases relevant to the specific topic. Repeatable when topic changes. Majors and minors only.
Prereq: J 201 with a grade of mid-C or better.

J 503. Thesis. 1-9 Credits.
Repeatable.

J 507. Seminar: [Topic]. 1-4 Credits.
Repeatable.

J 508. Workshop: [Topic]. 1-4 Credits.
Repeatable.

J 510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable.

J 512. Issues in Communication Studies: [Topic]. 4 Credits.
Uses a variety of theories and methods to examine specific aspects of media content, processes, and audiences. Repeatable when topic changes. Majors only.

J 516. Survey of the Documentary. 4 Credits.
Historical and critical survey of the documentary as a form of artistic expression and an instrument of social commentary. Majors, cinema studies majors, and communication studies minors only.

J 521. Documentary Production. 4 Credits.
Workshop in preparation, shooting, and postproduction of the short documentary. Journalism and cinema studies majors only.

J 527M. Latino Roots I. 4 Credits.
Documents Latino history in the racial history of what is now Oregon since 1500 and teaches students to conduct oral history interviews. Multilisted with ANTH 427M/527M. Sequence with J 428M/528M. Offered alternate years.

J 528M. Latino Roots II. 4 Credits.
Continuation of Latino Roots I, designed for producing a short documentary using oral history as the story. Covers basic theory and practice of digital film-video documentary production. Multilisted with ANTH 428M/528M. Sequence with J 427M/527M. Offered alternate years.
Prereq: J 527M.

J 532. Reporting for Electronic Media. 4 Credits.
Training in gathering, production, and presentation of news for the electronic media. Journalism majors only.

J 534. Advanced Television News. 4 Credits.
News gathering and production for television. Students produce live programming for local cable systems. Journalism majors only.
Prereq: J 532 with a grade of mid-C or better.

J 536. Media Design: [Topic]. 4 Credits.
Focuses on issues and techniques in picture and graphic editing, typography, and work-picture composition and interaction for long-form visual storytelling across legacy- and emerging-media platforms. Repeatable twice for a maximum of 12 credits.

J 543. Advertising Media Planning. 4 Credits.
Objectives and strategy for determining effective methods of reaching a designated target audience. Use of media measurement tools. Journalism: advertising majors only.

J 544. Agency Account Management. 4 Credits.
The role of the account executive in the advertising agency examined through case studies. Journalism: advertising majors only.

J 548. Advertising Campaigns. 4 Credits.
Graduate students produce a comprehensive campaign involving every aspect of advertising, ranging from market research through creative and media strategy formulation to execution. Journalism: advertising majors only.
Prereq: three from J 443/543, 444/544, 456/556, 457/557, 458/558, 459/559, 460/560.

J 549. Advanced Advertising Campaigns. 5 Credits.
Team experience of creating a professional-level advertising plan. Students participate in a national competition. Journalism: advertising majors only.

J 552. Strategic Public Relations Communication. 4 Credits.
Advanced writing lab emphasizing business communication, direct-to-consumer strategies and techniques, and effective use of web-based communication strategies. Journalism: public relations majors only.

J 553. Strategic Planning and Cases. 4 Credits.
Campaign planning, administration, crisis communication, and issues management, encompassing research, writing objectives and tactics, evaluation methods, and constructing budgets and timelines. Journalism: public relations majors only.

J 554. Public Relations Campaigns. 4 Credits.
Capstone course applying theory, skills, and a team-based approach to researching, planning, presenting, and implementing a campaign for a client. Professional portfolios presented and reviewed. Journalism: public relations majors only.
Prereq: J 552, J 553; one from J 594, J 595.

J 557. Curiosity for Strategists. 4 Credits.
Explores the building of intellectual curiosity as a problem-solving technique within the context of culture and media. Emphasis: critical thinking, readings, projects, performance. Journalism: advertising majors only.

J 558. Writing Design Concepts. 4 Credits.
Conceptual problem-solving for traditional and emerging media. Emphasis: conceptual development, advertising writing, design, campaigns, presentation of developed work. Journalism: advertising majors only.

J 559. Branding and Content. 4 Credits.
Capstone course on brand portfolio development for writers, art directors, and strategists. Emphasis: production, multiple-platform creative development, industry-focused portfolios. Journalism: advertising majors only.

J 560. Brand Development: [Topic]. 4 Credits.
Revolving topics on emerging issues in branding and advertising, including strategies in digital and interactive brand solutions, media decision-making, and sustainability. Journalism: advertising majors only. Repeatable when topic changes.
J 556.

J 561. Newspaper Editing. 4 Credits.
Copyediting, headline writing, and page design for newspapers in print and online; emphasis on grammar and style. Journalism majors only.

J 562. Reporting II. 4 Credits.
In-depth reporting on public affairs and community news. Journalism majors only.

J 563. Specialized Reporting. 1-4 Credits.
Reporting special topics, including the environment, business and economics, politics, health and medicine, science, and the arts; and digital and multiplatform journalism. Journalism majors only.

J 566. Advanced Photojournalism: [Topic]. 4 Credits.
Intensive visual reporting techniques, with emphasis on digital production, color, lighting, in-depth storytelling, documentary, and portfolio. Majors only. Repeatable three times for a maximum of 16 credits when topic changes.

J 567. Issues in International Communication: [Topic]. 4 Credits.
Topics focus on global media issues. Majors only. Repeatable twice for a maximum of 12 credits when topic changes.

J 568. Advanced News Editing. 4 Credits.
Advanced training in news editing under newsroom conditions. Discussion of issues in editing, headline writing, and news judgment. Includes work with web-based journalism. Focus on teamwork. Journalism majors only.
Prereq: J 561 with a grade of mid-C or better.

J 572. Feature Writing II. 4 Credits.
In-depth story research and advanced feature writing for print and online markets. Individual conferences. Journalism majors only.

J 573. Feature Editing. 4 Credits.
In-depth story research and advanced feature writing for print and online markets. Individual conferences. Journalism majors only.

J 574. Magazine Industry and Strategies. 4 Credits.
How editors plan issues and interact with colleagues in circulation, graphics, production, and advertising. Trends, strategies, and ethics. Journalism majors only.

J 575. Flux Production. 1-5 Credits.
Planning and production of "Flux" magazine. Students make and carry out assignments, write and edit stories, take photos, sell advertising, design and layout magazine.

J 580. Public Relations: [Topic]. 4 Credits.
Addresses a specific theory, method, or issue in the study and practice of public relations, such as international practice or strategic use of new media. Repeatable thrice when topic changes for a maximum of 16 credits.

J 583. The Journalistic Interview. 4 Credits.
Gathering information through asking questions. Literature and research findings on techniques of listening, nonverbal communication, and psychological dynamics of the interview relationship in journalistic situations. Journalism majors only.

J 595. Research Methods: [Topic]. 4 Credits.
Uses a variety of quantitative and qualitative methods to examine concepts and processes of research used in such areas as advertising, public relations, journalism, strategic communication, and communication studies. Journalism majors only. Repeatable when topic changes for a maximum of 12 credits.

J 596. Communication Ethics and Law: [Topic]. 4 Credits.
Analyses of ethical and legal issues confronting the communications industry using various ethical and legal theories, readings, and cases relevant to the specific topic. Repeatable when topic changes. Majors only.

J 601. Research: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 credits.

J 602. Supervised College Teaching. 1-5 Credits.
Repeatable for maximum of 5 credits.

J 603. Dissertation. 1-16 Credits.
Repeatable for maximum of 18 credits.

J 604. Internship: [Topic]. 1-4 Credits.
Repeatable for maximum of 4 credits.

J 605. Reading and Conference: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 credits.

J 606. Special Problems: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 credits.

J 607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

J 608. Workshop: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 credits.

J 609. Terminal Project. 1-6 Credits.
Repeatable for maximum of 6 credits.

J 610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable.

J 611. Mass Communication and Society. 4 Credits.
Review of the literature of mass communication. Introduction to graduate study in journalism and communication.

J 617. Strategic Communication Theory and Research: [Topic]. 4 Credits.
Theory, research, and practice of strategic communication. Topics may include relationship management, risk communication, identity and culture, and social media theory. Repeatable when topic changes for a maxium of 20 credits.
Prereq: graduate standing.

J 619. Teaching and the Professional Life. 4 Credits.
Explores teaching strategies, curriculum development, and other aspects of academic professional life in journalism and communication.

J 621. Foundations of Strategic Communication. 4 Credits.
Reviews major theories, models, and practices in strategic communications. Theoretical topics include media effects and persuasion as applied to public relations, advertising, and other strategic communication.

J 623. Creativity in Strategic Communication. 4 Credits.
Explores the use of creative conceptual thinking as part of the strategic basis in successful communication campaigns.

J 624. Strategic Communication: [Topic]. 2 Credits.
Explores problems and specialized skills needed in strategic communication management. Examples include crisis communication, creativity in business, corporate social responsibility. Repeatable with change in topic.

J 625. Introduction to the Faculty. 1 Credit.
Introduces new graduate students to faculty expertise in the areas of research, creative or professional work, and teaching in the School of Journalism and Communication.

J 633. Writing About . . .: [Topic]. 3 Credits.
Advanced, intensive, three-day writing workshops led by notable writers of literary nonfiction. Repeatable for maximum of 12 credits.

J 638. Story and Commerce. 4 Credits.
Explores the changing face of narrative journalism as it investigates the new commercial opportunities for the professional journalist. Taught once or more per academic year.

J 640. Proseminar I. 5 Credits.
Overview of theories used to study mediated communication, mass communication, and communication technologies; theory application to media processes; discussion of enduring issues in the field.
Prereq: doctoral standing.

J 641. Qualitative Research Methods. 4 Credits.
Introduces qualitative research methods including traditional historical inquiry, oral history, ethnography, and participant observation.

J 642. Quantitative Research Methods. 4 Credits.
Introduces and analyzes quantitative research methods in terms of design, measurement, inference, and validity. Focuses on conceptualization in communication research.

J 643. Proseminar II. 5 Credits.
Seminar participants demonstrate competence in broad families of social research by drawing on skills and knowledge obtained in J 640, J 641, and J 642.
Prereq: J 640, 641, 642.

J 644. Philosophy of Communication. 4 Credits.
Explores the philosophical foundations of communication in the United States, including political philosophies that range from Milton to McLuhan.

J 646. Political Economy of Communication. 4 Credits.
Introduction to the political economy of communication. Includes such issues as ownership and control patterns; the role of the state; labor; intellectual property rights; and international markets.

J 647. Theoretical Foundations of Communication Ethics. 4 Credits.
Exploration of ethical theories and issues related to the mass media and other relevant forms of mass communication.

J 648. Cultural Approaches to Communication. 4 Credits.
Examination of communication and mediated communication as cultural processes in the production and reproduction of social systems.

J 649. International Communication. 4 Credits.
Examines global communication structures and processes and their consequences. Topics include new technologies, news and information organizations, cross-cultural uses of Western media, and information policies.

J 660. Advanced Research Methods: [Topic]. 4 Credits.
Explores specific qualitative or quantitative communication research methods. Topics may include discourse analysis, oral history, historical methods, legal methods, content analysis, and survey methods. Repeatable when topic changes.
Prereq: J 641 or J 642, depending on topic.