Journalism: Advertising

The University of Oregon undergraduate program is based on the premise that the best professional communicator is broadly educated. In accordance with national accrediting standards, students must take at least 104 credits in courses outside the School of Journalism and Communication. A maximum of 76 credits in the 180-credit undergraduate program may be in journalism and communication courses. Students learn about media practice and effects. They study the role of the media in society, the history of journalism, visual communication, the ethics of media practices, the economics of the media, new media technologies, international communication, diversity in the media, and the legal and social responsibilities of the media.

In addition, undergraduates take a two-term series of courses called Gateway to Media that immerses them in the fundamentals of digital storytelling, including multimedia story development and delivery across traditional, digital, and social platforms. The intent of this series of courses is to develop basic literacies and competencies for students who engage in collaborative media projects.

Majors are encouraged to consider a second major or a minor in a field related to their career goals. Preparation in a second field is a valuable addition to a student's education and enhances employability.

Many students are active in campus affairs, working for the campus newspaper; the university's radio station; the student-run advertising, design, video, and public relations agencies; the award-winning *Flux* and *Ethos* magazines; television and online programs; and alternative and online publications, including *OR Magazine*, the first student-produced iPad publication. The school also encourages them to participate in UO chapters of Ed on Campus, Ad Society, National Broadcasting Society, National Press Photographers Association, Public Relations Student Society of America, Society of Professional Journalists, and such national venues as the One Club for Art and Copy. Internships are encouraged and available at newspapers, magazines, broadcast stations, advertising agencies, public relations offices, nonprofit organizations, government offices, video production firms, online publications, and public policy offices.

The best preparation for journalism majors is a broad college-preparatory program with emphasis on language skills, English literature, economics, history, and the political and social sciences. Prospective students also benefit from the study of mathematics, statistics, computer applications, and second languages.

Community college students planning to transfer to the School of Journalism and Communication should concentrate on college-transfer courses, especially in literature, economics, and history, that fulfill university requirements and the school's general-studies requirements. Almost all professional courses are taken at the School of Journalism and Communication. Advising material is available to community college students online.

- **Bachelor of Arts**
- **Bachelor of Science**

Undergraduate Studies

The role of the school's undergraduate program is to provide students with the creative, critical, and problem-solving skills they need to become ethical, professional communicators and critical media consumers.

Premajor Admission

New students planning to major in journalism enter the university as premajors and do not need to meet special admission requirements beyond the general university requirements.

Each premajor is assigned to a journalism and communication advisor who assists in planning programs, answering questions, and tracking progress toward admission as a major and toward graduation. Students should check with an advisor at least once a year to ensure that requirements are being met. In addition, students will be assigned a faculty advisor, who will guide them through the portfolio process. The director of student services for the school supervises undergraduate academic advising.

A university student in another major may switch to a journalism premajor online on the School of Journalism and Communication website. To become a premajor, a student must have a minimum cumulative grade point average (GPA) of 2.00 for all work at the University of Oregon.

Premajor Program

Students must complete the school's premajor core curriculum, and earn grades of C or better:

Code	Title	Credits
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Total Credits		8

Admission as a Major

Admission to the School of Journalism and Communication is competitive. The faculty considers applications from premajor students who have

- completed 24 or more graded credits of course work at the University of Oregon, earning a cumulative UO GPA of at least 2.90
- completed College Composition I (WR 121) and College Composition II (WR 122) or College Composition III (WR 123) with grades of P or C– or better
- completed the school's premajor core curriculum

A student's GPA is a major factor in the admissions decision. Students with a GPA of 3.25 or higher are guaranteed admission to the major.

Applicants with grade point averages between 2.90 and 3.24 are evaluated and judged competitively by an admissions committee as applications are received. The admissions committee considers the requirements listed above and other materials that applicants submit, including a personal statement, letters of recommendation, and a portfolio. Students with a GPA below 2.90 may petition the committee for admission. The committee has the option of waiving any of the requirements listed above if evidence of a candidate's high potential for success in the major is presented and approved.

Transfer Students

Students transferring to the University of Oregon School of Journalism and Communication enter as premajors. They apply to the University of Oregon Office of Admissions and are accepted as premajors if they meet the university's general standards for admission. To be admitted to

major status, transfer students must meet the school's requirements for admission as a major (p. 1).

Transfer Credit

The School of Journalism and Communication accepts journalism credits earned at other colleges and universities as follows:

1. Credits earned at schools of journalism accredited by the Accrediting Council on Education in Journalism and Mass Communications are accepted for journalism credit and may fulfill specific course requirements
2. Journalism credits may be accepted from unaccredited journalism programs, but they may not be used to meet specific course requirements. They do count toward the 76-credit limit set by national accrediting standards
3. Regardless of the number of credits transferred, students must take at least 27 credits of journalism in residence to earn a degree from the University of Oregon
4. Students may not take more than 76 credits in journalism courses out of the 180 total credits required for a bachelor's degree. They may, however, add credits to the 180-credit total to accommodate extra journalism credits (e.g., take 186 credits to accommodate as many as 82 credits in journalism)
5. The school accepts equivalent courses taught at other colleges to meet the Media and Society (J 201) requirement for application to be a major, and may accept equivalent courses to meet other core requirements if approved by the associate dean for undergraduate affairs

Transfer students who want to discuss the transfer policy may consult the associate dean, director of student services, or academic advisors.

The school offers course work leading to bachelor of arts (BA) and bachelor of science (BS) degrees. Major requirements are the same for each. Differences between the two degrees are explained under Requirements for Bachelor of Arts and Bachelor of Science in the **Bachelor's Degree Requirements** (http://catalog.uoregon.edu/archive/2018-2019/bachelorrequirements) section of this catalog.

Bachelor of Arts in Journalism: Advertising Degree Requirements

Code	Title	Credits
Journalism Premajor Requirements		
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Journalism: Advertising Major Requirements		
J 211	Gateway to Media	8
J 212	Writing for Communicators	4
J 213	Fact or Fiction	4
J 342	The Creative Strategist	4
Select three of the following:		12
J 443	Advertising Media Planning	
J 444	Agency Account Management	
J 457	Curiosity for Strategists	
J 458	Writing Design Concepts	
J 459	Branding and Content	
J 460	Brand Development: [Topic]	
J 448	Advertising Campaigns	4
or J 449	Advanced Advertising Campaigns	
Select two of the following: [1]		8
J 320	Gender, Media, and Diversity	
J 385	Communication Law	
J 387	Media History	
J 396	International Communication	
J 397	Media Ethics	
Select two of the following: [1]		8
J 412	Issues in Communication Studies: [Topic]	
J 467	Issues in International Communication: [Topic]	
J 495	Research Methods: [Topic]	
J 496	Communication Ethics and Law: [Topic]	
General Studies Requirements		
Literature courses [2,3]		16
History courses [3]		8
Economics courses [3]		8
General studies courses in three other subject codes within the College of Arts and Sciences [3]		24
Total Credits		116

[1] Students must take two 300-level and two 400-level context courses, such as ethics, history, law, diversity, or international communication.

[2] Courses include the following:

- Literature courses taught by the Department of English and the Department of Comparative Literature. Courses in rhetoric, grammar, and cinema or television production do not count toward this requirement.
- Literature courses taught in English translation by foreign-language departments or the Department of Classics or courses that are cross-listed for major credit by these departments
- Introduction to the Humanities I-III (HUM 101–103)

One of the following categories may be used to satisfy 8 credits of this requirement:

- Courses taught in a second language that are part of a student's language program of study. Foreign-language courses used to fulfill the university's bachelor of arts requirement and writing courses used to fulfill the university composition requirement may not be used to fulfill the general-studies courses requirement.
- Courses treating film or television as literature that have significant reading and writing components.

[3] Courses numbered 196, 198, 199, 399–406, or 408–410 may not be used to fulfill these requirements. In addition to the literature, history, and economics block requirements, journalism students must complete three additional blocks. Each block consists of 8 credits of a subject offered by the College of Arts and Sciences. Eligible subjects codes are AEIS, AFR, ANTH, ARB, ASIA, ASL, ASTR, BI, CAS, CH, CHN, CINE, CIS, CIT, CLAS, COLT, CRWR, DANE, EALL, EC, ENG, ENVS, ES, EURO, FINN, FLR, FR, GEOG, GEOL, GER, GRK, HBRW, HC, HIST, HPHY, HUM, INTL, ITAL, JDST, JPN, KRN, LAS, LAT, LING, LT, MATH, MDVL, NORW, PHIL, PHYS, PORT, PS, PSY, REES, REL, RL, RUSS, SCAN, SOC, SPAN, SWAH, SWED, TA, WGS, WR.

The additional blocks *can* overlap with the following requirements:

- Courses taken to fulfill the university's arts and letters, social science, and science group-satisfying requirements (unless the course is also being used for journalism requirements in literature, history or economics)
- Courses taken toward the UO bachelor of science requirement
- Minor and second major course work in the College of Arts and Sciences
- Electives in the College of Arts and Sciences

The additional blocks *cannot* overlap with the following requirements:

- First- and second-year foreign language (if used for the bachelor of arts degree)
- Writing composition (WR) classes used for the UO writing requirement
- Courses used for the literature, history, or economics requirements in journalism

This requirement and the potential for overlap with other requirements can be very complicated and highly individualized. Please speak with your academic advisor to learn about your options.

Portfolio development seminars and workshops are recommended for all advertising students.

Bachelor of Science in Journalism: Advertising Degree Requirements

Code	Title	Credits
Journalism Premajor Requirements		
J 100	Media Professions	2
J 101	Grammar for Communicators	2
J 201	Media and Society	4
Journalism: Advertising Major Requirements		
J 211	Gateway to Media	8
J 212	Writing for Communicators	4
J 213	Fact or Fiction	4
J 342	The Creative Strategist	4
Select three of the following:		12
J 443	Advertising Media Planning	
J 444	Agency Account Management	
J 457	Curiosity for Strategists	
J 458	Writing Design Concepts	
J 459	Branding and Content	
J 460	Brand Development: [Topic]	
J 448	Advertising Campaigns	4
or J 449	Advanced Advertising Campaigns	
Select two of the following: [1]		8
J 320	Gender, Media, and Diversity	
J 385	Communication Law	
J 387	Media History	
J 396	International Communication	
J 397	Media Ethics	
Select two of the following: [1]		8
J 412	Issues in Communication Studies: [Topic]	
J 467	Issues in International Communication: [Topic]	
J 495	Research Methods: [Topic]	
J 496	Communication Ethics and Law: [Topic]	
General Studies Requirements		
Literature courses [2,3]		16
History courses [3]		8
Economics courses [3]		8
8 General studies courses in three other subject codes within the College of Arts and Sciences [3]		24
Total Credits		116

[1] Students must take two 300-level and two 400-level context courses, such as ethics, history, law, diversity, or international communication.

[2] Courses include the following:

1. Literature courses taught by the Department of English and the Department of Comparative Literature. Courses in rhetoric, grammar, and cinema or television production do not count toward this requirement.
2. Literature courses taught in English translation by foreign-language departments or the Department of Classics or courses that are cross-listed for major credit by these departments
3. Introduction to the Humanities I-III (HUM 101–103)

One of the following categories may be used to satisfy 8 credits of this requirement:

- Courses taught in a second language that are part of a student's language program of study. Foreign-language courses used to fulfill the university's bachelor of arts requirement and writing courses used to fulfill the university composition requirement may not be used to fulfill the general-studies courses requirement.
- Courses treating film or television as literature that have significant reading and writing components.

[3] Courses numbered 196, 198, 199, 399–406, or 408–410 may not be used to fulfill these requirements. In addition to the literature, history, and economics block requirements, journalism students must complete three additional blocks. Each block consists of 8 credits of a subject offered by the College of Arts and Sciences. Eligible subjects codes are AEIS, AFR, ANTH, ARB, ASIA, ASL, ASTR, BI, CAS, CH, CHN, CINE, CIS, CIT, CLAS, COLT, CRWR, DANE, EALL, EC, ENG, ENVS, ES, EURO, FINN, FLR, FR, GEOG, GEOL, GER, GRK, HBRW, HC, HIST, HPHY, HUM, INTL, ITAL, JDST, JPN, KRN, LAS, LAT, LING, LT, MATH, MDVL, NORW, PHIL, PHYS, PORT, PS, PSY, REES, REL, RL, RUSS, SCAN, SOC, SPAN, SWAH, SWED, TA, WGS, WR.

The additional blocks *can* overlap with the following requirements:

- Courses taken to fulfill the university's arts and letters, social science, and science group-satisfying requirements (unless the course is also being used for journalism requirements in literature, history or economics)
- Courses taken toward the UO bachelor of science requirement
- Minor and second major course work in the College of Arts and Sciences
- Electives in the College of Arts and Sciences

The additional blocks *cannot* overlap with the following requirements:

- First- and second-year foreign language (if used for the bachelor of arts degree)
- Writing composition (WR) classes used for the UO writing requirement
- Courses used for the literature, history, or economics requirements in journalism

This requirement and the potential for overlap with other requirements can be very complicated and highly individualized. Please speak with your academic advisor to learn about your options.

Portfolio development seminars and workshops are recommended for all advertising students.

Additional Requirements

- Satisfactory completion of a minimum of 60 credits and a maximum of 76 credits in journalism, of which at least 27 must be taken at the University of Oregon School of Journalism and Communication and at least 24 must be upper division
- Satisfactory completion of at least 104 credits in academic fields other than journalism. A student who graduates with 180 credits must count no more than 76 credits (including transfer credits) in journalism toward the degree
- Students must take a minimum of 20 upper-division credits in journalism: advertising, including prerequisites
- Majors and premajors must take all school courses for letter grades unless a course is only offered pass/no pass (P/N). All graded journalism courses taken to satisfy the major must be passed with a grade of mid-C or better
- A cumulative GPA of 2.70 or better in courses taken in the School of Journalism and Communication at the time of graduation

Internship

A major may earn no more than 9 credits in Internship: [Topic] (J 404 (http://catalog.uoregon.edu/archive/2018-2019/search/?P=J%20404)).

Honors Program

The honors program provides high-achieving students the opportunity to develop analytic, creative, critical thinking and research skills in small-group, discussion-oriented courses. The program develops a small multidisciplinary community of communications scholars from all the majors within the School of Journalism and Communication.

Students take three honors courses focusing on media theory, research, or issues, which partially fulfill the context course requirement. In addition, students complete an original piece of scholarship or creative work in the senior year.

The program targets journalism majors entering their junior year who have a minimum 3.50 cumulative UO GPA. Applications are accepted each spring for the following year's cohort. Clark Honors College students are eligible to apply. More information is available on the school's website.

Second Bachelor's Degree

Students who already have a bachelor's degree and want to earn a second bachelor's degree in the School of Journalism and Communication may apply for premajor status through the university's Office of Admissions. Upon fulfilling the requirements for application for admission, they may apply for major status. Students must complete all of the school's requirements for graduation including the school's arts and sciences requirement and university requirements for the BA or BS. Credits, including transfer credits, earned for the first bachelor's degree may count toward meeting the requirements as long as they conform to the transfer-credit policy outlined previously.

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 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 211. Gateway to Media. 8 Credits.
Integrates critical thinking, creative thinking, and basic skills for nonfiction storytelling through words, photos, audio, and video. Majors only.
Prereq: J 100, J 101, J 201.

J 212. Writing for Communicators. 4 Credits.
Course builds on what was learned Grammar for Communicators course (J 101) to help students develop the ability to write for a variety of professional platforms and to achieve the appropriate strategic purpose.
Prereq: J 100, J 101, J 201.

J 213. Fact or Fiction. 4 Credits.
This course helps students grapple with information in the digital age to evaluate how media professional develop notions of truth, ethics, and transparency. It covers information credibility, social media algorithms, and data and numerical literacy.
Prereq: J 100, J 101, J 201.

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 205 and J 206 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: 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, J 206, J 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, J 206 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]. 1-6 Credits.
Repeatable.

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

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

J 411M. US Film Industry. 4 Credits.
Traces the past and present of the U.S. film industry. Multilisted with CINE 411M.
Prereq: J 201 with a grade of mid-C or better.

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, J 361 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 331, J 361, 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.
Prereq: J 361 with a mid-C or better.

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; J 494 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 three times for a maximum of 16 credits when topic changes.
Prereq: J 205, J 206, J 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 469. OR Magazine. 4 Credits.
Building skills in journalistic storytelling and multimedia production of a digital magazine for distribution via mobile devices. Repeatable once for a maximum of 8 credits.
Prereq: J 207, J 361 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 361, 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, J 371 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 361, J 371 with a grade of mid-C or better.

J 475. Flux Production. 1-5 Credits.
Repeatable. 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. Repeatable for a maximum of 12 credits.
Prereq: J 361 with a grade of mid-C or better.

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]. 1-6 Credits.
Repeatable.

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

J 511M. US Film Industry. 4 Credits.
Traces the past and present of the U.S. film industry. Multilisted with CINE 511M.

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 three times for a maximum of 16 credits when topic changes.
Prereq: 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 569. OR Magazine. 4 Credits.
Building skills in journalistic storytelling and multimedia production of a digital magazine for distribution via mobile devices. Repeatable once for a maximum of 8 credits.

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.
Repeatable. 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. Repeatable for a maximum of 12 credits.

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 594. 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.

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.
Course may be repeated 25 times for credit after the initial instance.

J 604. Internship: [Topic]. 1-6 Credits.
Repeatable for maximum of 12 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 612. Media Theory I. 5 Credits.
First in a three-part sequence introducing students to media theory, focusing on the social scientific tradition. Sequence with J 613, J 614.

J 613. Media Theory II. 5 Credits.
Second in a three-part sequence introducing students to media theory, focusing on critical approaches. Sequence with J 612, J 614.
Prereq: J 612.

J 614. Media Theory III. 5 Credits.
Third in a three-part sequence introducing students to media theory, focusing on contemporary theoretical perspectives. Series with J 612, J 613.
Prereq: J 613.

J 616. Introduction to Strategic Communication Marketing. 4 Credits.
Discussion of fundamental marketing concepts from the perspective of the manager. Analysis of complex marketing challenges in research, segmentation, targeting, pricing, distribution, and branding.

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 618. Strategic Communication Management. 4 Credits.
Elements of managing and leading organizations; examination of key issues faced by leaders. Topics include leadership theory, leading change, dealing with conflict, and performance and strategic management.

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 626. Strategic Marketing Communication. 4 Credits.
Examination, evaluation, and integration of advertising, public relations, sales promotion, direct marketing, social media, sponsorship and events, packaging, customer service, and personal selling.

J 627. Foundations of Multimedia Journalism. 4 Credits.
Serves as a foundation of theory and technique, with an introduction to storytelling forms, technical production skills, and the visual language. Students will learn how to use the tools of the trade so that they can communicate effectively with other multimedia journalists.

J 628. Multimedia Journalism Practices. 4 Credits.
Building on the J 627 course, students create a narrative video project that focuses on visual storytelling, character development, and present-tense storytelling.

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 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 612, J 613, J 614, J 641, and J 642.
Prereq: J 612, J 613, J 614, J 641, J 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 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 654. Reporting within Communities. 4 Credits.
Students explore and practice emerging "community-first" concepts of journalism and reporting to identify the needs of the communities served, codesigning processes and solutions to keep them engaged.

J 656. Producing the Story. 4 Credits.
Students work collaboratively to create a compelling, ethical work of journalism with impact, applying all aspects of community engagement, reporting, storytelling, and production skills learned in previous terms.

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.