Journalism Courses

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. Workshop: [Topic]. 1-12 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, CINE 260M or ENG 260M; two from CINE 265, CINE 266, CINE 267.

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, and either CHC enrollment or completion of the WR requirement.

J 212. Writing for Communicators. 4 Credits.
Course builds on what was learned in 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, and either CHC enrollment or completion of the WR requirement.

J 213. Fact or Fiction. 4 Credits.
This course helps students grapple with information in the digital age to evaluate how media professionals 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, and either CHC enrollment or completion of the WR requirement.

J 249. Introduction to Studying Games. 4 Credits.
Introduction to the fundamentals of game studies, including the game industry, history, culture, and critical topics from industrial labor and globalization to identity representations.

J 250. Media Studies Production. 2 Credits.
This course complements an understanding of production skills and practice from Gateway to Media by adding critical and cultural theory. By examining the relationship between theory and practice, students gain deeper knowledge of how production practices impact cultural and society.
Prereq: J 211.

J 299. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

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 better than C-.

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 better than C-.

J 331. Digital Video Production. 4 Credits.
Introduction to techniques of single-camera field video production. Journalism and cinema studies majors only.
Prereq: J 211 and J 212 and J 213, or J 208 with a grade better than C-.

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.
Prereq: ARTD 250, ARTD 251, ARTD 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 industry specialties. Emphasis on creative process, generative techniques, teamwork, career planning, industry trends. Journalism: advertising majors only.
Prereq: J 211, J 212 with a grade better than C-.

J 349. The Games Industry. 4 Credits.
Covers the shape and structure of the global games industry—its producers, value chains, sales, and industrial logics—and its key critical questions
Prereq: J 249 with a grade better than C-.

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 211, J 212, J 213, J 350 with a grade of better than C-.

J 353. Game Design and Critique. 4 Credits.
Guides students through the elements, steps, and processes of creating a game to cultivate in-depth knowledge of design and game development.
Prereq: J 249 with a grade better than C-.

J 354. Theories of Play in Media and Communication. 4 Credits.
Explores play and its relationship to culture and media. Covers the role of play in history, psychology, game design, and modern media and internet cultures.
Prereq: J 249 with a grade better than C-.

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 211, J 212 with a grade better than C-.

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 211, J 212, J 213 with a grade better than C-.

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 213, J 361 with a grade better than C-.

J 377. Science of Science Communication. 4 Credits.
In this class students will delve deeper into the theoretical foundations of science communication as a discipline. Students will develop an understanding of the different models of science communication, their benefits, drawbacks, and current use in a variety of contexts.
Prereq: We recommend two area satisfying courses in the sciences.

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 better than C-.

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

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 better than C-

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 better than C-.

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]. 1-5 Credits.
Repeatable.

J 406. Practicum: [Topic]. 1-12 Credits.
Repeatable.

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

J 408. Workshop: [Topic]. 1-6 Credits.
Repeatable.

J 409. Terminal Project. 1-12 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, examining key moments in the development of Hollywood, including the consolidation and restructuring of the major movie studios, the film industry's relationship to TV and the Internet. Journalism Majors and MEST minor.
Prereq: J 201 with a grade better than C-.

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. Majors only. Repeatable three times for a maximum of 16 credits when topic changes.
Prereq: J 201 with a grade better than C-.

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 211, J 212, J 213, J 314 with a grade better than C-.

J 415. Media Studies Research Methods. 4 Credits.
This course provides the core skills necessary to critically evaluate scientific and analytic studies and conduct research in the media studies tradition. Students learn basic principles of media studies research methods, such as experiments, surveys, naturalistic observations, and interviews.
Prereq: J 201, J 314.

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 media studies minors only.
Prereq: J 201 with a grade better than C-.

J 420. Documentary Pre-Production. 4 Credits.
Students learn to research, plan, budget for, and develop a documentary film idea. They gain experience shooting a sizzle and pitching projects to potential producers. Several documentary forms will be explored, including portraits, ethnographies, interviews, personal stories, processes and events, and re-enactments.
Prereq: J 208.

J 421. Documentary Production. 4 Credits.
Get experience shooting a short documentary worthy of broadcast screening, film festival exhibition, or another venue.
Prereq: For SOJC students J 208 and J 420 with a grade better than C-. For CINE students: J 208 and permission of the instructor.

J 422. Documentary Post-Production. 4 Credits.
Trains students with to edit and do post-production work on their documentary film projects.
Prereq: J 208, J 420, J 421.

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 425. Making the Virtual a Reality. 4 Credits.
Introduces students to immersive media's rich foundational scholarship and arms students with theoretical and practical tools to assess trends like platformization, digital surveillance and algorithmic bias.
Prereq: J 249 with a grade better than C-.

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. Sequence with J 428M. 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. Sequence with J 427M. Offered alternate years.
Prereq: J 427M.

J 429. Media Technologies and Society: [Topic]. 4 Credits.
Explores the interrelationship between media technologies and social practices and processes in current and historical contexts. Majors and minors only. Repeatable three times for a maximum of 16 credits when topic changes. Open to MEST minors.
Prereq: J 201 with a grade better than C-.

J 430. Culture and Power in the Media: [Topic]. 4 Credits.
Explores issues of culture, identity, and power, including the role media play in reinforcing social, political, and economic disparities. Majors and minors only. Repeatable three times for a maximum of 16 credits when topic changes.
Prereq: J 201 with a grade better than C-.

J 431. Media Structures and Regulation: [Topic]. 4 Credits.
Explores how the infrastructures and regulatory environments of national and global media institutions influence discourse, democracy, and public life. Majors and MEST minors only. Repeatable three times for a maximum of 16 credits when topic changes.
Prereq: J 201 with a grade better than C-.

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 211, J 212, J 213, J 331, J 361 with a grade better than C-.

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 better than C-.

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 213, J 361 with a grade better than C-.

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 213, J 342 with a grade better than C-.

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 211, J 212, J 213, J 342 with a grade better than C-.

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, J 444, J 457, J 458, J 459, J 460 with a grade better than C-.

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 better than C-.

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 better than C-.

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 better than C-.

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 211, J 212, J 213, J 342 with a grade better than C-.

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 211, J 212, J 213, J 342 with a grade better than C-.

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 211, J 212, J 213, J 342 with a grade better than C-.

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 211, J 212, J 213, J 342 with a grade better than C-.

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 211, J 212, J 213, J 361 with a grade better than C-.

J 462. Reporting II. 4 Credits.
In-depth reporting on public affairs and community news. Journalism majors only.
Prereq: J 211, J 212, J 213, J 361 with a grade better than C-.

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 211, J 212, J 213, J 361 with a grade better than C-.

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 211, J 212, J 213, J 365 with a grade better than C-.

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 better than C-.

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 better than C-.

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.

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. Repeatable for a maximum of 12 credits.
Prereq: J 211, J 212, J 213, J 331, J 361 with a grade better than C-.

J 477. Topics in Science of Science Communication: [Topic]. 4 Credits.
This course dives deeply into issues related to the science of science communication, including more advanced exploration of health communication, decision making, numeracy, and environmental communication. Students will focus on developing research projects in consultation with the instructor. Repeatable twice for a maximum of 12 credits when topic changes.
Prereq: J 377.

J 478. Producing the Science Story: [Topic]. 4 Credits.
This course focuses on producing stories about science for a variety of media. Students will incorporate research from the science of science communication in crafting story strategies for specific audiences. Additional focus will be on innovative storytelling strategies for complicated subjects using journalistic practice. Repeatable twice for a maximum of 12 credits when topic changes.
Prereq: J 377.

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 482. Analog Games. 4 Credits.
Analyzes analog games through genre-based modules (e.g., cards, dice, board games, etc.) that evaluate key issues in game history, mechanics and design, and social impacts.
Prereq: J 249 with a grade better than C-.

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 213, J 361 with a grade better than C-.

J 484. Game Journalism and Newsgames. 4 Credits.
Ties together the coverage and use of games in journalism, showcasing how journalism shapes perceptions of gaming, key types of game reporting, and innovating storytelling approaches.
Prereq: J 249 with a grade better than C-.

J 485. Gamification and the Media. 4 Credits.
Studies gamification (the use of game elements in non-game contexts) to help students analyze, critique, and make use of game elements in their own media production.
Prereq: J 249 with a grade better than C-.

J 486. Understanding Esports. 4 Credits.
Explores and analyzes esports, (organized competitive video gaming,) addressing key issues around players and teams, business structures and management, diversity and inclusion, and media and communication.
Prereq: J 249 with a grade better than C-.

J 489. Media Entrepreneurship. 4 Credits.
Media Entrepreneurship introduces students from journalism and communication-based fields to the fundamentals of the entrepreneurship and innovation, and gives them an opportunity to conceive, develop and test original media business ideas.
Prereq: SOJC undergrads: Media studies: J 314 with a grade better than C-; Journalism: J 361 with a grade better than C-; Advertising: J 342 with a grade better than C-; Public relations: J 352 with a grade better than C-.

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 better than C-.

J 500M. Temporary Multilisted Course. 1-5 Credits.
Repeatable.

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. Majors only. Repeatable three times for a maximum of 16 credits when topic changes.

J 520. Documentary Pre-Production. 4 Credits.
Students learn to research, plan, budget for, and develop a documentary film idea. They gain experience shooting a sizzle and pitching projects to potential producers. Several documentary forms will be explored, including portraits, ethnographies, interviews, personal stories, processes and events, and re-enactments.

J 521. Documentary Production. 4 Credits.
Get experience shooting a short documentary worthy of broadcast screening, film festival exhibition, or another venue.

J 522. Documentary Post-Production. 4 Credits.
Trains students with to edit and do post-production work on their documentary film projects.

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 527M. Sequence with J 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 ANTH 528M. Sequence with J 527M. Offered alternate years.
Prereq: J 527M.

J 529. Media Technologies and Society: [Topic]. 1-4 Credits.
Explores the interrelationship between media technologies and social practices and processes in current and historical contexts. Majors and minors only. Repeatable three times for a maximum of 16 credits when topic changes. Open to MEST minors.

J 530. Culture and Power in the Media: [Topic]. 4 Credits.
Explores issues of culture, identity, and power, including the role media play in reinforcing social, political, and economic disparities. Majors and minors only. Repeatable three times for a maximum of 16 credits when topic changes.

J 531. Media Structures and Regulation: [Topic]. 4 Credits.
Explores how the infrastructures and regulatory environments of national and global media institutions influence discourse, democracy, and public life. Majors and MEST minors only. Repeatable three times for a maximum of 16 credits when topic changes.

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 better than C-.

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 543, J 544, J 556, J 557, J 558, J 559, J 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.

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: [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.

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 better than C-.

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 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 577. Topics in Science of Science Communication: [Topic]. 4 Credits.
This course dives deeply into issues related to the science of science communication, including more advanced exploration of health communication, decision making, numeracy, and environmental communication. Students will focus on developing research projects in consultation with the instructor. Repeatable twice for a maximum of 12 hours when topic changes.

J 578. Producing the Science Story: [Topic]. 4 Credits.
This course focuses on producing stories about science for a variety of media. Students will incorporate research from the science of science communication in crafting story strategies for specific audiences. Additional focus will be on innovative storytelling strategies for complicated subjects using journalistic practice. Repeatable twice for a maximum of 12 credits when topic changes.

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 589. Media Entrepreneurship. 4 Credits.
Media Entrepreneurship introduces students from journalism and communication-based fields to the fundamentals of the entrepreneurship and innovation, and gives them an opportunity to conceive, develop and test original media business ideas.

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. Majors only. Repeatable once for a maximum of 8 credits when topic changes.

J 601. Research: [Topic]. 1-6 Credits.
Repeatable for maximum of 16 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. 1-12 Credits.
Repeatable.

J 606. Practicum: [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 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 up to five times with change in topic.

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 629. Media and Communication Ethics: [Topic]. 4 Credits.
This course explores ethical issues facing media workers and media users in culture and society today. Topics may include digital ethics, strategic communication ethics, visual ethics and global media ethics.

J 635. Thinking Story. 4 Credits.
Recognize and use fundamental approaches to narrative storytelling to create dynamic and engaging multimedia projects.

J 639. Foundations of Explanatory Video Journalism. 4 Credits.
Students explore and practice concepts in visual explanation and explanatory video.

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. Advanced Doctoral Seminar. 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.

J 663. Foundations of Strategic Sport Communication. 4 Credits.
Presents and reviews major theories, models, and practices in sports communication. Theoretical topics include sports media effects and persuasion as applied to broadcast, public relations, advertising, and other strategic communication. Cultural, societal and industry relevance also discussed.

J 664. Foundations in Immersive Media. 4 Credits.
Students will explore the uses of virtual worlds, augmented, virtual, and extended reality through the strategic lens of communications (marketing, advertising, branding) and community building. Students will investigate the attributes of the technologies that create both opportunities and barriers to adoption and effective use.

J 665. Immersive Media Psychology. 4 Credits.
This course offers an overview of media psychology with an emphasis on emerging media platforms. Students learn why humans consume certain types of media content and gain an understanding of the affective, behavioral, and cognitive implications of media messages in order to better understand audiences.

J 669. Creating for Immersive Platforms. 4 Credits.
An introduction to the tools used for designing and building virtual reality (VR) and augmented reality (AR) experiences. Students learn to build interactive VR scenes, mobile augmented visuals and foundational skills for building real-time ready assets. Students also gain understanding of immersive media production pipelines.