

# Journalism and Communication (JCOM)

---

## Courses

### JCOM 101. Media Professions. 4 Credits.

Introduction to dynamic media and communication professions, opportunities, and issues, as well media literacy. The course serves as the introduction to majors in the School of Journalism and Communication.

### JCOM 102. Story Craft Audio. 2 Credits.

Prepares majors for basic audio production classes, projects, and opportunities in their program of work. With this knowledge comes a respect for the resources and people of the School Of Journalism Communications and Allen Hall. Emphasizes the basics of recording and using sound.

### JCOM 103. Story Craft Visual. 2 Credits.

Introduces fundamentals of how to create professional visual media and will lay a foundation of technical knowledge and creative capacities which will be further developed in future classes. Successful students will demonstrate a basic understanding and confidence in properly using production camera equipment, lighting equipment, production studios, editing software, and equipment checkout systems.

### JCOM 196. Field Studies: [Topic]. 1-2 Credits.

Repeatable.

Repeatable 99 times

### JCOM 198. Workshop: [Topic]. 1-12 Credits.

Repeatable.

Repeatable 99 times

### JCOM 199. Special Studies: [Topic]. 1-5 Credits.

Repeatable.

Repeatable 99 times

### JCOM 199L. Special Studies: [Topic]. 2 Credits.

Repeatable.

Repeatable 99 times

### JCOM 201. Making Sense of Media. 4 Credits.

This course explores the social, cultural, economic, and political implications of media consumption in an age of misinformation and disinformation. Over the course of the term, students will explore key transformations in the media landscape, paying close attention to the interplay of media and power.

#### Additional Information:

Social Science Area

### JCOM 202. How Stories Work. 4 Credits.

This class will ground students in the basics of story: the components, the structure, the conceptual framework with consideration as to how story is understood in SOJC majors and coursework. Throughout the term, students will explore how stories unfold for different audiences, in different channels, and with different purpose in mind.

### JCOM 203. Writing as Practice. 4 Credits.

Writing as Practice is designed to help students develop a professional voice and identity through consistent writing and feedback. Practice is ritual and routine. The focus is strictly on improvement, which is why this class isn't graded. It's Pass/NoPass, meaning that everyone will need to meet a basic minimum standard and, because of that, everyone will leave this class as a better writer. Everyone has room for improvement; this class is built to make that happen.

### JCOM 220. 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 and SOJC majors only.

**Requisites:** Prereq: [JCOM 101 or J 100] and [JCOM 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 201 or J 201] and [JCOM 203 or J 212] or [CINE 260M or ENG260M; and two from CINE 265, CINE 266, CINE 267].

### JCOM 221. 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.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203] or J 211.

### JCOM 241. Principles of Multimedia Techniques. 4 Credits.

This class will ground students in the principles of shooting, recording, and editing photos, videos, and audio. Students will learn how to operate professional-level cameras and audio recorders and edit digital content using software. Students will learn about media aesthetics and how to create compelling photos, videos, and audio pieces for publication.

**Requisites:** Prereq: [JCOM 102, JCOM 103] or J 211.

### JCOM 280. 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.

### JCOM 299. Special Studies: [Topic]. 1-5 Credits.

Repeatable.

Repeatable 99 times

### JCOM 299L. Special Studies: [Topic]. 4 Credits.

Repeatable.

Repeatable 99 times

### JCOM 301. 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 become the focus for analysis.

**Requisites:** Prereq: JCOM 201 or J 201.

#### Additional Information:

Cultural Literacy: US: Difference, Inequality, Agency

### JCOM 302. Communication Law. 4 Credits.

This course emphasizes legal aspects of the media: constitutional freedom of expression, news gathering, access to public records, libel, privacy, copyright, advertising, electronic media regulation, and antitrust.

**Requisites:** Prereq: JCOM 201 or J 201.

#### Additional Information:

Social Science Area

**JCOM 303. Media Ethics. 4 Credits.**

This course focuses on ethical problems in the media: privacy, violence, pornography, truth-telling, objectivity, media codes, public interest, media accountability.

**Requisites:** Prereq: JCOM 201 or J 201.

**Additional Information:**

Arts Letters Area

**JCOM 304. Business of Media. 4 Credits.**

Emphasizes the changing landscape of media channels and systems, how they are adapting to transformational technology, and how innovation and entrepreneurship are requisites for successful careers.

**Requisites:** Prereq: JCOM 201 or J 201.

**JCOM 305. Media History. 4 Credits.**

The changing structure and character of the media in the United States.

**Requisites:** Prereq: JCOM 201 or J 201.

**Additional Information:**

Social Science Area

**JCOM 306. Global Communications. 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.

**Requisites:** Prereq: JCOM 201 or J 201.

**Additional Information:**

Cultural Literacy: Global Perspectives

**JCOM 311. 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.

**Requisites:** Prereq: JCOM 201 or J 201.

**JCOM 312. 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.

**Requisites:** Prereq: [JCOM 102, JCOM 103, JCOM 201, JCOM 202] or J201 and [JCOM 311 or J314].

**JCOM 314. Understanding Disney. 4 Credits.**

The course will explore the Walt Disney Company and its products using a variety of approaches and methodologies. It will consider different versions of Disney's history, present a political economic analysis of the Disney empire, and present textual analyses of Disney products, as well as discussing a wide array of audience responses.

**Requisites:** Prereq: JCOM 201 or J 201.

**JCOM 315. Indigenous Media. 4 Credits.**

In this course, students will explore diverse forms of communication adopted by indigenous societies, with a specific focus on the rich tapestry of non-Western cultures. These societies are characterized by profound cultural connections to their territories and a profound influence from non-Western traditions.

**Requisites:** Prereq: JCOM 201 or J 201.

**JCOM 316. Black American Media. 4 Credits.**

This class surveys the history of Black American's involvement in media production, representation, and reception since the late 19th century. Throughout the course, students will analyze media, including Black newspapers and magazines, films, television shows, music, etc.

**Requisites:** Prereq: JCOM 201 or J 201.

**JCOM 317. Media and Religion. 4 Credits.**

Modernist views predict declining religious influence due to factors like rational-legal authority, science, technology, and modern institutions. This course challenges that "secularization theory" by examining how media tech promotes religion in today's world. To understand religion's role in politics and culture, we'll explore ideas from Durkheim and Weber, pioneers in religious studies. Discussions on religion, modernization, and secularization will follow, including an analysis of Bercovitch's "The Puritan Origins of the American Self" for insights into Christian roots in American culture.

**Requisites:** Prereq: JCOM 201 or J 201.

**JCOM 318. Documenting International Human Rights. 4 Credits.**

This class, using close studies of the documentary films that have greatly influenced our understanding of human rights, will take up the advanced requirements of storytelling, tracing the parallel developments of an art that can reveal both horror and the progress toward real defenses against it--that can tell the truth but also distort it into lies. What are human rights and how can documentaries convey the realities of human experience--the worldwide crisis we are in-- so that we can understand the situation of ourselves and others in our world?

**Requisites:** Prereq: JCOM 201 or J 201.

**JCOM 322. Documentary Screening and Guests. 4 Credits.**

Doc Screening + Guests will screen, discuss, and analyze the current Academy of Motion Picture Arts and Sciences (Oscar) short listed feature and short documentaries and other films of merit. When possible, we will provide a "free" link to view it. We will be able to do close analysis of the films and discuss the visual style, editing approach, the writing and the producing, marketing, and distribution of the works.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 311] or J 201.

**JCOM 330. Journalism and Democracy. 4 Credits.**

Journalism and Democracy focuses on the journalistic process of producing work that is fair, accurate, and community-focused. This is a journalism class where no journalism is created. Instead, students will build a strong base regarding how to work in the public interest.

**Requisites:** Prereq: [JCOM 101 or J 100] and [JCOM 201 or J 201] and [JCOM 202 or J 211].

**JCOM 331. Fundamentals of Reporting and Interviewing. 8 Credits.**

Journalism requires four essential skills: research, interviewing, analysis and writing. This course provides students with the foundation to gain mastery of those skills.

**Requisites:** Prereq: [JCOM 101 or J 100] and [JCOM 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 201 or J 201] and [JCOM 203 and JCOM 330 or J 212].

**JCOM 332. Public Affairs Journalism. 4 Credits.**

In this course, you will meet the real-world, professional demands of reporting publication-ready news in a timely, consequential and ethical way. You will broaden your reporting experiences, strengthen your news gathering skills and sharpen your proficiency with writing and revision. We will think critically about the role of community journalism and how your stories can have a meaningful impact.

**Requisites:** Prereq: JCOM 331 or J 361.

**JCOM 333. Audiences. 4 Credits.**

This course teaches students in the Reporting and Writing track of the Journalism major how to make news work for audiences. Students will learn how to understand one's current and potential audiences via digital metrics and listening, and grasp how to meet people where they are across various digital platforms, apps, services, and future possibilities. This course trains students to craft news in a multi-platform way with polish, professionalism, and ethical standards, and with maximum public engagement and impact in mind.

**Requisites:** Prereq: JCOM 331 or J 361.

**JCOM 341. Audio Journalism I. 4 Credits.**

This class will elevate the student's understanding of engaging audio narratives, technical skills for audio production, and professional competencies in real-world journalistic settings. It emphasizes the course's applicability to podcasting, radio journalism, and enhancing storytelling skills for a variety of media careers.

**Requisites:** Prereq: JCOM 331 or J 361.

**JCOM 342. Video Journalism I. 4 Credits.**

This course teaches professional on-camera video storytelling with an emphasis on journalism that is designed to work across multiple platforms, including social and mobile. It teaches students how to craft audio/video news stories and how to deliver them.

**Requisites:** Prereq: [JCOM 241, JCOM 331, JCOM 341] or [J 361].

**JCOM 345. Photojournalism I. 4 Credits.**

Visual reporting techniques, with emphasis on practice, law, and ethics of photojournalism and photographic communication. Laboratory and portfolio-intensive. Majors only.

**Requisites:** Prereq: [JCOM 241 and JCOM 331] or [(JCOM 102, JCOM 103, JCOM 202) or J 211] and [JCOM 203 or J 212].

**JCOM 347. Social Media Journalism. 4 Credits.**

This class grounds students to develop their understanding of social media's role as a leading source for news consumption, story gathering and distribution. By creating their own social media content and critiquing others' work, students will develop their digital skillsets and their ability to analyze journalistic content on different social media channels. In doing this, students will be equipped with the foundational social media skills and knowledge that are fundamental to their future success as journalists and communication professionals.

**JCOM 348. Media Entrepreneurship. 4 Credits.**

This class is designed to lay the foundational knowledge of media entrepreneurship, focusing on understanding, and addressing audience needs, pinpointing market gaps, and crafting a compelling media startup proposal. Over the term, students will delve into case studies of successful media startups, gaining insights into how these ventures identify their niche in the market and develop strategies for long-term sustainability. Through this practical exploration, the course equips students with the essential tools and frameworks needed to conceptualize and propose viable media business solutions.

**JCOM 349. Project Management. 4 Credits.**

This class offers a unique blend of project management principles and journalistic integrity, designed to equip students with the skills to lead impactful editorial projects. This course is pivotal for those looking to excel in the fast-paced media industry, teaching essential techniques for effective project execution and team leadership. Perfect for aspiring journalists and editors, it bridges academic learning with professional preparation, ensuring students are ready to manage innovative projects from the classroom to the newsroom.

**JCOM 350. 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.

**Requisites:** Prereq: [JCOM 101 or J 100] and [JCOM 201 or J 201] and [JCOM 202 or J 211].

**JCOM 351. Advertising and Culture. 4 Credits.**

Introduces the concepts of cultural communication, empathy and respect for audiences, and building strategy that resonates with subcultures. The course emphasizes team collaboration, research skills, and practices of equity and inclusion in creative messaging.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203] or J 342.

**JCOM 352. Writing Design Concepts. 4 Credits.**

The process of conceptual problem-solving for brand campaigns in traditional and emerging media. Emphasis: conceptual development of advertising writing, design, campaigns, and presentation of developed work. Critical feedback on creative work and portfolios is an essential part of the course.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 350] or J 342.

**JCOM 353. 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.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 350] or J 342.

**JCOM 354. Understanding Brands. 4 Credits.**

This course explores historical and cultural influences on good advertising and brands that define categories. Emphasis on creative leaders, brand categories, and creating advertising that adheres to best practices around cultural influence, collaboration, and critical feedback.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 350] or J 342.

**JCOM 355. Brand Responsibility. 4 Credits.**

This course becomes an important component of career readiness for graduates entering the advertising industry. Emphasis on creating effective strategies for responsible brands and arming students with vital tools for creating and managing ethical work.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 350] or J 342.

**JCOM 356. Psychology of Advertising. 4 Credits.**

This course provides an overview of psychology as it pertains to advertising particularly in the domain of persuasion, messaging, and more generally, marketing communications.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 350] or J 342.

**JCOM 359. Account Management. 4 Credits.**

The role of the account executive in the advertising agency examined through case studies exploring brand management, agency organization, and relationship building in agencies.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 350] or J 342.

**JCOM 360. Advertising Creative Studio I. 4 Credits.**

This course is a collaborative studio course emphasizing teamwork with strategists, writers, and art directors. Career readiness for creative teams is emphasized.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 350] or J 342.

**JCOM 361. Advertising Media Planning. 4 Credits.**

Focus on building communications and media objectives via strategy and creative thinking to determine effective methods of reaching a designated target audience. Use of media measurement tools, industry trends analysis, media channel innovation.

**Requisites:** Prereq: [JCOM 101, JCOM 102, JCOM 103, JCOM 201, JCOM 202, JCOM 203, JCOM 350] or J 342.

**JCOM 365. Introduction to Media Design. 4 Credits.**

This course introduces students to theories and creative practice focusing on design for media content. Basic graphic design for print, digital, and video applications are explored, as well as professional tools for the creative industry.

**Requisites:** Prereq: [JCOM 101 or J 100] and [JCOM 201 or J 201] and [JCOM 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212].

**JCOM 370. Public Relations Fundamentals. 4 Credits.**

This course offers an overview of public relations practice in a diverse global society, including theory, career opportunities, history, communication forms and channels, and ethical concerns.

**JCOM 371. Writing for Influence. 4 Credits.**

This writing-intensive class focuses on teaching students how to develop effective, strategic, theory-based content for multiple media platforms using journalistic style and storytelling. Students will learn proper methods of information gathering and how to write clearly and concisely, incorporating ethical media relations practices.

**Requisites:** Prereq: [JCOM 101 or J 100] and [JCOM 201 or J 201] and [JCOM 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [JCOM 370 or J 350].

**JCOM 372. Writing for Digital Audiences. 4 Credits.**

This is a writing-intensive lab that focuses on teaching students how to produce strategic content for various digital audiences using appropriate journalistic style. Students learn critical strategic skills intended to help them think, research, and write digital content like public relations professionals.

**Requisites:** Prereq: [JCOM 101 or J 100] and [JCOM 201 or J 201] and [JCOM 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [JCOM 370 or J 350].

**JCOM 373. Advanced Media Relations. 4 Credits.**

This class teaches students best practices in strategic media relations, and how to build quality relationships that will help practitioners get their organization's and client's news places in targeted news outlets. Students will enhance their ability to strategize, pitch, plan and deliver content on behalf of an organization; tailor communications based on audience and objective; and prepare "client-ready" materials.

**Requisites:** Prereq: JCOM 371 or J 352.

**JCOM 380. 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

**Requisites:** Prereq: JCOM 280 or JCOM 311 or J 249.

**JCOM 381. 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.

**Requisites:** Prereq: JCOM 280 or JCOM 311 or J 249.

**JCOM 382. 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.

**Requisites:** Prereq: JCOM 280 or JCOM 311 or J 249.

**JCOM 383. Understanding E-Sports. 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.

**JCOM 385. Science of Science Communication. 4 Credits.**

This class is designed to introduce students to the theoretical foundations of science communication as a discipline. The class will provide an overview of the theoretical landscape, with an understanding of how the discipline of science communication has largely moved from deficit to dialogue in the past 30 years. Students will spend the majority of their time in this course exploring the different models of science communication, when and why they work, and how we know they work.

**JCOM 399. Special Studies: [Topic]. 1-8 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 399L. Special Studies: [Topic]. 4 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 400M. Temporary Multilisted Course. 1-5 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 401. Research: [Topic]. 1-9 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 403. Thesis. 1-9 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 404. Internship: [Topic]. 1-9 Credits.**

Repeatable for maximum of 9 credits.

**Repeatable 8 times for a maximum of 9 credits**

**JCOM 405. Reading and Conference: [Topic]. 1-5 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 406. Practicum: [Topic]. 1-12 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 407. Seminar: [Topic]. 1-4 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 408. Workshop: [Topic]. 1-6 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 409. Terminal Project. 1-12 Credits.**

Repeatable.

**Repeatable 99 times**

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

**Repeatable 99 times**

**JCOM 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. Multilisted with CINE 411M.

**Requisites:** Prereq: JCOM 201.

**Equivalent to:** CINE 411M

**JCOM 419. Reality Television. 4 Credits.**

This course focuses on a popular television genre – reality television – and uses it as a means to explore key issues in contemporary culture and society.

**Requisites:** Prereq: JCOM 201 or J 201.

**JCOM 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.

**Requisites:** Prereq: JCOM 220 or J 208.

**JCOM 421. Documentary Production. 4 Credits.**

Get experience shooting a short documentary worthy of broadcast screening, film festival exhibition, or another venue.

**Requisites:** Prereq: JCOM 420 or J 331 or J 420.

**JCOM 422. Documentary Post-Production. 4 Credits.**

Trains students with to edit and do post-production work on their documentary film projects.

**Requisites:** Prereq: JCOM 421.

**JCOM 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 JCOM 428M. Offered alternate years.

**Equivalent to:** ANTH 427M

**JCOM 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 JCOM 427M. Offered alternate years.

**Requisites:** Prereq: ANTH 427M or JCOM 427M.

**Equivalent to:** ANTH 428M

**JCOM 431. Data Journalism. 4 Credits.**

This course underscores and advances the power to identify, locate, obtain and analyze data is central to journalism's public service role and the capacity of journalism to engage a wider audience.

**Requisites:** Prereq: JCOM 333 or J 361.

**JCOM 433. Catalyst Journalism. 4 Credits.**

This course teaches a pioneering approach to journalism developed here at the SOJC, one that seeks impact by combining investigative reporting with solutions journalism, an emerging evidence-based reporting strategy that highlights social progress and innovation.

**Requisites:** Prereq: JCOM 333 or J 361.

**JCOM 434. Investigative Journalism. 4 Credits.**

This class challenges students to do the important work through thorough investigative journalism using in-depth interviews, public records, and mastery of story. Students are expected to publish their vetted work at the end of the term.

**Requisites:** Prereq: JCOM 333 or J 361.

**JCOM 435. Profiles and Narrative. 4 Credits.**

This course provides you with the essential skills, methods and mindset to produce compelling narratives and in-depth, insightful profiles that will engage with compelling stories about the human experience.

**Requisites:** Prereq: JCOM 333 or J 361.

**JCOM 446. Photojournalism III Multimedia Storytelling. 4 Credits.**

A hands-on class in audio and video storytelling that will expand the toolkit and mastery of photojournalism students.

**Requisites:** Prereq: JCOM 345 or J 365.

**JCOM 455. Brand Strategy. 4 Credits.**

This course emphasizes the importance and challenge of compelling creative brand strategy, including how strategy impacts creative work, internal agency partnerships, and, importantly, business success.

**Requisites:** Prereq: JCOM 311 or JCOM 330 or JCOM 350 or JCOM 370 or J 342.

**JCOM 457. Sports Brand Strategy. 4 Credits.**

Bridges concepts of business and creative strategy to understand the process of building compelling brands in the context of sport. Representing a multi-billion-dollar industry, sport provides a unique platform to study how strong brands are developed, positioned, and brought to life in creative ways.

**Requisites:** Prereq: JCOM 311 or JCOM 330 or JCOM 350 or JCOM 370 or J 342.

**JCOM 461. Advertising Campaigns. 4 Credits.**

Seniors work in teams to produce a comprehensive campaign involving every aspect of advertising, ranging from market research through creative and media strategy formulation to execution. The collaborative teamwork is based on expertise and practice in industry. Journalism: advertising majors only.

**Requisites:** Prereq: Recommended - JCOM 350; two courses from JCOM 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361; two courses from JCOM 454, 455, 456, 457, 458, 459, 460; one course from either list.

**JCOM 462. National Student Advertising Competition Campaigns. 5 Credits.**

Dedicated teamwork focusing on the annual American Advertising Federation National Student Advertising Competition (NSAC). Entrance is by portfolio and interview application. Students work a full year on the competition and resulting campaign book. This course is the focal point of that work.

**JCOM 470. Strategic Communications Research Methods. 4 Credits.**

This course is designed to provide you with an understanding of common research methods used in public relations and advertising when developing, implementing, and evaluating a strategic campaign. The class emphasizes real world applications.

**Requisites:** Prereq: JCOM 311 or JCOM 330 or JCOM 350 or JCOM 370 or J 342 or J 350.

**JCOM 471. The Public Relations Planning Process. 4 Credits.**

In this course, students will learn public relations campaign planning and administration, crisis communication and issues management, applied research, writing objectives and tactics, evaluation methods, and constructing budgets and timelines. While students do not execute a campaign in this class, it equips them with the process to be able to execute effectively in the capstone PR Campaigns class (JCOM 472).

**Requisites:** Prereq: JCOM 371 or J 352.

**JCOM 472. Public Relations Campaigns. 4 Credits.**

Public Relations Campaigns is the capstone course in the sequence of instruction offered in public relations. It provides students with an opportunity to apply the fundamentals of what they have learned over their course of study to actual client work and business problems. The course is designed to build professional experience and prepare you for the world that awaits you after graduation.

**Requisites:** Prereq: [JCOM 373 or J 452] and [JCOM 471 or J 453] and [JCOM 470 or J 494].

**JCOM 473. Public Relations Strategies: [Topic]. 4 Credits.**

This 4-credit course will cover various topics in public relations, and topics will rotate based on faculty expertise. Students can expect to engage in discussions and assignments about current Public Relations trends, career preparation, and Public Relations case studies. Example topics include professional development, strategic health communication, and strategic non-profit communication. Repeatable three times for a maximum of 16 credits when topic changes.

**Repeatable 3 times for a maximum of 16 credits when topic changes**

**JCOM 474. Crisis Communication. 4 Credits.**

Covers crisis planning, communications and issues management with an emphasis on real-world application and case study analysis of sudden events and crisis. Classes will include lecture, online and in-class discussion and student presentations. Students will also participate in media training for crisis situations and a real-time online scenario.

**JCOM 475. New Technology and Public Relations. 4 Credits.**

New and emerging technology for Public Relations and communications professionals provides an overview of the latest technologies communicators are using to reach their audiences. Participants will have the opportunity to experience and study PR use cases for Augmented Reality (AR), Virtual Reality (VR), Extended Reality (XR), Mixed Reality (MR) and Artificial Intelligence (AI).

**JCOM 476. Social Media Strategies. 4 Credits.**

This course focuses on social media research, analysis and planning. It is designed to build on students' existing foundation of the "how to" of specifics tools (how to publish content) and to help students understand the why and when of social media for the purpose of building relationships and creating conversations with stakeholders and key audiences. This is accomplished through a focus on external and internal research, culminating in a strategic social plan for a client organization.

**JCOM 477. Sports Public Relations. 4 Credits.**

Provides students with an overview of the rapidly developing sport industry from a public relations and strategic communications perspective.

**JCOM 478. Sustainability Public Relations. 4 Credits.**

All future communication positions will involve sustainability-related activities, tasks, and challenges. In this course, we will discuss fundamental sustainability concepts and perspectives necessary to understand to effectively engage in sustainability communication and to help facilitating and communicating sustainability transformations.

**JCOM 480. 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.

**Requisites:** Prereq: JCOM 280 or JCOM 311 or J 249.

**JCOM 485. Science Communication and Decision Making. 4 Credits.**

This course explores the specific areas of research that inform strategic communication to the public about science, health, and the environment and the public's engagement with those fields. Building on readings in areas such as decision science, numeracy, and health and environmental communication, students will be asked to think carefully about decisions and judgments that they and others make, and how strategic communication can harness decision making so that complex science is useful in improving individual and societal well-being for a variety of audiences.

**JCOM 486. Environmental Communication Strategies. 4 Credits.**

Environmental Communication Strategies explores how public relations and advertising have played a role in the public understanding of major environmental issues. In addition, a portion of this course will be focused on interpersonal communication and developing approaches to constructive climate conversations.

**JCOM 500M. Temporary Multilisted Course. 1-5 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 503. Thesis. 1-9 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 507. Seminar: [Topic]. 1-4 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 508. Workshop: [Topic]. 1-6 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 510. Experimental Course: [Topic]. 1-4 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 511M. US Film Industry. 4 Credits.**

Traces the past and present of the U.S. film industry. Multilisted with CINE 511M.

**JCOM 519. Reality Television. 4 Credits.**

This course focuses on a popular television genre – reality television – and uses it as a means to explore key issues in contemporary culture and society.

**JCOM 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.

**JCOM 521. Documentary Production. 4 Credits.**

Get experience shooting a short documentary worthy of broadcast screening, film festival exhibition, or another venue.

**JCOM 522. Documentary Post-Production. 4 Credits.**

Trains students with to edit and do post-production work on their documentary film projects.

**Requisites:** Prereq: JCOM 521.

**JCOM 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 JCOM 528M. Offered alternate years.

**JCOM 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 528M. Sequence with JCOM 527M. Offered alternate years.

**Requisites:** Prereq: ANTH 527M or JCOM 527M.

**JCOM 531. Data Journalism. 4 Credits.**

This course underscores and advances the power to identify, locate, obtain and analyze data is central to journalism's public service role and the capacity of journalism to engage a wider audience.

**JCOM 533. Catalyst Journalism. 4 Credits.**

This course teaches a pioneering approach to journalism developed here at the SOJC, one that seeks impact by combining investigative reporting with solutions journalism, an emerging evidence-based reporting strategy that highlights social progress and innovation.

**JCOM 534. Investigative Journalism. 4 Credits.**

This class challenges students to do the important work through thorough investigative journalism using in-depth interviews, public records, and mastery of story. Students are expected to publish their vetted work at the end of the term.

**JCOM 535. Profiles and Narrative. 4 Credits.**

This course provides you with the essential skills, methods and mindset to produce compelling narratives and in-depth, insightful profiles that will engage with compelling stories about the human experience.

**JCOM 546. Photojournalism III Multimedia Storytelling. 4 Credits.**

A hands-on class in audio and video storytelling that will expand the toolkit and mastery of photojournalism students.

**JCOM 555. Brand Strategy. 4 Credits.**

This course emphasizes the importance and challenge of compelling creative brand strategy, including how strategy impacts creative work, internal agency partnerships, and, importantly, business success.

**JCOM 557. Sports Brand Strategy. 4 Credits.**

Bridges concepts of business and creative strategy to understand the process of building compelling brands in the context of sport. Representing a multi-billion-dollar industry, sport provides a unique platform to study how strong brands are developed, positioned, and brought to life in creative ways.

**JCOM 561. Advertising Campaigns. 4 Credits.**

Seniors work in teams to produce a comprehensive campaign involving every aspect of advertising, ranging from market research through creative and media strategy formulation to execution. The collaborative teamwork is based on expertise and practice in industry. Journalism: advertising majors only.

**JCOM 562. National Student Advertising Competition Campaigns. 5 Credits.**

Dedicated teamwork focusing on the annual American Advertising Federation National Student Advertising Competition (NSAC). Entrance is by portfolio and interview application. Students work a full year on the competition and resulting campaign book. This course is the focal point of that work.

**JCOM 570. Strategic Communications Research Methods. 4 Credits.**

This course is designed to provide you with an understanding of common research methods used in public relations and advertising when developing, implementing, and evaluating a strategic campaign. The class emphasizes real world applications.

**JCOM 571. The Public Relations Planning Process. 4 Credits.**

In this course, students will learn public relations campaign planning and administration, crisis communication and issues management, applied research, writing objectives and tactics, evaluation methods, and constructing budgets and timelines. While students do not execute a campaign in this class, it equips them with the process to be able to execute effectively in the capstone PR Campaigns class (JCOM 572).

**JCOM 572. Public Relations Campaigns. 4 Credits.**

Public Relations Campaigns is the capstone course in the sequence of instruction offered in public relations. It provides students with an opportunity to apply the fundamentals of what they have learned over their course of study to actual client work and business problems. The course is designed to build professional experience and prepare you for the world that awaits you after graduation.

**JCOM 573. Public Relations Strategies: [Topic]. 4 Credits.**

This 4-credit course will cover various topics in public relations, and topics will rotate based on faculty expertise. Students can expect to engage in discussions and assignments about current Public Relations trends, career preparation, and Public Relations case studies. Example topics include professional development, strategic health communication, and strategic non-profit communication. Repeatable three times for a maximum of 16 credits when topic changes.

**Repeatable 3 times for a maximum of 16 credits**

**JCOM 574. Crisis Communication. 4 Credits.**

Covers crisis planning, communications and issues management with an emphasis on real-world application and case study analysis of sudden events and crisis. Classes will include lecture, online and in-class discussion and student presentations. Students will also participate in media training for crisis situations and a real-time online scenario.

**JCOM 575. New Technology and Public Relations. 4 Credits.**

New and emerging technology for Public Relations and communications professionals provides an overview of the latest technologies communicators are using to reach their audiences. Participants will have the opportunity to experience and study PR use cases for Augmented Reality (AR), Virtual Reality (VR), Extended Reality (XR), Mixed Reality (MR) and Artificial Intelligence (AI).

**JCOM 576. Social Media Strategies. 4 Credits.**

This course focuses on social media research, analysis and planning. It is designed to build on students' existing foundation of the "how to" of specifics tools (how to publish content) and to help students understand the why and when of social media for the purpose of building relationships and creating conversations with stakeholders and key audiences. This is accomplished through a focus on external and internal research, culminating in a strategic social plan for a client organization.

**JCOM 577. Sports Public Relations. 4 Credits.**

Provides students with an overview of the rapidly developing sport industry from a public relations and strategic communications perspective.

**JCOM 578. Sustainability Public Relations. 4 Credits.**

All future communication positions will involve sustainability-related activities, tasks, and challenges. In this course, we will discuss fundamental sustainability concepts and perspectives necessary to understand to effectively engage in sustainability communication and to help facilitating and communicating sustainability transformations.

**JCOM 580. 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.

**JCOM 585. Science Communication and Decision Making. 4 Credits.**

This course explores the specific areas of research that inform strategic communication to the public about science, health, and the environment and the public's engagement with those fields. Building on readings in areas such as decision science, numeracy, and health and environmental communication, students will be asked to think carefully about decisions and judgments that they and others make, and how strategic communication can harness decision making so that complex science is useful in improving individual and societal well-being for a variety of audiences.

**JCOM 586. Environmental Communication Strategies. 4 Credits.**

Environmental Communication Strategies explores how public relations and advertising have played a role in the public understanding of major environmental issues. In addition, a portion of this course will be focused on interpersonal communication and developing approaches to constructive climate conversations.

**JCOM 601. Research: [Topic]. 1-6 Credits.**

Repeatable for maximum of 16 credits.

**Repeatable 15 times for a maximum of 16 credits**

**JCOM 603. Dissertation. 1-16 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 604. Internship: [Topic]. 1-6 Credits.**

Repeatable for maximum of 12 credits.

**Repeatable 3 times for a maximum of 12 credits**

**JCOM 605. Reading and Conference. 1-12 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 606. Practicum: [Topic]. 1-6 Credits.**

Repeatable for maximum of 16 credits.

**Repeatable 15 times for a maximum of 16 credits**

**JCOM 607. Seminar: [Topic]. 1-5 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 608. Workshop: [Topic]. 1-6 Credits.**

Repeatable for maximum of 16 credits.

**Repeatable 15 times for a maximum of 16 credits**

**JCOM 609. Terminal Project. 1-6 Credits.**

Repeatable for maximum of 6 credits.

**Repeatable 5 times for a maximum of 6 credits**

**JCOM 610. Experimental Course: [Topic]. 1-5 Credits.**

Repeatable.

**Repeatable 99 times**

**JCOM 611. Media and Society. 4 Credits.**

Overview of the features of the contemporary media environment, its historical development, and the impacts of media on culture and society.

**JCOM 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 JCOM 613, JCOM 614.

**JCOM 613. Media Theory II. 5 Credits.**

Second in a three-part sequence introducing students to media theory, focusing on critical approaches. Sequence with JCOM 612, JCOM 614.

**Requisites:** Prereq: JCOM 612.

**JCOM 614. Media Theory III. 5 Credits.**

Third in a three-part sequence introducing students to media theory, focusing on contemporary theoretical perspectives.

**Requisites:** Prereq: JCOM 613.

**JCOM 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.

**JCOM 618. Strategic Communication Leadership. 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.

**JCOM 621. Foundations of Strategic Communication. 4 Credits.**

Reviews major theories, models, and practices in strategic communications. Topics include media effects and persuasion as applied to public relations, advertising, and other strategic communication.

**JCOM 622. Campaign Planning and Management. 4 Credits.**

Explores strategic tools and creativity to develop effective communications campaigns that address real-world challenges. Sequence with JCOM 623.

**JCOM 623. Creativity in Strategic Communication. 4 Credits.**

Explores the use of creative conceptual thinking as part of the strategic basis in successful communication campaigns, culminating with student teams focused on a client project. Sequence with JCOM 622.

**JCOM 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.

**Repeatable 5 times for a maximum of 12 credits**

**JCOM 625. Finance for Strategic Communication. 2 Credits.**

This course focuses on the core basics of the Income Statement for professionals working in public relations, advertising, marketing, corporate communication or other related fields.

**JCOM 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.

**JCOM 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.

**Repeatable 1 time for a maximum of 8 credits**

**JCOM 631. 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.

**JCOM 632. Multimedia Journalism Practices. 4 Credits.**

Building on the Multimedia Foundations course, students create a narrative video project that focuses on visual storytelling, character development, and present-tense storytelling. Sequence with JCOM 631.

**Requisites:** Prereq: JCOM 631.

**JCOM 633. 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.

**JCOM 634. 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, co-designing processes and solutions to keep them engaged.

**JCOM 635. Thinking Story. 4 Credits.**

Recognize and use fundamental approaches to narrative storytelling to create dynamic and engaging multimedia projects.

**JCOM 639. Foundations of Explanatory Video Journalism. 4 Credits.**

Students explore and practice concepts in visual explanation and explanatory video.

**JCOM 641. Qualitative Research Methods. 4 Credits.**

Introduces qualitative research methods including traditional historical inquiry, oral history, ethnography, and participant observation.

**JCOM 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.

**JCOM 643. Advanced Doctoral Seminar. 5 Credits.**

Seminar participants demonstrate competence in broad families of social research by drawing on skills and knowledge obtained in JCOM 612, JCOM 613, JCOM 614, JCOM 641, and JCOM 642.

**Requisites:** Prereq: JCOM 614, JCOM 641, JCOM 642.

**JCOM 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.

**JCOM 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.

**JCOM 648. Cultural Approaches to Communication. 4 Credits.**

Examination of communication and mediated communication as cultural processes in the production and reproduction of social systems.

**JCOM 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.

**JCOM 651. Fundamentals of Reporting and Writing. 8 Credits.**

Journalism requires strong writing, and strong writing begins with strong reporting. This is the foundational class for success in the Journalism Master's Program. This class is designed to teach the fundamental skills required to be a journalist: research, interviewing, analysis and writing and will provide the foundation for success in the Journalism Master's program. An intensive boot-camp experience that will immediately immerse you in the world of journalism. Very much a hands-on experience, students will practice the skills they learn and discuss in class including interviewing, writing and rewriting.

**JCOM 652. Multimedia Fundamentals. 4 Credits.**

Journalism requires skills beyond writing. This class will give students basic skills in audio, photography and video reporting through lectures and hands-on assignments. This is a foundational class for success in the Journalism Master's Program. An intensive boot-camp experience that will provide you with a basic understanding of skills beyond writing. You will learn to tell stories using tools beyond the written word and gain a basic understanding of video and audio production.

**JCOM 653. Public Affairs Journalism. 4 Credits.**

This course will elevate the quality of your journalism by broadening your reporting experiences, strengthening your news-gathering skills and giving you tools to sharpen your writing. In this course, you will pursue journalism's ideal of public service while meeting the real-world demands of reporting timely, consequential and ethical stories. You'll tackle issues in our community beyond campus to gain experience on par with professional journalists.

**Requisites:** Prereq: JCOM 651.

**JCOM 654. Journalism Rights and Responsibilities. 4 Credits.**

Journalists need to understand their rights to report, which starts in the U.S. with the First Amendment, and their responsibilities as ethical journalists and human beings. This course explores the ethical and legal considerations that shape the field of professional journalism in the United States.

**Requisites:** Prereq: JCOM 653.

**JCOM 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.

**Requisites:** Prereq: JCOM 641 or JCOM 642, depending on topic.

**Repeatable 99 times**

**JCOM 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.

**JCOM 664. Foundations in Immersive Media. 4 Credits.**

In this course, students will explore the uses of social virtual worlds as well as augmented and virtual 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 successful communication. Students will critically examine current case examples to determine possible use cases. Ultimately, students will develop a proposal for an issue or organization that uses mediated reality to engage audiences for strategic outcomes, recognizing limitations with recommendations to overcome those limitations.

**JCOM 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.

**JCOM 667. User Experience Design. 4 Credits.**

This 10-week course is designed to teach fundamental principles of user experience (UX) and human-centered design (HCD) in the context of strategic communication. By design, this course is heavily interdisciplinary in nature, relying on various theoretical and applied approaches drawn from fields of human-computer interaction (HCI), media psychology, and many others. UX is also context-specific, and we will be highlighting UX design in various domains, including mobile apps, traditional web, service and customer experience, gaming, and product design, among others.

**JCOM 669. Creating for Immersive Platforms. 4 Credits.**

In this course, students gain a comprehensive overview of the production pipeline and CG software used in the creation of virtual reality (VR) and augmented reality (AR) experiences, as well as their broader application in the metaverse. Students will explore readily available resources and develop a solid grasp of the terminology and processes involved in creating content for immersive environments.

**JCOM 671. Advanced Curiosity for Strategists. 4 Credits.**

Drawing from a variety of fields, including art, anthropology, psychology, and marketing, and utilizing various techniques such as mind-mapping, this course will explore the building of intellectual curiosity as a problem-solving technique within the context of advertising and brand responsibility.

**JCOM 672. Design, Technology, and Culture. 4 Credits.**

Through a variety of guest speakers, workshops, and modern design processes, students will examine different perspectives on how technology and advertising has evolved, why it has evolved, how it affects us personally, how these shifts affect us globally, how innovation affects policy, and how these all shape our communities.