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 185M. Science and Popular Media. 4 Credits.
By evaluating how science stories are told, reflecting on their impact, and taking some first steps in creating science stories, we will explore a powerful approach to critical thinking about scientific information and its role in popular media. Multilisted with BI 185M.
Additional Information:
Science Area

JCOM 196. Field Studies: [Topic]. 1-2 Credits.
A series of practical experiences on or off campus to understand principles or develop skills in performing selected tasks.
Repeatable 99 times

JCOM 198. Workshop: [Topic]. 1-12 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 99 times

JCOM 199. Special Studies: [Topic]. 1-5 Credits.
Experimental course - topic varies.
Repeatable 99 times

JCOM 199L. Special Studies: [Topic]. 2 Credits.
Experimental course - topic varies.
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.

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 102, JCOM 103, JCOM 202] 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.
Experimental course - topic varies.
Repeatable 99 times

JCOM 299L. Special Studies: [Topic]. 4 Credits.
Experimental course - topic varies.
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. The Media Business. 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 319. Documenting Civil Rights. 4 Credits.
This class takes up one of the important topics for documentary film —what kind of impact does it have on cultural history? In this course students investigate a central issue for American history: Civil Rights. The course uses documentary cinema not just to help tell the stories with an added sense of realism and involvement, but also to demonstrate and critically understand the nature of interventions by documentary film into the ongoing, changing struggles and the people involved in them.
Requisites: Prereq: JCOM 201 or J 201.

JCOM 320. Survey of the Documentary. 4 Credits.
This class will ground students in documentary film history and theory as art, journalism, and impactful statement. Documentary cinema is, as described, one of the greatest and most important mass media forms in society, media, and culture. Throughout the term, students will view, research, study, and write about Documentary as an essential part of media history and social history. For it is the documentary film that changed the cinema non-fiction documentary form itself and informed the world about every important event in history through that form.

JCOM 321. Documentary Filmmaking Aesthetics. 4 Credits.
This course is designed to understand and analyze the aesthetics of moving images, focusing on documentary film/video. The class will cover aesthetic fundamentals of image/framing and composition, light, color, sound, editing. It will provide students with an educated creative approach for solving creative problems, and giving their vision as filmmakers a significant form.
Requisites: Prereq: JCOM 220 or J 208.

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 329H. 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.

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 and JCOM 331] or J 361.

JCOM 343. Video Reporting II Live Broadcast. 4 Credits.
This course teaches students the basics of television newscast reporting, performance, and production. Students will work in a team environment and assume leadership roles necessary to produce a live weekly newscast, including anchor/host, reporter, producer, videographer, plus other technical production roles.
Requisites: Prereq: [JCOM 341 and JCOM 342] or J 331.

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 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 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212].

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 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [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 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [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 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [JCOM 350 or J 342].

JCOM 357. Understanding Strategy. 4 Credits.
This course explores the broad discipline of strategy in advertising and strategic communication, considering the many types of professional strategic fields and what skills build a career in the industry. Emphasis is placed on understanding the wide range of careers as a strategist, the basic tenets of creative briefs, how to build strategic POV, and the process of strategic thinking that underlyies good creative work.
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 358. Copywriting Craft. 4 Credits.
Emphasize strategy and creativity in advertising writing. The course explores approaches to craft in advertising to make award-winning and noteworthy work.
Requisites: Prereq: [JCOM 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [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 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [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 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [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 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [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 366. Introduction to User Experience Design. 4 Credits.
This course emphasizes usability, accessibility, and overall user experience of a media product or service. User Experience Design focuses on user research, creating wireframes of potential solutions, and testing those solutions.
Requisites: Prereq: JCOM 365.

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 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 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' 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 374. Introduction to Sports Communication. 4 Credits.
This course provides an introduction to the rapidly growing sports domain of communication and the sports brand industry. It explores two areas of interest: communication of sport and communication through sport.

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.
Experimental course - topic varies.
Repeatable 99 times

JCOM 399L. Special Studies: [Topic]. 4 Credits.
Experimental course - topic varies.
Repeatable 99 times

JCOM 400M. Temporary Multilisted Course. 4 Credits.
A single course that is listed under more than one subject code, which may be offered once without formal approval.
Repeatable 99 times

JCOM 401. Research: [Topic]. 1-9 Credits.
Disciplined inquiry of a topic with varying techniques and assignments suited to the nature and conditions of the problem being investigated. Often pursued in relation to a dissertation or thesis.
Repeatable 99 times

JCOM 403. Thesis. 1-9 Credits.
A written document resulting from study or research and submitted as a major requirement for a degree.
Repeatable 99 times

JCOM 404. Internship: [Topic]. 1-9 Credits.
Professional practice in an organization that integrates concepts studied at the university with career-related work experience.
Repeatable 8 times for a maximum of 9 credits

JCOM 405. Reading and Conference: [Topic]. 1-5 Credits.
A particular selection of material read by a student and discussed in conference with a faculty member.
Repeatable 99 times

JCOM 406. Practicum: [Topic]. 1-12 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 99 times

JCOM 407. Seminar: [Topic]. 1-4 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

JCOM 408. Workshop: [Topic]. 1-6 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 99 times

JCOM 409. Terminal Project. 1-12 Credits.
A presentation incorporating the knowledge and skills acquired from course work completed for a degree.
Repeatable 99 times

JCOM 410. Experimental Course: [Topic]. 1-4 Credits.
Experimental course - topic varies.
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 or J 201.
Equivalent to: CINE 411M

JCOM 412. Internet Law and Regulation. 4 Credits.
This is a survey course on Internet Law and Regulation. It is designed to ground students in a variety of internet-related laws and policies they will likely confront in their professional careers and personal lives, including an overview of the legal and regulatory frameworks governing communication and commercial activities conducted via the internet and explorations into topics such as online platforms, free speech online, privacy and surveillance, electronic contracts, domain names, copyrights, trademarks, and computer crime.
Requisites: Prereq: JCOM 201 or J 201.

JCOM 413. Data, Media, Surveillance. 4 Credits.
Data/Media/Surveillance is a discussion-intensive and project-based course designed to expose students to a range of issues at the intersections of data, information, media, and surveillance in society and culture. Students will develop the analytical tools to explore (through conducting research and/or producing creative projects and developing normative arguments) how surveillance, commercial and government data processing practices, and media platforms and technologies are at play in our modern world.
Requisites: Prereq: JCOM 201 or J 201.

JCOM 414. Media Technologies and Structures: [Topic]. 4 Credits.
Examine how emerging communication technologies and contemporary media shape and produce new forms of social organization, behavior, and cultural production. Explore how media infrastructures and regulatory environments influence discourse, democracy, and public life.
Requisites: Prereq: JCOM 201 or J 201.
Repeatable 3 times for a maximum of 16 credits when topic changes

JCOM 415. Culture, Power, 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.
Requisites: Prereq: JCOM 201 or J 201.
Repeatable 3 times for a maximum of 16 credits when topic changes

JCOM 416. Black American Television. 4 Credits.
This upper-level course explores the social, cultural, political, and industrial conditions that contextualize Black Americans' presence in U.S. television both on-screen and behind the scenes from the 1950s to the present.#Students will discuss research and television criticism and watch and analyze television episodes using an intersectional framework. The course culminates in an original research paper where students showcase their knowledge of the varied conditions that shaped the production of one television show and offer an engaged analysis of the shows' representations of Black Americans.
Requisites: Prereq: JCOM 201 or J 201.

JCOM 417. Cross Cultural Monster Narratives. 4 Credits.
This course explores the cross-cultural narratives surrounding dominant monster archetypes. To identify the similarities and differences between monster stories and traditions, students will consider how each unit's monster has been embraced, remixed, or subverted by different groups through different media at different moments in time, with a particular focus on the dynamics of race, gender, sex, and power that manifest through/as the monster.
Requisites: Prereq: JCOM 201 or J 201.

JCOM 418. Global Television. 4 Credits.
This class will introduce television content from various parts of the globe – Asia, Africa, Europe and the Middle East to demonstrate how social and political conditions shape the formation of popular culture. Throughout the term, students will analyze specific shows from each region to come to a better understanding of global television as a whole.
Requisites: Prereq: JCOM 201 or J 201.

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. Sequence with JCOM 421, JCOM 422.
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. Sequence with JCOM 420, JCOM 422.
Requisites: Prereq: JCOM 420.

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

JCOM 424. Latin American Cinema. 4 Credits.
This is a survey course, exploring the film industry of various regions of Latin America (North, Central and South America, including the Caribbean). The course will expose students to classic and contemporary films, including Latin American Golden Age cinema, cinema movements like Brazilian Cinema Novo, the militant film era of the 1960s through 1980s, and films created for global distribution at the end of the 20th century to the present.
Requisites: Prereq: JCOM 201 or J 201.

JCOM 426. Media 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.
Requisites: Prereq: [JCOM 311 or J 314] and [JCOM 312 or J 415].

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 429H. 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 1 time for a maximum of 8 credits when topic changes

JCOM 430. In-Depth Reporting: [Topic]. 4 Credits.
In-Depth Reporting courses offer experience in deeper exploration of timely themes important to the journalist.
Requisites: Prereq: JCOM 333 or J 361.

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 432. Solutions Journalism. 4 Credits.
What is the role of journalism and the journalist in a democratic society? It's a provocative question at a time when the journalism field is taking a hard look at how best to incorporate its past into its future. This course seeks to answer this by doing journalism that includes offering well-researched solution possibilities to social problems.
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 331 or J 361.

JCOM 436. Magazine Production: [Topic]. 4 Credits.
In JCOM 436, Topics in Magazine, you will use skills developed in other journalism courses, such as interviewing, reporting and photography, to produce feature stories of the highest quality so that they can be published in print and digitally. Your work will tell the stories of individuals and issues relevant to local and regional audiences.
Repeatable 3 times for a maximum of 16 credits when topic changes

JCOM 438. Science Story. 4 Credits.
This class will ground students in a systematic and rigorous pitching, reporting, and editing process to create work for professional publication. Students work independently and collaboratively to create a publication and develop advanced portfolio work. Throughout, students will constantly justify their decisions based on how to best present environmental, scientific, and policy information in ways that are accurate, clear and accessible to a general audience.
Repeatable 1 time for a maximum of 8 credits

JCOM 439. Sports Story. 4 Credits.
This class will instruct students in the fundaments of sports reporting, including how to interview athletes and sports executives; cover sporting events; and develop sourcing for investigative and enterprise sports feature writing. Students will attend live events, honing their skills as breaking news reporters. They will also work on longer-form pieces that will allow them to practice skills in profile, narrative, trend and enterprise reporting.
Requisites: Prereq: JCOM 333 or J 361.
Repeatable 3 times for a maximum of 16 credits

JCOM 441. Audio Journalism II Narrative and Podcasting Capstone. 4 Credits.
This class will enhance students' scriptwriting and narrative structuring skills, manage complex audio projects, understand podcast monetization, and master performance and sound design. They will also innovate in audio storytelling formats and gain expertise in producing QA style podcasts. Assignments include developing a multi-episode podcast or documentary, creating a chatcast, and devising a business and advertising plan for a podcast series, focusing on narrative impact, technical proficiency, and market viability.
Requisites: Prereq: JCOM 341 or J 361.

JCOM 442. Video Journalism III Broadcast Capstone. 4 Credits.
Students will work as a team to produce a live broadcast each week and master what it takes to be a professional broadcaster. Students will also build a portfolio. Shows will be varied in type (including but not limited to traditional newscast, sportscast, morning show, longform news magazine) so that students have a wide-ranging experience base.
Requisites: Prereq: JCOM 343 or J 432.

JCOM 445. Photojournalism II Photo Story. 4 Credits.
Photojournalism II Photo Story, you will develop the skills to tell complex stories using the still image, using the framework of best journalistic practices. The course emphasizes photo skills to tell compelling stories found in the community.
Requisites: Prereq: JCOM 345 or J 365.

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 448. Visual Production: [Topic]. 4 Credits.
This topics course offers revolving and timely themes in photojournalism, photography, and visual production. Courses will build mastery skills and portfolio-driven projects.
Requisites: Prereq: JCOM 345 or J 365.
Repeatable 2 times for a maximum of 12 credits when topic changes

JCOM 454. Digital Ads and Analytics. 4 Credits.
Introduces students to the dynamic world of digital metrics and analytics, emphasizing its significance within the advertising industry.
Requisites: Prereq: [JCOM 101 or J 100] and [JCOM 201 or J 201] and [JCOM 202 or J 211] and [JCOM 203 or J 212] and [JCOM 350 or J 342].

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 456. Brands and Sustainability. 4 Credits.
This course explores the positioning and actionable strategies for building and maintaining sustainable brands.
Requisites: Prereq: [JCOM 101 or J 100] and [JCOM 201 or J 201] and [JCOM 202 or J 211] and [JCOM 203 or J 212] and [JCOM 350 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 459. Advertising Trends: [Topic]. 4 Credits.
This course is a topics course exploring trends and timely themes regarding advertising and the creative industry.
Requisites: Prereq: [JCOM 102 and JCOM 103 and JCOM 202 or J 211] and [JCOM 203 or J 212] and [JCOM 350 or J 342].
Repeatable 3 times for a maximum of 16 credits when topic changes

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 465. Art Direction and Design Studio. 4 Credits.
This course emphasizes the professional act of designing media content for audience understanding and best experience. It requires advanced students to consider themselves communicators rather than decorators.
Requisites: Prereq: JCOM 365 or J 342.

JCOM 468. Web and Digital Design. 4 Credits.
This course focuses on the designer's role in developing interesting and accessible website design.
Requisites: Prereq: JCOM 365 or J 342.

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 372 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 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 481. 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.
Requisites: Prereq: One from JCOM 280, JCOM 311, J 201, J 249.

JCOM 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.
Requisites: Prereq: One from JCOM 280, JCOM 311, 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 487. Eco and Social Justice Communication. 4 Credits.
This class is designed to introduce students to environmental justice and social change communications. Students will spend time understanding how environmental and social justice has been communicated and strategies for achieving a more justice-oriented world through improved and accessible communications. Students will learn to evaluate environmental justice communication strategies and develop their own communications for various media platforms.

JCOM 503. Thesis. 1-9 Credits.
A written document resulting from study or research and submitted as a major requirement for a degree.
Repeatable 99 times

JCOM 507. Seminar: [Topic]. 1-4 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

JCOM 508. Workshop: [Topic]. 1-6 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 99 times

JCOM 510. Experimental Course: [Topic]. 1-4 Credits.
Experimental course - topic varies.
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 512. Internet Law and Regulation. 4 Credits.
This is a survey course on Internet Law and Regulation. It is designed to ground students in a variety of internet-related laws and policies they will likely confront in their professional careers and personal lives, including an overview of the legal and regulatory frameworks governing communication and commercial activities conducted via the internet and explorations into topics such as online platforms, free speech online, privacy and surveillance, electronic contracts, domain names, copyrights, trademarks, and computer crime.

JCOM 513. Data, Media, Surveillance. 4 Credits.
Data/Media/Surveillance is a discussion-intensive and project-based course designed to expose students to a range of issues at the intersections of data, information, media, and surveillance in society and culture. Students will develop the analytical tools to explore (through conducting research and/or producing creative projects and developing normative arguments) how surveillance, commercial and government data processing practices, and media platforms and technologies are at play in our modern world.

JCOM 514. Media Technologies and Structures: [Topic]. 4 Credits.
Examine how emerging communication technologies and contemporary media shape and produce new forms of social organization, behavior, and cultural production. Explore how media infrastructures and regulatory environments influence discourse, democracy, and public life.
Repeatable 3 times for a maximum of 16 credits when topic changes

JCOM 515. Culture, Power, 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.
Repeatable 3 times for a maximum of 16 credits when topic changes

JCOM 517. Cross Cultural Monster Narratives. 4 Credits.
This course explores the cross-cultural narratives surrounding dominant monster archetypes. To identify the similarities and differences between monster stories and traditions, students will consider how each unit's monster has been embraced, remixed, or subverted by different groups through different media at different moments in time, with a particular focus on the dynamics of race, gender, sex, and power that manifest through/as the monster.

JCOM 518. Global Television. 4 Credits.
This class will introduce television content from various parts of the globe – Asia, Africa, Europe and the Middle East to demonstrate how social and political conditions shape the formation of popular culture. Throughout the term, students will analyze specific shows from each region to come to a better understanding of global television as a whole.

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.
Requisites: Prereq: JCOM 520.

JCOM 522. Documentary Post-Production. 4 Credits.
Trains students to edit and do post-production work on their documentary film projects.
Requisites: Prereq: JCOM 521 or J 521.

JCOM 524. Latin American Cinema. 4 Credits.
This is a survey course, exploring the film industry of various regions of Latin America (North, Central and South America, including the Caribbean). The course will expose students to classic and contemporary films, including Latin American Golden Age cinema, cinema movements like Brazilian Cinema Novo, the militant film era of the 1960s through 1980s, and films created for global distribution at the end of the 20th century to the present.

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 530. In-Depth Reporting: [Topic]. 4 Credits.
In-Depth Reporting courses offer experience in deeper exploration of timely themes important to the journalist.

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 532. Solutions Journalism. 4 Credits.
What is the role of journalism and the journalist in a democratic society? It's a provocative question at a time when the journalism field is taking a hard look at how best to incorporate its past into its future. This course seeks to answer this by doing journalism that includes offering well-researched solution possibilities to social problems.

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 536. Magazine Production: [Topic]. 4 Credits.
In JCOM 436, Topics in Magazine, you will use skills developed in other journalism courses, such as interviewing, reporting and photography, to produce feature stories of the highest quality so that they can be published in print and digitally. Your work will tell the stories of individuals and issues relevant to local and regional audiences.
Repeatable 3 times for a maximum of 16 credits when topic changes

JCOM 538. Science Story. 4 Credits.
This class will ground students in a systematic and rigorous pitching, reporting, and editing process to create work for professional publication. Students work independently and collaboratively to create a publication and develop advanced portfolio work. Throughout, students will constantly justify their decisions based on how to best present environmental, scientific, and policy information in ways that are accurate, clear and accessible to a general audience.
Repeatable 1 time for a maximum of 8 credits

JCOM 539. Sports Story. 4 Credits.
This class will instruct students in the fundaments of sports reporting, including how to interview athletes and sports executives; cover sporting events; and develop sourcing for investigative and enterprise sports feature writing. Students will attend live events, honing their skills as breaking news reporters. They will also work on longer-form pieces that will allow them to practice skills in profile, narrative, trend and enterprise reporting. Repeatable three times for a maximum of 16 credits.
Repeatable 3 times for a maximum of 16 credits

JCOM 541. Audio Journalism II Narrative and Podcasting Capstone. 4 Credits.
This class will enhance students' scriptwriting and narrative structuring skills, manage complex audio projects, understand podcast monetization, and master performance and sound design. They will also innovate in audio storytelling formats and gain expertise in producing QA style podcasts. Assignments include developing a multi-episode podcast or documentary, creating a chatcast, and devising a business and advertising plan for a podcast series, focusing on narrative impact, technical proficiency, and market viability.

JCOM 542. Video Journalism III Broadcast Capstone. 4 Credits.
Students will work as a team to produce a live broadcast each week and master what it takes to be a professional broadcaster. Students will also build a portfolio. Shows will be varied in type (including but not limited to traditional newscast, sportscast, morning show, longform news magazine) so that students have a wide-ranging experience base.

JCOM 545. Photojournalism II Photo Story. 4 Credits.
Photojournalism II Photo Story, you will develop the skills to tell complex stories using the still image, using the framework of best journalistic practices. The course emphasizes photo skills to tell compelling stories found in the community.

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 548. Visual Production: [Topic]. 4 Credits.
This topics course offers revolving and timely themes in photojournalism, photography, and visual production. Courses will build mastery skills and portfolio-driven projects.
Repeatable 2 times for a maximum of 12 credits when topic changes

JCOM 554. Digital Ads and Analytics. 4 Credits.
Introduces students to the dynamic world of digital metrics and analytics, emphasizing its significance within the advertising industry.

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 556. Brands and Sustainability. 4 Credits.
This course explores the positioning and actionable strategies for building and maintaining sustainable brands.

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 559. Advertising Trends: [Topic]. 4 Credits.
This course is a topics course exploring trends and timely themes regarding advertising and the creative industry.
Repeatable 3 times for a maximum of 16 credits when topic changes

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 565. Art Direction and Design Studio. 4 Credits.
This course emphasizes the professional act of designing media content for audience understanding and best experience. It requires advanced students to consider themselves communicators rather than decorators.

JCOM 568. Web and Digital Design. 4 Credits.
This course focuses on the designer's role in developing interesting and accessible website design.

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 3 times for a maximum of 16 credits when topic changes

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 581. 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.

JCOM 582. 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.

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 587. Eco and Social Justice Communication. 4 Credits.
This class is designed to introduce students to environmental justice and social change communications. Students will spend time understanding how environmental and social justice has been communicated and strategies for achieving a more justice-oriented world through improved and accessible communications. Students will learn to evaluate environmental justice communication strategies and develop their own communications for various media platforms.

JCOM 601. Research: [Topic]. 1-6 Credits.
Disciplined inquiry of a topic with varying techniques and assignments suited to the nature and conditions of the problem being investigated. Often pursued in relation to a dissertation or thesis.
Repeatable 15 times for a maximum of 16 credits

JCOM 603. Dissertation. 1-16 Credits.
A written document resulting from study or research and submitted as a major requirement for a degree.
Repeatable 99 times

JCOM 604. Internship: [Topic]. 1-6 Credits.
Professional practice in an organization that integrates concepts studied at the university with career-related work experience.
Repeatable 3 times for a maximum of 12 credits

JCOM 605. Reading and Conference. 1-12 Credits.
A particular selection of material read by a student and discussed in conference with a faculty member.
Repeatable 99 times

JCOM 606. Practicum: [Topic]. 1-6 Credits.
A series of clinical experiences under academic supervision designed to integrate theory and principles with practice.
Repeatable 15 times for a maximum of 16 credits

JCOM 607. Seminar: [Topic]. 1-5 Credits.
A small group of students studying a subject with a faculty member. Although practices vary, students may do original research and exchange results through informal lectures, reports, and discussions.
Repeatable 99 times

JCOM 608. Workshop: [Topic]. 1-6 Credits.
An intensive experience, limited in scope and time, in which a group of students focus on skills development rather than content mastery.
Repeatable 15 times for a maximum of 16 credits

JCOM 609. Terminal Project. 1-6 Credits.
A presentation incorporating the knowledge and skills acquired from course work completed for a degree.
Repeatable 5 times for a maximum of 6 credits

JCOM 610. Experimental Course: [Topic]. 1-5 Credits.
Experimental course - topic varies.
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. Sequence with JCOM 612, JCOM 613.
Requisites: Prereq: JCOM 613.

JCOM 615. Teaching and the Professional Life. 4 Credits.
Explores teaching strategies, curriculum development, and other aspects of academic professional life in journalism and communication.

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 617. Communication Theory and Practice: [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 4 times for a maximum of 20 credits

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 5 times for a maximum of 12 credits when topic changes

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 627. Video Production I. 2 Credits.
This is an introductory video storytelling course for incoming Multimedia Journalism master's students who enter the program with little or no hands-on video production experience. This course will serve as a foundation of theory and technique, with an emphasis on the technical aspects of video production and editing. Production techniques will be introduced through a series of content production exercises. We will also explore video production through the examination of outstanding web-based media. We will learn the vocabulary specific to multimedia production that we will incorporate into class discussions and written analysis.

JCOM 628. Video Production II. 2 Credits.
This is the video production course for incoming Multimedia Journalism master's students. Students learn basics in telling a cohesive visual story that combines interview with storytelling cinema vérité footage (B-roll).

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 630. Multimedia Production: [Topic]. 2 Credits.
2-credit technical workshops that focus on foundational, up-to-date multimedia production skills. Examples include: video production, audio production, still photography, studio lighting, animation, drone cinematography. Each workshop typically includes lessons in related software such as Adobe Premiere, Audition, After Effects, Photoshop and DaVinci Resolve.
Repeatable 4 times for a maximum of 10 credits when topic changes

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. Story Production. 4 Credits.
Building upon the lessons from Thinking Story and Video II, students refine production skills, elevate their storytelling, and enhance their proficiency working with the visual language. Students strive to create a short documentary video project worthy of inclusion in their professional portfolio. Distribution and approaches to social media are also covered.
Requisites: Prereq: JCOM 628, JCOM 635.

JCOM 633. Storytelling Capstone. 4 Credits.
This is the capstone project class for the Multimedia Journalism program. Students work collaboratively to create a high-impact project that combines lessons from Thinking Story, Community Listening and all previous production courses.

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 636. Pitching and Treatment. 2 Credits.
This 5-week workshop is designed to help students successfully launch their Terminal Project. Drawing on story research skills from previous classes, students learn how to create professional pitch decks, treatments and budgets in order to market their projects. These tools are applicable for terminal projects involving documentary video, podcasting, books, articles, photography or Virtual Reality.
Requisites: Prereq: JCOM 632, JCOM 656.

JCOM 637. Community Listening. 2 Credits.
This interdisciplinary course invites students to delve into community listening as a foundational approach to effective storytelling, journalism, and public engagement. The course emphasizes the importance of values, ethics, and participatory methods in creating and disseminating community narratives. Students will learn to apply these principles to enhance public engagement, foster community trust, and support local civic information ecosystems through empathetic listening and inclusive storytelling.

JCOM 638. Community Voices. 4 Credits.
"Community Voices: Harnessing Local Stories into a Podcast" is a four-credit course where students learn to listen deeply, facilitate meaningful community discussions, and create a participatory-based audio episode. The course focuses on developing skills in community listening, understanding diverse perspectives, and fostering dialogues that build trust and civic cohesion. By the end of the course, students will produce a podcast story that embodies the voices and stories of the community they engage with.

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 Research. 5 Credits.
This course prepares students to develop, write, and propose research, with attention to integrating theory and method in the preparation of a dissertation proposal for the Communication and Media Studies Doctoral Program.
Requisites: Prereq: 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 656. Law and Business for Media. 4 Credits.
This course introduces students to the fundamentals of producing independent documentary film and multimedia journalism, from story development to distribution. Along the way, you'll learn concepts that will help you run a business either as a documentary filmmaker or journalist, including pitching and budgeting a project, securing legal rights, building the right team for the story and finding a distributor or publisher. All of this in service of supporting and making excellent nonfiction media that can help shape the world.

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 99 times when topic changes

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 668. Immersive Marketing in Communication. 4 Credits.
This course was created to help students begin to put immersive media in the context of marketing communications. It helps them begin to put strategy into the framework of immersive media as platforms for advertising, events, sales, and community building. Learn to develop a framework for building immersive media marketing strategies. Specific topics include leveraging augmented reality (AR), virtual reality (VR), extended reality (XR), or mixed reality (MR) to meet branding and marketing objectives.

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.