

Journalism (JOUR)

Courses

JOUR 50003. Advanced Reporting. 3 Hours.

Stresses public affairs coverage, interpretive, investigative, and analytic journalism, involving research, work with documents, public records, and budgets and specialized reporting. (Typically offered: Irregular)

JOUR 50103. Advanced Radio News Reporting and Podcasting. 3 Hours.

Research, write and produce in-depth public radio style news stories and turn them into a three-episode podcast. Prerequisite: Instructor consent. (Typically offered: Spring)

JOUR 50203. Journalism Theory. 3 Hours.

Examination of the major journalism and mass media theories and conceptual perspectives regarding journalism, news, mass media, advertising and public relations relevant to industry and academic researchers and professionals. (Typically offered: Fall)

JOUR 50403. Research Methods in Journalism. 3 Hours.

Research methods of utility in journalism. Emphasis on survey research, electronic data base searching, and traditional library research. Prerequisite: Graduate standing or honors program standing. (Typically offered: Spring)

JOUR 50603. Multiculturalism in Advertising and Public Relations. 3 Hours.

Seminar course involving the critical examination of the major cultural, social, political, economic, ethical, and persuasion theories and/or issues relevant to advertising and public relations. Prerequisite: Graduate standing. (Typically offered: Fall)

JOUR 5080V. Graduate Journalism Internship. 1-3 Hour.

Credit for practical experience gained through a journalistic internship. Must have completed 6 hours of graduate course credit. May be repeated for up to 3 hours of degree credit. Prerequisite: Instructor consent. (Typically offered: Fall, Spring and Summer) May be repeated for up to 3 hours of degree credit.

JOUR 51003. Crisis Public Relations. 3 Hours.

Examines the role of strategic public relations practice in crisis management & communication. Explores research, theory and principles of crisis PR and use current case studies to familiarize students with the best practices for crisis PR. Credit will not be awarded for both ADPR 41003 and JOUR 51003. (Typically offered: Spring)

JOUR 51303. Ethics in Journalism. 3 Hours.

A seminar examining the professional ethical principles and ethical performance in the journalism field. The ethical performance of the mass media dedicated to news, public relations and advertising is evaluated based on ethical theories and industry standards. Prerequisite: Graduate standing. (Typically offered: Fall)

JOUR 51603. Computer-Assisted Publishing. 3 Hours.

In-depth, hands-on exploration of computer hardware and software in the design and production of media messages. Examination of developing media technologies and the computer's influence on design and conceptualization. Graduate degree credit will not be given for both JOUR 40603 and JOUR 51603. (Typically offered: Irregular)

JOUR 51703. Social Media and Journalism. 3 Hours.

Social Media and Journalism teaches conceptual knowledge and skills to develop news judgment and use changing technological tools to disseminate news quickly and to different audiences. The value of interacting with sources and the audience is stressed as are ethical, legal and accuracy issues. Graduate degree credit will not be given for both JOUR 40703 and JOUR 51703. Prerequisite: JOUR 20103 or JOUR 20333 with a grade of C or better. (Typically offered: Fall)

JOUR 51903. Professional Journalism Seminar. 3 Hours.

Examination of complex problems encountered by professional journalists with focus on research and analysis of the role of journalism in major social, economic, and political developments. (Typically offered: Fall and Spring) May be repeated for up to 6 hours of degree credit.

JOUR 52803. Data Journalism. 3 Hours.

Provides an in-depth experience of combining street reporting and data analysis to tell a story of significant societal importance. Students are introduced to techniques in data analysis, management, visualization and production of data-driven articles and and multimedia presentations. Prerequisite: Instructor permission. (Typically offered: Fall)

JOUR 53103. Literature of Journalism. 3 Hours.

A survey of superior works of book and magazine-length narrative non-fiction, from the mid-19th century to today. Includes such authors as Hersey, Didion, Orlean, and Conover. (Typically offered: Irregular)

JOUR 53203. Documentary Production I. 3 Hours.

In-depth study of documentary film as non-fiction, long form journalism. Covers subject, funding, research and development, pre-production planning, field production, talent, music, post production, promotion, broadcast and distribution. Required trip to Hot Springs Documentary Film Festival. (Typically offered: Fall)

JOUR 53303. Documentary Production II. 3 Hours.

A continuation of JOUR 53203, Documentary Production I. Students photograph, write, and edit a documentary begun in the fall semester. Prerequisite: JOUR 53203. (Typically offered: Spring)

JOUR 54603. Campaigns. 3 Hours.

Applying advertising principles and techniques to preparation of a complete campaign; determining agency responsibilities, marketing objectives and research, media mix, and creative strategy. Emphasis also given to campaign presentation delivery, utilizing audio and visual techniques. Graduate degree credit will not be given for both ADPR 44603 and JOUR 54603. Prerequisite: ADPR 37203 and ADPR 37403, each with a grade of B or better, and 2.5 overall GPA. (Typically offered: Fall, Spring and Summer)

JOUR 54703. Account Planning. 3 Hours.

An introduction to applied advertising research and account planning. Integrate consumers' perspectives into creative strategy to developing brand stories for clients. Write creative briefs, positioning statements and prepare copy-testing research instruments to evaluate messages. Utilize consumer research for creating messages for diverse cultures. Prerequisite: Graduate standing. (Typically offered: Fall and Spring)

JOUR 55003. Magazine Writing. 3 Hours.

This intensive writing and reporting course is for students with proven feature-writing skills and an interest in the human-interest stories found in such leading magazines as The New Yorker, Esquire, Harper's, the Atlantic, and others. Students will compose magazine-length nonfiction stories on timely subjects under deadline. Stories are submitted for contests and publication, when possible. Graduate degree credit will not be given for both JOUR 45003 and JOUR 55003. Prerequisite: JOUR 20103 with a grade of C or better. (Typically offered: Spring)

JOUR 58803. Advanced Multimedia Storytelling. 3 Hours.

Prepares students to work in corporate or nonprofit communications, and to use multimedia storytelling in creative scholarship. Students learn multiple forms of media including writing, audio, video, still photography, archival images, and graphics. Prerequisite: Graduate Standing. (Typically offered: Irregular)

JOUR 59203. History of the Black Press. 3 Hours.

Covers the historic context of contributions and innovations to U.S. newspapers by African Americans. Also investigates the role of the black press from its beginnings in 1827 through the civil rights movement. (Typically offered: Spring Even Years)

JOUR 5990V. Advanced Journalistic Practices. 1-4 Hour.

Study of advanced journalistic practices and methods, individual or group projects.

May only be taken once for degree credit. Prerequisite: Department Consent.

(Typically offered: Fall and Spring)

JOUR 6000V. Master's Thesis. 1-6 Hour.

Required of all M.A. journalism students. (Typically offered: Fall, Spring and

Summer) May be repeated for degree credit.