JOUR-JOURNALISM

JOUR 105G. Media and Society
3 Credits (3)
Functions and organization of the mass media system in the United States; power of the mass media to affect knowledge, opinions, and social values; and the impact of new technologies.

Learning Outcomes

1. Describe the structure and functions of major US media institutions and their roles in shaping public knowledge and opinion.
2. Analyze the social, political, and cultural impacts of mass media on audiences and communities, with attention to issues of power and representation.
3. Evaluate the influence of emerging technologies on media practices, audience behavior, and the future of journalism.

JOUR 110. Media Writing I
3 Credits (2+2P)
Introduction to media writing basics including news writing for print and web, feature writing, sports writing and writing for public relations. Course emphasizes fundamental news values, journalism ethics and Associated Press style. Restricted to all Campuses. May be repeated up to 3 credits.

Learning Outcomes

1. Know and put into practice news writing basics including the five W's, inverted pyramid, basic news leads, quotations, interviews, attributions and cutlines.
2. Know how to cover scheduled and breaking news events, and put knowledge into practice.
3. Know how to write for different media, including print, web and broadcast, and put knowledge into practice.
4. Know fundamentals of writing news stories, features, editorials, obituaries, and press releases, and put knowledge of each into practice.
5. Develop and practice basic copy editing skills.

JOUR 201. Introduction to Multimedia Journalism
3 Credits (2+2P)
Introduction to journalistic storytelling using text, photos, audio, video and infographics. Students produce their own multimedia stories in intensive, hands-on environment using digital cameras and audio recorders, mobile phones, external microphones and digital editing software applications including Adobe Premiere Pro, Audition and Photoshop. May be repeated up to 3 credits.

Learning Outcomes

1. Learn how to recognize and accurately define multimedia journalism.
2. Improve visual literacy by viewing and analyzing a variety of work produced by professional multimedia journalists.
3. Know the basic requirements and parts of a story, and know how to map and structure a story.
4. Know and put into practice news writing basics including the five W's.
5. Know what makes a good image, and put into practice composing and framing photographs and videos.
6. Understand and put into practice still photography, video and audio capture and editing fundamentals using a variety of tools.
7. Know how to combine different media to create a logical and effective story.

JOUR 210. Copyediting
3 Credits (2+2P)
Introduction to various aspects of copyediting with an emphasis on accuracy and style. Includes hands-on, directed practice in editing for Associated Press style, punctuation and grammar. Includes headline and cutline writing. May be repeated up to 3 credits.
Prerequisite: JOUR 110.

Learning Outcomes

1. Know and put into practice news writing basics including the five W's, inverted pyramid, basic news leads, quotations, interviews and attributions.
2. Know fundamentals of writing news stories, sports stories, features and editorials, and put knowledge of each into practice.
3. Know how to write for different media, including print, web and social media, and put knowledge into practice.
4. Develop and practice basic copy editing skills.
5. Understand fundamentals of media law and ethics, and know basic press rights.
6. Understand basic math principles used by reporters.
7. Practice and understand the importance of meeting deadlines.
8. Develop a habit of consuming news and monitoring daily headlines.

JOUR 300. Introduction to Advertising
3 Credits (3)
This course introduces students to the principles and practices of integrated marketing communications (IMC) and their role in promoting goods, services, and organizations. Students explore the creative and strategic processes behind advertising campaigns, including media planning, message design, and consumer behavior analysis. The course also addresses social and ethical issues in advertising, providing a foundation for further study in media strategy, creative development, and campaign evaluation.

Learning Outcomes

1. Explain the role of integrated marketing communications in the promotion of goods, services, and organizations within the broader marketing landscape.
2. Analyze consumer behavior and media trends to inform strategic planning and message development for advertising campaigns.
3. Apply creative and ethical principles to design basic advertising concepts or campaign strategies that address specific communication objectives.

JOUR 302. Television Videography & Editing
3 Credits (3)
Classroom instruction on basic studio and single camera video productions. The focus is placed on introductory practical aspects of news and videography, reporting and storytelling. Lab experience in camera basics, studio functions and digital video editing. Includes practical experience through crew assignments on the live student - produced newscast, News22, which airs on KRWG-TV, a PBS affiliate station. May be repeated up to 3 credits.

Learning Outcomes

1. The students will be able to have a broader introductory understanding of video production for broadcasting media
2. The students will be able to edit video and digital production
3. The students will be able to create media reporting for News and Sports

JOUR 305. Visual Communication in Media
3 Credits (3)

How one sees, perceives, interprets, creates and applies visual language. Explores the history, techniques, application and practice of the various visual media. May be repeated up to 3 credits.

Learning Outcomes

1. Give students an understanding of the historical, critical, theoretical and practical aspects of visual culture in digital media era.
2. Sharpen students' visual acuity
3. Enhance students' understanding of point of view
4. Help students to broaden their perspective of visual communication from the storytelling perspective in social and digital media
5. Enlarge students appreciation of visual culture

JOUR 306. Sports Writing and Reporting
3 Credits (3)

Fundamental principles of sports writing and reporting with an emphasis on accuracy and style. Includes a mix of classroom instruction and hands-on, directed practice in game coverage sports feature writing, sports commentary and sports statistics. Students have the opportunity to produce sports content for Kokopelli online news outlet. May be repeated up to 6 credits.

Prerequisite: JOUR 210 or consent of instructor.

Learning Outcomes

1. Know how to recognize and accurately define sports journalism and different sports story types
2. Improve sports journalism literacy by reading, viewing and analyzing a variety of work produced by professional sports writers and reporters
3. Know the basic parts of a sports story, and know how to structure and package various types of sports stories
4. Know and put into practice sports writing basics including the five W's, leads, interviews, quotations and attributions
5. Know how to write sports stories for different media, including print, web and social media, and put knowledge into practice
6. Know basic sports terminology, and know how to compile, compute and interpret a wide variety of sports statistics

JOUR 310. Media Writing II
3 Credits (3)

Field reporting and writing for web and print publication. Includes a mix of classroom instruction and hands-on, directed practice in local news and sports reporting, feature writing, opinion writing and social media content creation. Students produce written and visual content for Kokopelli online news outlet. Course emphasizes accuracy, news values and ethics in fast-paced, deadline-oriented environment. May be repeated up to 3 credits. May be repeated up to 3 credits.

Prerequisite: JOUR 210.

Learning Outcomes

1. Write an inverted pyramid on deadline.
2. Use AP style in all written assignments.
3. Incorporate news writing conventions in all stories.
4. Identify the differences between hard news stories and features.
5. Conduct interviews using best journalistic practices and professionalism.
6. Demonstrate news judgment in pitching, reporting, and writing stories.
7. Build a personal website and use digital media to report, publish and promote stories.
8. Understand basic libel law and journalistic ethics.

JOUR 312. Advertising/Copywriting
3 Credits (3)

This course explores the creative and strategic processes involved in developing effective advertising messages. Students will learn the principles of persuasive copywriting, visual storytelling, and layout design, applying these skills to create integrated advertising materials for clients. Emphasis is placed on aligning creative executions with brand strategy and audience insights while adhering to ethical and professional standards.

Prerequisite: JOUR 110 or consent.

Learning Outcomes

1. Apply principles of persuasive writing and strategic thinking to develop advertising copy that aligns with client objectives and target audiences.
2. Design storyboards and layouts that integrate copy and visuals to communicate cohesive advertising messages across multiple media platforms.
3. Evaluate advertising concepts for effectiveness, creativity, and alignment with ethical and professional standards in the industry.

JOUR 314. Broadcast Reporting
3 Credits (3)

Students learn the techniques of reporting and writing news stories for broadcast, including how to incorporate video and natural sound so all elements work together for good storytelling. May be repeated up to 3 credits.

Prerequisite: JOUR 302.

Learning Outcomes

1. Students will learn the basics of television reporting.
2. Students will learn and practice the skills of broadcast news reporting, especially, broadcast writing, reporting, interviewing, videography and audio recording, editing, and how to tell stories with video and audio.

JOUR 315. News 22
1-3 Credits (1-3)

Students will report news stories for live, student-produced television newscast that airs on KRWG-TV, public television for Southern New Mexico. May be repeated up to 3 credits.

Prerequisite: JOUR 314 or JOUR 330.

Learning Outcomes

1. Students will learn to report professional news stories for News twenty-two
2. Students will learn the fundamentals of live broadcast news production.

JOUR 319. Intro Photography
3 Credits (3)

Introduction to photography emphasizing composition, camera techniques, post-production skills in Photoshop, Lightroom, and InDesign and storytelling skills. History of photography overview. This class is the starting point for students interested in a photojournalism emphasis. May be repeated up to 3 credits.

Learning Outcomes

1. Students will be able to use "visual language" for use across multiple platforms including print, video and web.
2. Students will acquire post-production skills used in various industries.
3. Students will be able to produce powerful and effective communication through image-making.

JOUR 320. Photojournalism
3 Credits (3)
Communication photography on multiple platforms for sports, news, advertising/public relations and other editorial and commercial needs. Photography lighting techniques, photo-editing software, and website skills will be expanded and further developed. May be repeated up to 3 credits.
Prerequisite: JOUR 319 or Consent of instructor.
Learning Outcomes
1. Students will be able to use specialty techniques, especially sports photography and studio/portraiture/product photography.
2. Students will expand skills needed in editorial, advertising and other communication industries.

JOUR 321. Media Graphic Design
3 Credits (3)
Introduction to graphic design fundamentals for print and web publication including page layout, typography, color theory and photo editing. Students produce their own print and web-based design pieces using Adobe InDesign and Photoshop. May be repeated up to 3 credits.
Learning Outcomes
1. Know and put into practice fundamental design principles including proximity, alignment, repetition and contrast.
2. Know fundamentals of color theory and typography, and apply this knowledge to a variety of media design projects.
3. Know fundamental rules of photography composition and cropping.
4. Know fundamental rules and principles of printed newspaper and magazine design and put knowledge into practice.
5. Know fundamental rules and principles of printed newsletter and brochure design and put knowledge into practice.

JOUR 330. TV News Shooting & Editing
3 Credits (2+4P)
Advanced technical and aesthetic skills and journalism basics needed for videography and editing on-location news stories. Single camera videography and nonlinear/digital editing. May be repeated up to 3 credits.
Prerequisite: JOUR 314 or permission of instructor.
Learning Outcomes
1. Learn or continue exploring and mastering the concept of video sequencing in the field, gathering great natural sound, opening and closing shots and improve your overall storytelling process in the field and during the edit process.
2. Learn or continue exploring the fundamentals of non-linear digital editing, using Adobe Premier.
3. Expand knowledge of field sound recording.
4. Learn and distinguish the difference between uncontrolled action and controlled action.

JOUR 350V. Media History
3 Credits (3)
Historical overview of media including newspapers, magazines, radio, television, photography, entertainment media, advertising, public relations, and digital media. The history of American media development is directly intertwined with American history. Newspapers, magazines, television, and radio have not just reported on news and events; by virtue of what facts and sources editors and reporters have chosen to use, journalists have framed how the public should think about events. Editorials also provided further framing guidance on issues to readers and viewers. Students will study media history from social, intellectual, and cultural history perspectives. Students will examine the historical relationship of the media to American social, political, economic, and cultural patterns and developments. And, conversely, students will examine how these same forces impacted and changed all forms of media through a multi-cultural approach. May be repeated up to 3 credits.
Learning Outcomes
1. Survey the development of various forms of media and the changes in the media as they relate to the larger social, economic, and political sphere
2. Learn the methods and processes of historical research and engage in historical research.
3. Learn that the development of all fields of communication are interrelated
4. Discover how American media have attempted to influence how Americans perceive the world around them (including perceptions of other nations) via their coverage and portrayal of global events.
5. Learn that America's historical events played out through the media. As such, students will gain a deeper understanding of how media personnel helped "frame" the discussion and debate about news and information from the 1600s to present day
6. Discover that the ethical and professional foundations of media industries have adjusted and changed over time due to external and internal forces, including the rise of the professionalism movement across the nation in the late nineteenth century, the internal response to public demands for licensing of news media following World War I, and modern pressures caused by digitization of the industry and the parallel fragmentation of audiences
7. Learn how to determine how various groups outside the mainstream contributed to overall press development. This includes an examination of how women and ethnic minorities influenced how and why the press became a force for social, cultural, political, and economic change in society.
8. Discover and appreciate that history is NOT just the study of names, dates, and places, but of people
9. Discover that the history of media is not the province of any one individual, corporation, or entity. Instead, a variety of factors: social, economic, political, legal, ethical, and cultural, helped shape the media's development

JOUR 360. Media Literacy
3 Credits (3)
This course is designed to help students develop an informed, critical, and practical understanding of media including analysis of online and social media and to help students develop their media literacy and analytical skills.
Learning Outcomes
1. Write clearly, precisely, and in a well-organized manner.
2. Demonstrate critical thinking, reading, and viewing skills.
3. Research, develop, evaluate, and present arguments grounded in research-based knowledge.
4. Apply analytical, precise, and elaborated terms and concepts for talking and writing about media and the ways in which they communicate meaning.
5. Demonstrate how images are constructed via specific formal and technical elements and how those images construct meaning about national and global communities.
6. Interpret media texts (film, television, etc.) to expand experience and understanding of the self and society.

JOUR 374. Introduction to Public Relations
3 Credits (3)

This course is designed to familiarize students with the basic concepts, principles, practices, and professions of public relations (PR). It is the foundation course for other PR courses in Journalism and a supplemental course for students majoring in other fields.

Learning Outcomes

1. The role and functions of public relations in contemporary society.
2. The contingency views of public relations practice in the worlds of managing competition and conflict.
3. The historical evolution of public relations, career opportunities in the field, and professional/ethical/legal responsibilities.
4. The basic process of public relations—research, planning, communication, evaluation—and the use of communications strategies and tactics to achieve organizational goals and objectives.
5. The persuasion of public opinion and audience analyses and how to reach diverse audiences.
6. Practical guidelines for utilizing written, spoken, and visual techniques to reach selected audiences.
7. An understanding of how public relations is a global phenomenon.
8. How the Internet and social media are changing the way public relations professionals build and sustain relationships between an organization and its constituents.
9. An understanding of public relations activities in business, sports, tourism, entertainment, nonprofit, education, and government organizations.

JOUR 377V. Mass Media Ethics
3 Credits (3)

Philosophical and moral examination of problems relating to mass media. Use of case study method to analyze media situations; development of framework for media professionalism.

Learning Outcomes

1. Analyze ethical dilemmas in mass media using established philosophical theories and ethical frameworks.
2. Evaluate media case studies to determine the ethical responsibilities and professional standards applicable to journalists and media practitioners.
3. Construct a personal code of media ethics informed by moral reasoning, professional guidelines, and critical reflection on case studies.

JOUR 380. Women and the Media
3 Credits (3)

Portrayal and participation of women in mass media from colonial to contemporary times. Same as GNDR 450.

Learning Outcomes

1. Examine the historical evolution of women's roles and representations in mass media from colonial America to the present.
2. Critique media portrayals of women across different time periods and platforms, using feminist theory and media analysis frameworks.
3. Develop original media content, presentations, or arguments that reflect an informed understanding of gender dynamics in media industries.

JOUR 384. Public Relations Storytelling
3 Credits (3)

This course will help students understand the concept of using storytelling as a tool for public relations, branding, and social change. Students will learn how to use storytelling on traditional and social media platforms. Upon completion of this course, students should have attained knowledge of essential elements of storytelling, audience-led narratives, transmedia storytelling, etc.

Learning Outcomes

1. Students will attain knowledge and understanding of the essential elements of branding through storytelling.
2. Students will attain knowledge and understanding of the assessment of brand stories and customer-led narratives.
3. Students will attain knowledge and understanding of integrating brand storytelling into the marketing mix.
4. Students will attain knowledge and understanding of data-driven storytelling.
5. Students will attain knowledge and understanding of personal branding of leaders and brand storytelling success.
6. Students will attain knowledge and understanding of research skills for brand storytelling.
7. Students will attain knowledge and understanding of the future of brand storytelling.

JOUR 407. Media Internship
1-3 Credits (1-3)

Supervised work with a media organization. 1-3 credits. May be repeated up to 3 credits. Restricted to: JOUR majors.

Prerequisite: Consent of internship coordinator.

Learning Outcomes

1. Varies.

JOUR 408. Media Practicum
1-3 Credits

Advanced supervised work with a media organization. May be repeated up to 3 credits.

Prerequisite: Consent of internship coordinator.

Learning Outcomes

1. Varies.

JOUR 412. Documentary Photojournalism
3 Credits (3)

Production of documentary photography for web, print, broadcasting and exhibition emphasizing deep visual storytelling. Multimedia, social media distribution and website techniques including WordPress website design and maintenance. Discussion of notable photographers. Multiple Field Trips to produce material for the Small Village New Mexico term project (SVNM). Students produce an individual Term Project book and multimedia show. May be repeated up to 3 credits.

Prerequisite: JOUR 319.

Learning Outcomes

1. Students will learn "slow photojournalism," and be able to produce visual stories done with deep immersion in whatever community or subject they work in.
2. Students will be able to use photography for communication, giving deeper meaning to subjects than transitory "news" type photography allows.

JOUR 414. Broadcast Reporting Portfolio
3 Credits (3)

This is course is designed to help students who are preparing for a career in broadcasting. Students will refine reporting, shooting and editing skills and build a professional website containing a reporter reel, resume and proof of other skills needed for success in broadcasting. The class also features guest speakers throughout the semester who work in the broadcast and digital world of media. May be repeated up to 3 credits.

Prerequisite: JOUR 314.

Learning Outcomes

1. To practice, hone, and improve scriptwriting skills, especially news writing.
2. To practice and improve audio announcing skills and on-camera announcing skills.
3. To practice and improve overall videography and digital editing skills.
4. To learn more and prepare for related careers.

JOUR 425. Media Planning and Buying
3 Credits (3)
Covers the principles of media planning for an IMC campaign and procedures for purchasing ad time or space.
Prerequisite: JOUR 300 or consent of instructor.
Learning Outcomes

1. Analyze audience demographics, psychographics, and media consumption data to determine optimal media channels for journalistic content placement.
2. Design comprehensive media plans that align with campaign objectives, budget constraints, and ethical journalism practices.
3. Evaluate the effectiveness of media buys using key performance indicators (KPIs) and adjust strategies based on data-driven insights.

JOUR 427. Media Writing III
3 Credits (3)
Advanced field reporting and writing for web and print publication. Includes hands-on, directed practice in local news and sports reporting, feature writing, opinion writing, social media content creation and web publishing. Students produce written and visual content for Kokopelli online news outlet, and prepare final portfolio. Course emphasizes accuracy news values and ethics in fast-paced, deadline-oriented environment. May be repeated up to 3 credits.
Prerequisite: JOUR 310.
Learning Outcomes

1. Sharpen and expand advanced reporting, interviewing, writing, and editing skills for print and online publication.
2. Sharpen multimedia reporting and storytelling skills including photography skills.
3. Improve and expand professional portfolio through online publication of original work.
4. Demonstrate effective use of social media platforms.
5. Demonstrate understanding of fundamentals of journalism ethics.
6. Learn to work effectively under deadline pressure.
7. Produce a final portfolio or "string book" of published work.

JOUR 457. Social Media Management and Analytics
3 Credits (3)
This course is designed to help students to understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.
Prerequisite: JOUR 374.

Learning Outcomes

1. Understand what social media is and how this new type of media and communications technology influences how business and marketing is done
2. Develop skill in using the predominant social media tools currently available for business/marketing communication
3. Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage consumers and to increase social impact, influence, and value
4. Develop a strategic plan for identifying opportunities for using social media in a company

JOUR 460V. Sports & Entertainment P.R.
3 Credits (3)
This course aims to provide a basic understanding of sports and entertainment PR and its industry trends, theories, techniques, case studies, global trends, and future directions. Upon completion of this course, students will be able to use the theories and techniques to plan, implement, and evaluate sports and entertainment PR campaigns and activities. May be repeated up to 3 credits.
Learning Outcomes

1. Describe the nature of public relations practice in sports
2. Practice the primary research methods employed in sports public relations.
3. Recognize the major steps involved in planning a public relations campaign and the key considerations at each step in the process.
4. Identify the various types of paid/earned/shared/owned media commonly utilized in the profession
5. Comprehend the different tactics used to generate publicity.
6. Become proficient in writing news releases.
7. Distinguish among the various response strategies sports managers may employ in a crisis.
8. Describe unique aspects of social responsibility in the sports and entertainment industry
9. Identify legal issues in sports PR, anticipate emerging ethical issues, evaluate ethical dilemmas present in sports PR, and recognize the need for ethical decision-making in sports PR. 1
10. Describe current global trends and multicultural issues, which have impacted the global sports and entertainment industry.

JOUR 463. Public Relations for Social Impact
3 Credits (3)
This course aims to provide a basic understanding of the role of PR in influencing public behavior and creating positive social impact. This course offers different approaches to solving a range of social problems in the areas of health, safety, environmental protection, and community involvement.
Learning Outcomes

1. Apply social marketing theories for developing, implementing, and evaluating social marketing campaigns
2. Utilize nudge techniques to improve decisions about health, wealth, and happiness in both personal and societal levels
3. Prepare a prosocial campaign plan using social media and public relations strategies
4. Identify examples of successful social marketing campaigns

JOUR 470. Environmental, Social, & Governance Public Relations
3 Credits (3)
This course will explore how organizations create values by investigating the concept of environmental, social, and governance (ESG) and social

responsibility campaigns in the light of public relations. Students will learn about philanthropy, sustainability, reputation building, and ESG for the media and entertainment industry.

Learning Outcomes

1. Understand the basic concepts and elements of Strategic Corporate Social Responsibility (Strategic CSR).
2. Understand company's value-creating activities through strategic CSR.
3. Understand company's CSR strategy under the context of economical and social exchanges
4. Understand the process of creating comprehensive strategic CSR communications plan

JOUR 476. Advertising & Public Relations Campaigns
3 Credits (3)

In this capstone course, students will utilize the principles and techniques of advertising and public relations to research and develop a comprehensive campaign plan. Students will develop a portfolio to demonstrate their skills to prospective employers. Restricted to Journalism and Media Studies Majors. May be repeated up to 3 credits.
Prerequisite: JOUR 374.

Learning Outcomes

1. Students will independently work on two projects to practice how to promote themselves and develop a professional point of view.
2. Students will create a portfolio at the end of the course that can be used to help demonstrate their skills to prospective employers.
3. Students' projects will demonstrate that they understand how to utilize the principles and techniques of advertising and PR to research and develop a comprehensive campaign plan.

JOUR 489. Media Research
3 Credits (3)

This course introduces students to the methods and applications of empirical research in mass communication. Students explore survey design, field studies, content analysis, and basic data analysis to address real-world media problems. Emphasis is placed on understanding research ethics, interpreting quantitative and qualitative data, and applying research findings to inform media strategies and evaluate communication effectiveness.

Learning Outcomes

1. Explain key research methodologies used in mass communication, including surveys, content analysis, and field studies.
2. Conduct basic empirical research by designing instruments, collecting data, and applying appropriate analytical techniques.
3. Interpret and evaluate research findings to address communication problems and inform media strategies or journalistic practices.

JOUR 490. IMC Campaign
3 Credits (3)

Capstone course utilizing all previous instruction to create and develop plans for a long-term national or local IMC (Integrated Marketing Communications) campaign. May be repeated up to 3 credits. Consent of Instructor required.
Prerequisite(s): JOUR 300 and 312 or consent of instructor.

Learning Outcomes

1. Students will learn how to create IMC campaign for client or for brands, and will be able to apply this for the real world when they apply for job.

JOUR 493. Media Law
3 Credits (3)

Examination of legal issues relating to mass media in the United States. Invasion of privacy, libel, sedition, copyright, and advertising regulation. Same as COMM 493, POLS 493.

Learning Outcomes

1. Identify and explain major legal principles, statutes, and court decisions governing mass media in the United States.
2. Analyze legal issues such as privacy, libel, copyright, and advertising regulation in the context of real or hypothetical media scenarios.
3. Evaluate the legal and ethical implications of media practices to ensure compliance with professional and constitutional standards.

JOUR 494. Special Topics
3 Credits (3)

Specific subjects to be announced in the Schedule of Classes. May be repeated up to 9 credits.

Learning Outcomes

1. Varies.

JOUR 495. Media Theory
3 Credits (3)

Theoretical approaches to media communications. Examination of media effects, audiences, and media socialization. May be repeated up to 3 credits.

Learning Outcomes

1. Trace the historical development of major media theories and explain their relevance to contemporary media landscapes.
2. Apply theoretical frameworks to analyze media content, audience behavior, and the role of media institutions in society.
3. Evaluate scholarly research and communication practices using media theory to support critical thinking and effective written communication.

JOUR 499. Independent Study in Media
1-3 Credits

Individual study directed by consenting instructor with prior approval of department head. May be repeated up to 6 credits.
Prerequisite: 2.5 GPA and consent of instructor.

Learning Outcomes

1. Varies.

JOUR 501. Global Strategic Communications: Cultural Perspective
3 Credits (3)

This course is set up to combine both theory and practice, regarding global communications, especially from cultural perspectives. Also, this course is designed for students to understand persuasive strategic communications in different nations. Markets are no longer bound with their physical locations because of the communication technologies. To successfully address the strategic communications in global market, marketers and advertisers need to fully understand “local” challenges coming “deep” from cultural, economic, regulatory and competitive differences. Based on theoretical and practical understanding of the dynamic interplay between global and local forces, students will acquire theoretical as well as practical understandings of how to accomplish the goals of strategic communications in global markets. Thus, the core objective of this class is to develop an ability to analyze and map out persuasive communication strategies that are effective in global markets.

Learning Outcomes

1. Know how to analyze cultural norms and recognize strategic communications practices that are congruent to such cultural norms.
2. Identify similarities and differences in different consumer segments according to dimensions of culture.

3. Develop a deeper understanding of cultural dimensions.
4. Implement effective market research applications in different regions of the world.
5. Conceptualize and operationalize theoretical frameworks.