School of Journalism

Welcome to the Indiana University School of Journalism at IUPUI!

As a journalism or public relations student here at IUPUI, you work with faculty and staff who have achieved excellence in their profession. You learn communication skills, research techniques, analytical thinking, technical know-how, teamwork and versatility—exactly the skills that today’s employers are looking for.

You also benefit from our location in downtown Indianapolis, which provides us with a valuable pool of leading media professionals who serve as adjunct instructors and guest speakers. Internships and jobs covering every possible career path—media, sports or health information, nonprofits, government, business and more—are just a short walk or drive away.

Our faculty and staff nurture your passion for writing, interviewing, telling stories and communicating messages, and help put you on the path to a successful career. Learn more at journalism.iupui.edu.

Overview

The mission of the School of Journalism is to explore and to help students explore the institutions, procedures, professional skills, and audiences of journalism and mass communication. Our subject is how the media mediate, and what this process of mediation means for public life in America and around the world.

This mission is both an academic and a professional one; it is about learning, teaching, and doing. To this end, we are committed to scholarly research in journalism and mass communication, to liberal education in the arts and sciences, and to professional training in media work.

The Mission of the Baccalaureate Program

The mission of the baccalaureate program of the School of Journalism is to help students learn to read, think, and communicate clearly, critically, and creatively. The school is committed to liberal education in the arts and sciences, as well as to professional training in the skills of journalism and mass communication. The school believes that both breadth and depth of learning must characterize the undergraduate experience. To this end, the Bachelor of Arts in Journalism degree emphasizes:

- development of basic skills in writing, critical thinking, independent learning, mathematics, foreign language, computers, and new information technologies
- exposure to a broad range of course work in the disciplines of the liberal arts and sciences
- study of human cultures outside the United States, and of selected minority cultures within the United States
- training in statistical analysis, and quantitative and qualitative research methods; training in the professional skills of journalism and mass communication, including reporting, writing, editing, visual communication, new communications technology, and collaborative group work
- study of the institutions, processes, and effects of mass media in society
- study in depth of a field or discipline in the arts and sciences, other than journalism and mass communications
- preparation for a lifetime of learning

The journalism curriculum helps students prepare to be effective communicators regardless of their chosen profession. For example, strong communication skills are essential for careers in law, business, and public affairs. Careers in newspapers, magazines, broadcasting, online journalism, sports journalism, public relations, and advertising are as important to our society as ever. The Bachelor of Arts in Journalism degree also prepares students for graduate studies.

History

Indiana University, established in 1820 as a tiny seminary in Bloomington, eventually became one of the first state universities to teach journalism. Instruction began in 1893 with three students in the first class. Classes in writing and reporting were taught at intervals during the next few years, supplementing the students' liberal arts background in English, history and economics.

A Department of Journalism was established in the College of Arts and Sciences in 1911, although students could not major in journalism until 1932. Professor Joseph Piercy was named as the first head of the department and served until 1938.

John E. Stempel followed Piercy as the head of the department. Under Stempel's leadership from 1938 until his retirement in 1968, the program moved to its current building, Ernie Pyle Hall.

Journalism began offering a master's degree in the 1920s and a doctoral degree in mass communication in 1966. The first Ph.D. was granted in 1971.

Richard G. Gray became chairman of the department in 1968. He led the program through a shift in the curriculum from a mainly professional orientation to one that balances instruction in the skills of writing, visual communication, reporting, and editing with instruction in the history, economics, law, responsibilities, and ethics of journalism. That core curriculum remains, although new technologies of mass communication and converging media have changed the mode of instruction and the content of some courses.

In 1974, the department became a school, but remained within the College of Arts and Sciences. The school became systemwide in the 1980s, responsible for the coordination of journalism education on all eight campuses. Gray became dean and, alongside associate dean James Brown in Indianapolis, established the School of Journalism as an independent unit in 198

After the death of Gray in 1984, Trevor R. Brown became interim dean and was named dean the next year. In 1989, the school separated from the College of Arts and Sciences. Since 1990, students on both the Bloomington and Indianapolis campuses enroll in the Bachelor of Arts in Journalism (B.A.J.) program. Following Trevor Brown's retirement in 2005, Bradley Hamm was appointed dean.
The Indianapolis program established a Master's Degree in Publications in 2008 and a Master's Degree in Journalism in 2010. After James Brown retired in 2010, Dan Drew was appointed interim executive associate Dean. Drew served until his retirement in 2013. Jonas Bjork is now the Associate Dean at the School of Journalism in Indianapolis.

Facilities
The University Library
Books, journals, trade publications, and newspapers are housed in the University Library. The IUPUI University Library is a beautifully designed building. It features computer databases that help students, faculty, and staff in their academic and professional work. A librarian with an extensive knowledge of journalism and research is available to assist journalism faculty and students.

University Library
IUPUI
755 W. Michigan Street
Indianapolis, IN 46202

Contact Information
School of Journalism 535 W. Michigan Street Information and Communications Complex IT 557 Indianapolis, IN 46202 (317) 278-5320 journalism.iupui.edu

Admission to the School of Journalism
Students may be directly admitted to the School of Journalism. Students not directly admitted may declare themselves journalism majors in University College during their first year at IUPUI and may take J110 Foundations of Journalism and Mass Communication. Before seeking admission as a major in the School of Journalism, students must complete a minimum of 15 credit hours of undergraduate course work, including the following:
- W131 English Composition (grade "C" or higher)
- J110 Foundations of Journalism and Mass Communication (grade "C" or higher)

Students wishing to become journalism majors are expected to have computer literacy, but no course or competency exam is required for admission.

Students meeting these requirements with a cumulative grade point average of 2.0 or higher will be considered for admission to the School of Journalism. Each year the school will admit students, based on the above requirements, as the school's physical space, instructional equipment, and faculty/staff resources permit.

All summer transfer course work must be entered on the student's transcript prior to the first day of classes in fall semester. Transcripts from other colleges and universities should be sent to the address below.

Office of Admissions
Campus Center Rm. 255
Indianapolis, IN 46202-5143

Transfer Students
Transfers from Other Colleges and Universities
Students who wish to transfer to IUPUI should contact the Office of Admissions, Campus Center Rm. 255, Indianapolis, IN, 46202-5143,(317) 274-4591.

Transfer students may be directly admitted or may declare pre-journalism as their major with University College. Transfer students not directly admitted may apply to the School of Journalism when they have completed the certification requirements. Transfer courses are not calculated in the cumulative grade point average for Indiana University students; therefore, transfer students must complete a minimum of one semester at IUPUI before they can be considered for admission to the school.

Acceptance of credit from other institutions will be determined by the Office of Admissions, and the applicability of credit toward degree requirements in the School of Journalism will be determined by the associate dean. No more than 12 transfer credit hours of mass communications courses may be counted in the journalism major. Only credits earned at Indiana University will count toward a student's grade point average. Courses from other colleges and universities transfer as credit only.

Transfers within the School of Journalism on the Bloomington and Indianapolis Campuses
Students admitted to the school on the Indianapolis campus who are transferring to the school on the Bloomington campus must have completed all admission requirements as defined by the Bloomington campus and complete the intercampus transfer form available at www.iupui.edu/~moveiu/. Students who have not met all admission requirements may transfer to the University Division. Intercampus transfer applications will be accepted throughout the year. However, students may take advantage of Continuing Student Registration by filing for an intercampus transfer by the approved deadlines.

Transfers from Other Indiana University Campuses
Students who have completed the admission requirements should contact the School of Journalism director fundraising services. Students who have not completed the admission requirements should complete the intercampus transfer form at www.iupui.edu/~moveiu/ for admission to University College.

Undergraduate Programs
Academic counseling for each student in the School of Journalism is provided by a faculty member or an academic advisor prior to each semester's enrollment. Although academic counseling is intended to provide effective guidance, students are responsible for planning their own programs and for meeting the following degree requirements for graduation. Students are advised to read IU bulletin descriptions of all courses selected, paying careful attention to conditions concerning awarding of credit.

Credit Hour & Grade Point Requirements
1. 120 credit hours required for graduation, including the following minimums:
   - At least 39 credit hours of mass communications courses (journalism, telecommunications, and selected communication courses).
• At least 72 credit hours from outside the School of Journalism.
• Minimum 15 credit hours in approved academic minor or a second concentration selected from one academic discipline outside of journalism, telecommunications, and selected communication courses.
• 30 credit hours of general education to meet the IUPUI general education requirement.
• At least 36 credit hours at the 300 or 400 level.

2. Credit hour limits
• No more than 12 transfer credit hours of mass communications (journalism, telecommunications, and selected communication courses).
• No more than 3 credit hours total of internship credit, either from JOUR J492 or any other academic unit.
• No more than 60 transfer credit hours from a community college.

3. Grade Point Average
• A minimum 2.0 cumulative grade point average in all course work.
• A minimum 2.0 grade point average in all major course work, "C-" or higher in each course.
• A minimum 2.0 grade point average in all course work for the second concentration, "C-" or higher in each course.
• The school will honor the university grade replacement policy up to 15 credit hours.

Degree Programs
• Bachelor of Arts in Journalism
• Academic Minor and Second Concentration
• Certificate in Journalism and Certificate in Public Relations
• Advertising Minor

B.A.J. Requirements
Students must complete the following for the B.A.J. degree: General Education Core (30 credit hours)

**Journalism Major (minimum 39 credit hours)**

Core (16 Credits) These courses are required of all Journalism students:
• C190 Perspectives on Communication (1 cr.)
• J110 Foundations of Journalism and Mass communication (3 cr.)
• J200 Reporting, Writing, and Editing I (3 cr.)
• J210 Visual Communication (3 cr.)
• J300 Communications Law (3 cr.)
• J410 Media as Social Institutions (Capstone) (3 cr.)

Area Core (12 credits)
Each student must complete all four courses in one of the Area Cores:
• Journalism
  • J341 Newspaper Reporting (3 cr.)
  • J351 Newspaper Editing (3 cr.)
  • One of the following: J343 Broadcast News (3 cr.), OR J344 Photojournalism Reporting (3 cr.), OR J463 Computerized Publication Design (3 cr.)
  • J409 Media Management (3 cr.)

• Sports Journalism
  • J150 Introduction to Sports Journalism (3 cr.)
  • J345 Sports Journalism Writing (3 cr.)
  • J361 Issues in Sports Journalism (3 cr.)
  • J409 Media Management (3 cr.)

• Public Relations
  • J219 Introduction to Public Relations (3 cr.)
  • J390 Public Relations Writing (3 cr.)
  • J340 Public Relations Tactics and Techniques (3 cr.)
  • J428 Public Relations Planning and Research (3 cr.)

**Journalism Electives (9 credits)**
A journalism research elective from the following list:
• J414 International Newsgathering Systems (3 cr.)
• J438 Advertising Issues & Research (3 cr.)
• J450 History of Journalism (3 cr.)
• J475 Race, Gender and the Media (3 cr.)
• (Also approved topics of JOUR J360 and J46)

Two journalism electives (6 cr.) from any area: journalism, sports journalism, or public relations as long as you meet the prerequisites for that course.

**J492 Media Internship (1 cr.)**

**J400 Careers in Public Relations or J402 Careers in Journalism (1 cr.)**

**Academic Minor or Outside Concentration (minimum 15 credit hours)**

120 credit hours total

**Academic Minor or Outside Concentration**
Journalism students must complete an academic minor or outside concentration of at least 15 hours in an academic discipline outside of journalism.

Requirements for outside minors are set by other departments and schools. You must declare a minor with that school or department and take their list of required courses. These minors will be listed on your transcript.

With the approval of the director of advising services of the School of Journalism, students have the option to complete an outside concentration. Students must propose selected courses in consultation with their advisor and complete a written explanation of the educational value or goal of their choice. The selection of courses should show evidence of a coherent body of knowledge. The outside concentration is not listed on your transcript, but it fulfills the School of Journalism requirement.

Students must earn a "C-" or higher in each course and a grade point average of at least 2.0 in all courses taken for the second concentration.

Students may complete any of the certificates offered at IUPUI. Students must complete all courses approved for the certificate. The School of Journalism requires that students pursuing this option meet with an advisor of the department offering the certificate, obtain the advisor's signature on a planned program, and submit a copy of the
program to the School of Journalism director of advising services.

**Certificates for Non-Majors**

**Certificate in Journalism**
The School of Journalism offers a Certificate in Journalism and a Certificate in Public Relations for undergraduate students interested in these fields. The Certificates are not available to majors.

The certificates are very similar to our major requirements. Admission requirements to the certificate are the same as those for admission to our degree.

**Core (16 Credits)**
- C190 Perspectives on Communication (1 credit)
- J110 Foundations of Journalism and Mass Communication
- J200 Reporting, Writing and Editing I
- J210 Visual Communication
- J300 Communications Law
- J410 Media as Social Institutions

**Area Core (9 credits)**
- J341 Newspaper Reporting
- J351 Newspaper Editing
- One of the following: J343 Broadcast News, J344 Photo Journalism Reporting, or J463 Computerized Publication Design I.

**Total: 25 credits**

**Certificate in Public Relations**

**Core (16 Credits)**
- C190 Perspectives on Communication (1 credit)
- J110 Foundations of Journalism and Mass Communication
- J200 Reporting, Writing and Editing I
- J210 Visual Communication
- J300 Communications Law
- J410 Media as Social Institutions

**Area Core (9 Credits)**
- J219 Introduction to Public Relations
- J390 Public Relations Writing
- J340 Public Relations Tactics and Techniques

**Total: 25 Credits**

**Advertising Minor**
The School of Journalism offers two advertising minors: one for marketing majors in the Kelley School of Business and the other for majors in other areas. The minor requires seven courses and 19 credit hours to complete.

Journalism students may have a focus on advertising, but they must contact the director of advising services of the School of Journalism for approval.

**Kelley School of Business - Marketing Majors**
- *J320: Principles of Creative Advertising (3 cr.)

Required pre-requisite for all other courses in the sequence M415, Advertising and Promotion Management, may be substituted
- *J300: Communications Law (3 cr.)

L203 or L204, Commercial Law, may be substituted
- J335: Retail and Direct Advertising (3 cr.) P: J200 and J320/M415 or permission of instructor
- J463: Computerized Publication Design I (3 cr.) P: J200, J210 and J320/M415
- J420: Advertising Research and Management (3 cr.) P: J320/M415 and J335
- J438 Advertising Issues & Research (3 cr.) P: J320/M415, J300, J335 and J420
- *J400: Careers in Public Relations (1 cr.) P: J320 and Junior standing or above

BUS-X320 may be substituted

**Note:** Items identified with * have required marketing courses that may be taken as substitute for a journalism class and also counted toward the minor in Advertising. These rules apply ONLY to marketing majors.

**Other Areas**
- J320: Principles of Creative Advertising (3 cr.)

Required pre-requisite for all other courses in the sequence
- J300: Communications Law (3 cr.)
- J335: Retail and Direct Advertising (3 cr.) P: J200 and J320 or permission of instructor
- J463: Computerized Publication Design I (3 cr.) P: J200, J210 and J320
- J420: Advertising Research and Management (3 cr.) P: J320 and J335
- J438: Advertising Issues & Research (3 cr.) P: J320, J300, J335 and J420
- J400: Careers in Public Relations (1 cr.) P: J320 and Junior standing or above

**General Education Requirements**

**General Education Core** [http://go.iupui.edu/gened](http://go.iupui.edu/gened) (30 total credits)
1. Core Communication (2 courses; 6 credits)
   - ENG-W 131 (3 credits) Reading, Writing, and Inquiry 1 or ENG-W 140 (3 credits) Elementary Composition – Honors
   - English course must be completed with “C” or higher to be admitted to the School of Journalism.
   - COMM-R 110 (3 credits) Fundamentals of Speech Communication

2. Analytical Reasoning (2 courses; 6 credits)
   - College Math Course (3 credits). See list at [http://go.iupui.edu/gened](http://go.iupui.edu/gened)
   - Analytical or Statistics Course (3 credits). See list at [http://go.iupui.edu/gened](http://go.iupui.edu/gened)

3. Life and Physical Sciences (2 courses; 6 credits)
   - See list at [http://go.iupui.edu/gened](http://go.iupui.edu/gened)

4. Cultural Understanding (1 course, 3 credits)
• See list at http://go.iupui.edu/gened

5. Arts and Humanities and Social Sciences (3 courses; 9 credits)
• At least 3 credit hours in each area. See list at http://go.iupui.edu/gened

Additional Baccalaureate Degree Requirements (17 credits)
1. Economics* (1 course, 3 credits)
   • Any ECON course

2. First Year Competency in a Foreign Language* (8 cr.)
   • Students must complete the study of a single foreign language through the second semester of the first year of college-level course work. All or part of this requirement may be fulfilled by performance on placement examination. Students who have studied foreign language in high school should take the foreign language placement test if available. Contact the World Languages & Cultures office for more information.
   • International students whose native language is not English may demonstrate required proficiency in their native language. They may not, however, earn credit for any course at the first or second year level in their native language.

3. Arts and Humanities or Social Science Elective (2 courses, 6 credits)

*If any of these courses are used to meet a core requirement, the student must take additional credits from any of the core curriculum general areas (Communication, Analytical, Science, Culture, Arts and Humanities, Social Sciences) to achieve the additional general education requirement credits.

Students are not limited to only the core list and are encouraged to take higher level course in those areas, depending on interests, minors, or certificates. Course selection and approval should be completed in consultation with an academic advisor.

Students cannot double count in this area with their major requirements.

Student Learning Outcomes

The School of Journalism offers a bachelor’s degree in journalism with three concentrations: Journalism, Sports Journalism, and Public Relations. In addition, it offers certificates in Journalism and Public Relations, and a minor in Advertising. These are the learning outcomes for each program.

Bachelor of Arts
• Journalism Concentration
• Public Relations Concentration
• Sports Journalism Concentration

Certificates and Minors
• Certificate in Journalism
• Certificate in Public Relations
• Minor in Advertising

Bachelor of Arts in Journalism (B.A.J.)

Journalism Concentration
• Apply the basic principles of journalism such as accuracy, fairness, and public service.
• Discuss the legal and ethical underpinnings of mass media in the U.S.
• Interpret and use the principles of digital, online, and print design.
• Discuss and practice the principles of communicating clearly through print, digital, and visual media.
• Explain the function and impact of journalism and mass communication.
• Classify and separate different audiences for mass communication.
• Design and execute an effective job search in journalism.
• Conduct research for news stories using a variety of sources and evaluate the accuracy of information sources.

Public Relations Concentration
• Apply the basic principles of public relations such as media relations, employee communication, and community relations.
• Discuss the legal and ethical underpinnings of public communication in the U.S.
• Interpret and use principles of digital and print design.
• Discuss and practice the principles of ethical and effective informative and persuasive writing.
• Explain the roles and functions of public relations.
• Discuss and execute persuasive communication strategies in public relations.
• Design and execute an effective job search in public relations.
• Design research to support and evaluate public relations campaigns.

Sports Journalism Concentration
• Apply the basic principles of journalism such as accuracy, fairness, and public service.
• Discuss the legal and ethical underpinnings of traditional and digital sports journalism.
• Interpret and use the principles of digital, online, and print design.
• Discuss and practice the principles of communicating clearly through print, broadcast, and digital media.
• Explain the role of sports media and their symbiotic relationship with the sports industry.
• Examine the treatment of social, economic, political, and legal issues in sports journalism.
• Explain factors that influence sports journalism content and their significance.

Undergraduate Certificates and Minors

Certificate in Journalism
• Apply the basic principles of journalism such as accuracy, fairness, and public service.
• Discuss the legal and ethical underpinnings of mass media in the U.S.
• Interpret and use the principles of digital, online, and print design.
• Discuss and practice the principles of communicating clearly through print, digital, and visual media.
• Explain the function and impact of journalism and mass communication.
• Classify and separate different audiences for mass communication.
• Design and execute an effective job search in journalism.
• Conduct research for news stories using a variety of sources and evaluate the accuracy of information sources.

Certificate in Public Relations
• Apply the basic principles of public relations such as media relations, employee communication, and community relations.
• Discuss the legal and ethical underpinnings of public communication in the U.S.
• Interpret and use principles of digital and print design.
• Discuss and practice the principles of ethical and effective informative and persuasive writing.
• Explain the roles and functions of public relations.
• Discuss and execute persuasive communication strategies in public relations.
• Design and execute an effective job search in public relations.
• Design research to support and evaluate public relations campaigns.

Minor in Advertising
• Apply the basic principles of advertising theory.
• Discuss the legal underpinnings of advertising in the U.S.
• Interpret and use the principles of digital, online, and print design.
• Discuss and practice the principles of ethical and effective informative and persuasive writing in advertising.
• Explain the roles and functions of advertising.
• Discuss and execute persuasive communication strategies in advertising.
• Design and execute an effective job search in advertising.
• Formulate research to support and evaluate advertising campaigns.

Transfer Credit in Journalism
In order to comply with national standards in the journalism field, no more than 12 credit hours of communications courses from any other journalism program will be accepted for credit toward the 120 credit hours required for graduation.

All transfer communications courses must be evaluated by the associate dean in order to be accepted in fulfillment of requirements for the journalism major.

Graduate Programs

Academic counseling for each student in the School of Journalism is provided by a faculty member or an academic advisor prior to each semester's enrollment.

Although academic counseling is intended to provide effective guidance, students are responsible for planning their own programs and for meeting the following degree requirements for graduation. Students are advised to read IU bulletin descriptions of all courses selected, paying careful attention to conditions concerning awarding of credit.

Admissions
• Master of Arts in Public Relations
• Master of Arts in Sports Journalism

M.A. in Public Relations
Regardless of your undergraduate degree, you may apply at any time for admission to the School of Journalism at IUPUI master's program.

Application Deadlines
• Fall admission: July 15
• Spring admission: October 15
• Summer admission: April 1

Prerequisites
Within the first year of the program, if not previously taken or accounted for by professional experience, the student must have completed:
• Introduction to Public Relations
• Public Relations Writing
• Communications Law

Application Materials
1. IUPUI Online Graduate Application
2. Statement of Purpose (approximately 750 words)
3. Three (3) letters of recommendation from qualified professionals and/or professors
4. Official undergraduate transcripts and verification of a bachelor's degree from an accredited institution
5. Graduate Record Examination score (within the last 5 years)*

*Those who have achieved Accredited in Public Relations from the Public Relations Society of America or Accredited in Business Communication from the International Association of Business Communicators are not required to submit a GRE score.

M.A. in Sports Journalism
Regardless of your undergraduate degree, you may apply at any time for admission to the School of Journalism at IUPUI master's program.

Application Deadlines
• Fall admission: July 15
• Spring admission: October 15
• Summer admission: April 1

Application Materials
1. IUPUI Online Graduate Application
2. Statement of Purpose (approximately 750 words)
3. Three (3) letters of recommendation from qualified professionals and/or professors
4. Official undergraduate transcript and verification of a bachelor's degree from an accredited institution
5. Graduate Record Examination score (within the last 5 years)
Contact Information
The School of Journalism welcomes visitors and prospective students who wish to check out the facilities and meet faculty and students. Or, you may call or e-mail for more information.

For campus visits to the School of Journalism or for other information, call the school at (317) 278-5320 or e-mail jour@iupui.edu.

The School of Journalism at IUPUI is in the Informatics and Communications Technology building at 535 W. Michigan St., Indianapolis, IN 46202. Get directions or see a map of campus, which shows parking options.

You may wish to contact these faculty members to inquire about specific programs:

- Jonas, graduate studies advisor

All other faculty contact info is in this directory.

Degree Programs
The IU School of Journalism offers Master of Arts (M.A.) degrees in the following disciplines:

- Public Relations
- Sports Journalism

Student Learning Outcomes
At the graduate level, the school offers M.A. degrees in Sports Journalism and Public Relations. The public relations degree has three tracks: General Public Relations management, Public Relations in Health Care and Life Sciences, and Sports Public Relations Management. These are the learning outcomes for each program.

M.A. in Public Relations - Management Concentration
Upon completion of this program, graduates will be able to:

- Apply formative and evaluative research in public attitudes and behaviors.
- Design and develop strategic goals and objectives for public relations.
- Apply the underlying theories of communication to public relations programs and campaigns.
- Apply basic business accounting and finance principles to the management of public relations programs and campaigns.
- Apply basic marketing techniques practiced by businesses.
- Explain and describe business marketing activities, economics, business law, and global business practices.
- Effectively evaluate public relations campaigns and programs.
- Summarize management theory and practice in public relations.

M.A. in Public Relations - Health Care and Life Sciences Concentration
In addition to the learning outcomes for the Public Relations Management Concentration, graduates will be able to:

- Describe and explain the operation of health care systems and communication as it relates to those systems.
- Demonstrate and plan public relations in the regulated communications environment of life sciences companies and organizations.

M.A. in Public Relations - Sports Concentration
In addition to the learning outcomes for the Public Relations Management Concentration, graduates will be able to:

- Describe and explain the operation of amateur and professional athletic organizations and communication as it relates to those systems.
- Describe and explain the regulated communications environment of both amateur and professional sports.

M.A. in Sports Journalism
Upon completion of this program, graduates will be able to:

- Demonstrate excellent oral and written communication skills using print, broadcast, digital, and social media.
- Appraise and apply journalistic values and ethical standards and their use in both traditional news media and the evolving field of digital sports media.
- Analyze and write about sports in a larger social context involving economic, legal, social, and political issues.
- Evaluate the symbiotic relationship between sports and the media from historical and contemporary perspectives.
- Assess the strategic differences used in communicating with news audiences on print, broadcast, and digital platforms.
- Manage and implement new forms of sports journalism online, including blogging, tweeting, and streaming audio and video.

Academic Policies & Procedures
Absences from Final Examinations
Students are required to adhere to the policies regarding final examinations as published in the Schedule of Classes.

Absences from Scheduled Classes
Illness is usually the only acceptable excuse for absence from class. Other absences must be explained to the satisfaction of the instructor, who will decide whether omitted work may be made up.

Addition of Courses
No course may be added by an undergraduate student after the first week of a semester or a summer session unless the instructor of the course approves and the request is approved by the associate dean.

Change of Grade
Requests for a change of grade must be made no later than the last day of classes of the next regular semester.
Confidentiality of Records
Indiana University, in compliance with the General Education Provisions Act, Section 438, titled Family Educational Rights and Privacy Act, and the university's Policy on Access to Institutional Data, provides that all student records are confidential and available only to eligible employees of the university for use in the conduct of university business (as determined by data stewards), the student, and the parents, if the student is under 21 and dependent as defined by IRS standards. Students may review their records upon request and may ask for deletions or corrections of the record in a hearing process described in detail in the Code of Student Rights, Responsibilities, and Conduct, distributed at fall registration or available in the School of Journalism office, IT 557, Indianapolis.

References, recommendations, and other similar documents may carry a voluntary waiver relinquishing the student's right to review this specific material. The student may also release the record to others by signing a written release available in the offices that maintain records. Further details regarding the provisions of the Privacy Act and a list of offices where student records are kept may be found in the Code of Student Rights, Responsibilities, and Conduct.

Correspondence Courses
With the approval of an academic advisor, students may take a limit of two Independent Study university courses offered through the School of Continuing Studies for the B.A.J. degree.

Credit by Examination
The school will apply credit earned by departmental examination, College Board Achievement Placement Tests, College Board Advanced Placement Tests, and language placement tests offered by the Bureau of Evaluative Standards and Testing toward appropriate degree requirements. Such credit must be entered on the student's transcript. Students who wish to receive special language credits should contact the Department of World Languages and Cultures, (317) 274-0062, for complete information.

Degree Applications
Candidates for the B.A.J. must file an intent to graduate form at journalism.iupui.edu.

• Deadlines to file:
  • May or August graduation - January 15
  • December graduation - May 15

Candidates must have all credits on record at least six weeks prior to the conferring of degrees, except for credits of the current semester.

Dual Bachelor's Degree
In certain cases the associate dean may permit undergraduate students who have not yet completed a first bachelor's degree to complete a second bachelor's degree. Such students must complete all requirements for the B.A.J. and the second degree. Students with a bachelor's degree should consider applying for admission to a graduate program.

Exceptions to Degree Requirements
Requests for deviation from school requirements may be granted only by written approval from the associate dean (or the director of advising services).

Incomplete Courses
A grade of Incomplete (I) may be given only when the work of the course is three quarters completed and when the student's work is of passing quality. All Incomplete (I) grades must be removed within the time specified by the instructor of the course or they will automatically change to an "F" one calendar year after the end of the semester/session the grade of "I" was given. It is the student's responsibility to obtain from the instructor the requirements and deadline for the removal of the incomplete. Students who receive a grade of "I" should not register for the course a second time.

Language Placement for International Students
Students whose native language is not English may demonstrate required proficiency in their language. Students are required to take a proficiency exam from the department of their native language. Students must place at or above the fifth semester. They cannot earn credit for courses at the first- or second-year level in their native language.

Pass/Fail Option
Students in good academic standing may take up to eight elective courses, maximum two courses per academic year, for a grade of "P" (pass) or "F" (fail). No courses used to fulfill major requirements, second concentration, fundamental skills, distribution, or culture studies requirements may be taken under the Pass/Fail option.

During the freshman year, students may take two physical education "E" classes under the Pass/Fail option in addition to the other two courses permitted.

Students must meet the deadlines to enroll in courses under the Pass/Fail option as listed each semester in the Schedule of Classes. A grade of "P" is not calculated in the grade point average; a grade of "F" is calculated in the grade point average. A grade of "P" cannot be changed subsequently to any other letter grade.

Public Information
Upon request, certain information is made available to the public by the Office of the Registrar: Campus Center, (317) 274-1519.

Release of Information in Student Records
An implicit and justifiable assumption of trust is placed in the School of Journalism as custodian of personal data submitted by students entering the school or generated during their enrollment. This mutual relationship of trust between the school and the individual student requires that such data be held in confidence. More information on the confidentiality and access to student records appears in the front portion of the bulletin.

Statute of Limitations
Permission must be obtained from the associate dean to use any course that was completed 10 or more years previously as credit toward the B.A.J. degree.
Academic Standing of Candidates for the Bachelor of Arts in Journalism Degree

Degrees Awarded with Distinction
The school recognizes outstanding performance in course work by awarding the Bachelor of Arts in Journalism degree with three levels of distinction: Distinction, High Distinction, and Highest Distinction, depending upon the student's cumulative grade point average. Students must have a minimum of 60 graded credit hours at Indiana University to be considered for distinction degrees. No more than 10 percent of the graduating class may receive distinction.

Grade Replacement Policy
The School of Journalism will honor the university grade replacement policy up to 15 credit hours.

A student may use the grade replacement option for purposes of the university transcript. An undergraduate student who has repeated a course previously failed may request to have the best grade in that course counted in the student's grade point average as entered on the student's transcript.

Good Standing
Students are considered to be candidates in good standing for an Indiana University bachelor's degree when they have been regularly admitted by the Office of Admissions, when their academic grade point average is not less than a 2.0 (C) for the last semester's work, and when their cumulative grade point average is at least 2.0 (C).

Students' eligibility to continue as journalism majors is subject to a periodic review of their progress toward a degree.

Academic Probation
Students are on academic probation when any one or more of the following conditions occur: 1. Students are on academic probation when their cumulative grade point average is below 2.0 (C).

2. Students are on academic probation for the duration of the regular semester following one in which they failed to attain a 2.0 (C) grade point average.

3. Students are on academic probation when they receive a "D+" or less in any one journalism course.

Students on academic probation must comply with such restrictions as the Office of the Dean of Students or the associate dean of the School of Journalism may deem necessary.

Dismissal
Students are dismissed from the school when, in the judgment of the dean, they have ceased to make progress toward their degree. When students have failed to attain a 2.0 (C) grade point average in any two semesters and when their cumulative grade point average is below 2.0 (C); or they have received a "D+" or less in two or more journalism courses, they are automatically considered to be making insufficient progress toward their degree.

Students whose record reveals failing or near-failing performance or lack of clear progress in any semester, regardless of their previous cumulative grade point average, or whose cumulative grade point average falls below 2.0 (C) are always carefully evaluated with a possibility of dismissal.

Academic Forgiveness
We follow university policy on academic forgiveness.

Academic Dishonesty
Indiana University and the School of Journalism expect that students will follow the fundamental principles of academic and professional integrity in the pursuit of learning and of professional practice. Academic and professional integrity requires that students take credit for their own work and ideas only. Violation of these principles is considered an act of academic dishonesty.

Academic dishonesty is defined in Code of Student Rights, Responsibilities, and Conduct, the student handbook given to all Indiana University students. The School of Journalism strictly follows the handbook's guidelines.

Program Planning & Counseling Guidelines
The Students' Responsibility
Students are responsible for planning their programs and meeting all graduation requirements. Students should be thoroughly familiar with all sections in this bulletin regarding admission, degree requirements, major requirements, course requirements, academic regulations, and academic standing.

Students are also responsible for policy information and meeting all deadlines as published in the Schedule of Classes and for keeping their local and permanent addresses up to date with the Office of the Registrar. Faculty advisors, academic counselors, and recorders can assist students in planning their programs and explain requirements and policies. Students also have access to the computerized degree-audit system in the advising section of OneStart.

Advising
Journalism majors are expected to meet with their advisor prior to each registration (students' assigned advisors are listed in Onestart). For this purpose, the school administers an advising process each semester.

Advising for registration in fall courses usually occurs in March and for registration in spring courses in October. In these advising conferences students should, as a minimum objective, make certain that they understand the requirements for successful completion of the area requirements and that they have made an appropriate plan for the coming semester. For questions at any time during the semester, students may schedule an appointment with the director of advising services.

Access to Journalism Courses at Indianapolis
All journalism courses are open to IUPUI students who have completed appropriate prerequisites or have obtained permission from the instructor.

Student Organizations & Services
Society of Professional Journalists
Open to students interested in careers in news.

Public Relations Student Society of America
Open to students interested in careers in public relations.

National Association of Black Journalists
The School of Journalism has a chapter of the National Association of Black Journalists, which is an organization comprised of journalists, students, and media-related professionals that provides quality programs and services to and advocates on behalf of black journalists worldwide.

Faculty
• Bjork, U. Jonas, Ph.D., (University of Washington, 1987), Associate Dean and Professor
• Hetrick, Bruce, B.A., (Indiana University, 1982), Visiting Professor
• Lamb, Chris, Ph.D., (Bowling Green State University, 1995), Professor
• Laucella, Pamela C., Ph.D., (University of North Carolina, 2002), Assistant Professor, Academic director, National Sports Journalism Center
• Major, Lesa Hatley, Ph.D., (Louisiana State University, 2006), Interim Dean
• Moran, Malcolm, B.A., (Fordham University, 1975), Louis A. Weil Professor, Director, National Sports Journalism Center
• Vincent, Julie, M.A., (Butler University, 1981), Lecturer
• Walker, Kim, Ph.D., (Indiana University, 2009), Assistant Professor

Faculty Emeriti
• Brown, James W., Ph.D., (Indiana University, 1977), Executive Associate Dean Emeritus and Professor Emeritus
• Drew, Dan, Ph.D., (Indiana University, 1973), Interim Executive Associate Dean
• Quate, Shirley, Ph.D., (Purdue University, 1986), Professor
• Ricchiardi, Sherry, Ph.D., (Iowa State University, 1986), Professor

Courses
Graduate Courses
JOUR-J 500 Introduction to Mass Media Research (3 cr.) Seminar on content analysis, experiments, survey methods, qualitative research, historical and legal methodology. Development of media research proposals.

JOUR-J 501 Public Affairs Reporting (3 cr.) Reporting and publishing in a hyper-local news environment, on government and other areas of public interest.

JOUR-J 502 Quantitative Research Methods for Journalists (3 cr.) Open to graduate students only. The purpose of this course is to teach students about research/methodology and scientific evaluation as it is applied to all mass communication professions, from investigative journalism to public relations and advertising. This is a hands-on course. The primary objective is to teach students how to collect, manage, evaluate, interpret and understand data. The course will focus entirely on quantitative methodologies that journalists and communication practitioners commonly encounter in their daily professional lives, and it will help students engage in data analysis, and work toward a better understanding of scientific and social-scientific methodology.

JOUR-J 505 Intensive Reporting, Writing, and Editing Workshop (3 cr.) P: By permission only. This course introduces graduate students to the fundamental practices and principles of writing, reporting, editing and design for the print media. Students will develop skills in news judgment, document-based information gathering, interviewing, observation and description, news and feature writing, ethics, page layout, headline writing, copy editing, content editing, and photo editing.

JOUR-J 510 Media and Society Seminar (3 cr.) Examination of structure, functions, ethics, and performance of communication and mass media, stressing a review of pertinent research literature. Analysis of media policies and performance in light of communication theory and current economic, political, and social thought.

JOUR-J 514 International Communication (3 cr.) Comparative analysis of international media systems. Course topics and geographical regions studied vary from semester to semester.

JOUR-J 516 Digital Journalism Practicum (6 cr.)
JOUR-J 517 Advanced Digital Journalism Practicum (6 cr.) This course is a continuation of J516: Digital Journalism Practicum and is open to Digital Journalism track students only.

JOUR-J 520 Seminar in Visual Communication (3 cr.) Integration of advanced visual communication skills, including photography, writing, and editing. Individual projects in packaging news and public affairs information. Emphasis on experimentation with message forms outside constraints of the traditional news media.
JOUR-J 528 Public Relations Management (3 cr.)
Designed to enable students to manage a public relations department. Theories and principles relevant to public relations practiced in agency, corporate, and not-for-profit organizations will be covered. This will include developing goals and objectives, working with clients, developing budgets, and research methods.

JOUR-J 540 Business of Sports Media (3 cr.)
This course will examine how sports media have evolved from radio, network television and magazines into the multidimensional world of regional and national cable, the Internet, the networks and other entities. Students will also explore how decisions are made and the financial implications of those decisions.

JOUR-J 541 Digital Sports Journalism (3 cr.)
Students will learn how to adapt their skills in traditional journalistic platforms to the new multimedia environment, including websites and mobile devices. The course will teach students the fundamentals of writing, editing, shooting video and recording audio content for a sports website.

JOUR-J 560 Topics Colloquium (1-4 cr.)
Topical seminar dealing with changing subjects and material from semester to semester. May be repeated twice for credit with a different topic.

JOUR-J 563 Computerized Publication Design I (3 cr.)
This publishing design course incorporates typesetting, electronic photo editing, graphics, and page design. Students are instructed in design theory, computer publishing skills, and creative problem solving.

JOUR-J 660 Topics Colloquium (3 cr.)
Topical seminar dealing with changing subjects and material from semester to semester. May be repeated twice for credit.

JOUR-J 804 Read and Research in Journalism (1-9 cr.)

Public Relations
JOUR-J 219 Introduction to Public Relations (3 cr.)
Provides an overview of public relations and introduces theory and practice of the field. Topics include the relationship between public relations and marketing, the history and development of public relations, media relations, measurement and assessment methods, ethics, and law.

JOUR-J 321 Principles of Public Relations (3 cr.)
Students are introduced to the creative integration of advertising and public relations as a mass media campaign tool. Topics include the role of integrated communications in marketing and media, an examination of current practice, and the creative process of a campaign, including planning strategies and media characteristics.

JOUR-J 340 Public Relations Tactics and Techniques (3 cr.) P: J219. Covers a wide variety of knowledge and skills needed by entry-level public relations practitioners. Topics include media relations, community relations and internal communications.

JOUR-J 390 Public Relations Writing (3 cr.) P: J200, J219. A comprehensive survey of corporate publications from newsletters to magazines, tabloids and annual reports with an emphasis on layout and design. Includes refreshing writing skills with review on interviewing and editing.

JOUR-J 400 Careers in Public Relations (1 cr.)
P: Junior Standing Prepare for job or internship searches. Polish your resume and portfolio. Learn how to write impressive cover letters. Practice interviewing skills. Understand how to articulate your abilities and experiences to market yourself to potential employers.

JOUR-J 427 Public Relations in a Democratic Society (3 cr.)
Lectures and discussion on dissemination of public information by industry and institutions. Examination of procedures and policies and evaluation of public relations efforts. Contrasts public relations practices in America with those in other nations and cultures.

JOUR-J 428 Public Relations Planning & Research (3 cr.) P: J340 and J390. Theories and principles relevant to public relations practices in agency, corporate and nonprofit organizations, including development of goals and objectives, client relationships, budgets and research methods.

JOUR-J 429 Public Relations Campaigns (3 cr.)
Development and execution of a public relations campaign for a nonprofit organization. Public relations theory and in-depth case study analysis.

JOUR-J 431 Public Relations for Nonprofits (3 cr.)
This seminar focuses on how a nonprofit organization creates images and how it shapes its programs and goals to gain public support. Assignments and readings are designed to foster a practical understanding of promotional techniques and campaigns using journalistic and other media.

Sports Journalism
JOUR-J 150 An Introduction to Sports Journalism: Controversy, Conflict & Characters (3 cr.)
This course will explore the state and practice of sports journalism, through case studies of some of this decade’s most controversial sports stories. We will explore these issues through evaluating coverage, reading related texts and talking directly to prominent sports journalists, executives and athletes.

JOUR-J 345 Sports Journalism Writing (3 cr.) P: J150, J200, J210. This class will offer an overview of sports writing from its origins to its current status in the twenty-first century. The course will teach students fundamentals of the sports-writing process from information gathering and interviewing to writing and editing copy. Students will gain requisite skills for working in today’s sports departments and will write and publish stories on IUPUI athletics and area professional teams and events.

JOUR-J 361 Issues in Sports Journalism (3 cr.) P: J150. This course will study sports journalism’s key policies, trends and issues. It will examine sociological, political, legal, ethical and technological issues in college and professional sports. It will focus on current events and controversies in the world of sports journalism. This course will discuss the symbiotic relationship between sport media and race, gender, doping, steroids, sexuality and homophobia, politics and nationalism, sports fans, loyalty, violence, disability in sport, and other provocative issues.
Undergraduate Courses

JOUR-C 190 Perspectives on Communication (1 cr.)
Students are introduced to college learning within a journalism and mass communications environment. Classroom instruction, library activities, and projects are designed to introduce technology and information resources, develop teamwork, and sharpen analytical and evaluative skills. Topics include career planning, study techniques, time management, data collection, and presentations.

JOUR-C 201 Topics in Journalism (3 cr.)
Topical course dealing with changing subjects and material from semester to semester. May be repeated once for credit with a different topic. Will not count toward journalism major requirements.

JOUR-C 300 The Citizen and the News (3 cr.)

JOUR-C 327 Writing for Mass Media (3 cr.)
A workshop for nonmajors to improve writing skills and learn basic requirements of writing for publication. Instruction in market analysis and interpreting specific editorial requirements, in gathering and researching background materials, and in preparing manuscripts. Examination of various types and styles of published writing. Will not count toward journalism major requirements.

JOUR-J 110 Foundations of Journalism and Mass Communication (3 cr.)
Survey of the institutions of journalism and mass communication, their philosophical foundations, history, processes, economic realities and effects.

JOUR-J 200 Reporting, Writing and Editing I (3 cr.)
P: W131 or equivalent and fundamental computer skills. Working seminar stressing the creation of journalistic stories for diverse audiences. Students will learn to develop story ideas, gather information, combine visual and verbal messages, and to write and edit news.

JOUR-J 210 Visual Communication (3 cr.)
Theories of visual communications including human perception, psychology of color and principles of design. Application of those theories to photography, video and graphic design in news communication.

JOUR-J 300 Communications Law (3 cr.)
P: sophomore standing or above. History and philosophy of laws pertaining to free press and free speech. Censorship, libel, contempt, obscenity, right of privacy, copyright, government regulations, and business law affecting media operations. Stresses responsibilities and freedoms in a democratic communications system.

JOUR-J 315 Feature Writing (3 cr.)
P: J200, or permission. Emphasis on developing story ideas, identifying sources, organizing materials, planning, and outlining the story. Techniques for capturing the reader's interest.

JOUR-J 320 Principles of Creative Advertising (3 cr.)
Analysis of strategy employed in developing creative advertising, with emphasis on role of the copywriter. Research media, legal aspects and ethical standards as they apply to the copywriting functions. Place of the creative function within the advertising agency and the retail business.

JOUR-J 335 Retail and Direct Advertising (3 cr.)
P: J200, J320 or permission of instructor. Role of advertising in retail and service establishments. Forms of retail and direct media advertising, including production and distribution. Procedures, requirements, and techniques of newspaper advertising departments and broadcast stations; in-store promotions; budgeting; evaluation.

JOUR-J 337 Media Economics (3 cr.)
This course explores how economic forces influence production of media content, particularly at U.S. organizations. It examines basic economic concepts, such as market and competition, as they relate to commercial media organizations. Special attention is paid to the effect of advertising and market considerations on news decision making.

JOUR-J 341 Newspaper Reporting (3 cr.)
P: J200, J210. Techniques of gathering, analyzing, and writing news and features for newspapers. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.

JOUR-J 342 Magazine Reporting (3 cr.)
P: J200, J210. Techniques of gathering, analyzing, and writing material for specialized and general circulation magazines. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.

JOUR-J 343 Broadcast News (3 cr.)
P: J200, J210. Techniques of gathering, analyzing, and writing news and features for broadcast. Practice in interviewing, observation and use of documentary references that include computer information retrieval and analysis skills.

JOUR-J 344 Photojournalism Reporting (3 cr.)
P: J200, J210. This is an introductory photojournalism course focusing on the basics of light, camera operation, and the use of chemical and digital darkrooms. It includes instruction in spot news and feature photography as well as instruction in ethics, privacy and law.

JOUR-J 351 Newspaper Editing (3 cr.)
P: J200, J210. Workshop in fundamentals of editing newspapers, including both individual and team projects. Emphasis on news judgment, fairness, accuracy, editorial balance, and language usage. Practice in writing news summaries, editing copy, writing headlines, laying out pages, and using computer editing technology.

JOUR-J 352 Magazine Editing (3 cr.)
P: J200, J210. Workshop in fundamentals of editing specialized and general interest publications. Individual and team functions are stressed. Attention is given to editorial voice and judgment, fairness, accuracy, and language usage. Practice in writing headlines and titles, layout, design, and use of computer editing technology.

JOUR-J 353 Advanced Broadcast News (3 cr.)
P: J200, J210, J343. Continuing workshop in reporting, writing and editing for broadcast. Individual and team functions are stressed. Emphasis on news judgment, fairness, accuracy, editorial balance and language usage. Practice in editing copy, audio and video tape.
JOUR-J 354 Photojournalism Editing (3 cr.) P: J344 or permission of the instructor. Workshop on the role and function of the print media picture editor. Theory and practice of picture editing skills including assigning, selecting, cropping, writing captions and blurbs, producing informational graphics, designing photo pages, editing by computer, and managing.

JOUR-J 360 Journalism Specialties (1-3 cr.) P: Must have taken J360 Newscast Skills or J360 Topical course dealing with changing subjects and material from semester to semester. Course may be repeated once for credit.

JOUR-J 385 Television News (3 cr.) P: J343 and J353 or permission of instructor. Preparation and presentation of news for television. Practice in writing, reporting, filming, and editing news for TV. TV writing problems; use of photographs, film, and videotape: problems of sound in TV news; ethical problems of the TV film reporter and editor.

JOUR-J 401 In-Depth Reporting and Editing (3 cr.) P: One 300-level reporting course and one 300-level editing course. Study and practice in using techniques of social science and traditional methods of investigative reporting. Class will plan, write, and edit news stories in depth.

JOUR-J 402 Careers in Journalism (1 cr.) P: Junior Standing or above. Prepare for job or internship searches. Polish your resume and portfolio. Learn how to write impressive cover letters. Practice interviewing skills. Understand how to articulate your abilities and experiences to market yourself to potential employers.

JOUR-J 407 News Gathering and the Law (3 cr.) P: J300. Students study the law relating to the content of news media and the processes by which that content is created. Discussion includes the legal issues triggered by story framing, selection of sources, interviewing, photography, and access to information. The course involves reading and research using primary legal materials.

JOUR-J 409 Media Management (3 cr.) Research seminar that examines techniques and processes used in managing media organizations. Through discussions, case analysis, and group projects, the course explores organizational missions and social responsibilities, market analysis techniques, personnel management issues, and budgeting.

JOUR-J 410 The Media as Social Institutions (3 cr.) P: J300, junior standing or above. Examination of the functions and impact of the mass media in society with primary focus on the United States. Discussion of the values of media organizations and the professional and ethical values of journalists. Critical analysis of the relationship of the media and society and the effect of political, economic and cultural factors on the operation of the media.

JOUR-J 413 Magazine Article Writing (3 cr.) P: J342. In-depth explanation of the nonfiction magazine article field. Examination of trends and problems in nonfiction writing for both general and specialized magazines. Criticism of student articles written for publication. Seminar sessions with editors and freelance writers.

JOUR-J 414 International News-Gathering Systems (3 cr.) Structure and function of international communication systems and barrier to flow of information among nations. Emphasis on gathering and disseminating information around the world. Study of the major newspapers of the world, international news agencies, and international broadcasting and satellite networks.

JOUR-J 415 Literary Journalism (3 cr.) P: J200, J210. A study of literary forms and techniques used in journalism. Topics to be considered include formal considerations such as voice and structure, reporting methods, and ethical issues. Students will supplement reading with writing experimental pieces of their own.

JOUR-J 420 Advertising Research & Management (3 cr.) P: J320, J335. Lectures and practice in copywriting, graphics, layout and production. Incorporates psychological, social, legal and marketing aspects of creativity for mass media.

JOUR-J 423 Public Opinion (3 cr.) Behavioral study of nature, operation, molding, and influence of public opinion, with practice in its measurement and evaluation. Discussion of major political, social, economic, and cultural problems.

JOUR-J 425 Supervision of School Publications (3 cr.) P: 12 credit hours of journalism. Lectures and discussion on designing, producing and financing school newspapers, magazines and yearbooks. Management of school news bureau.

JOUR-J 438 Advertising Issues & Research (3 cr.) P: J300, J320, J335 and J420. Seminar on current developments and problems concerning advertising as an economic and social force. Stresses independent investigation on topics such as politics and advertising and advertising and public taste.

JOUR-J 444 Advanced Photojournalism (3 cr.) P: J344. Advanced techniques of reporting and interpreting news with photography. Practice in news, sports, features, photographic essays, color photography, electronic imaging, and studio illustration.

JOUR-J 450 History of Journalism (3 cr.) American social-intellectual history integrated with the story of news media development, emphasizing the historical relationship of the mass media to American social, economic, and cultural patterns and developments. Origin, growth, shortcomings, and achievements of media. Impact of society on the media and vice versa.

JOUR-J 455 News Analysis and Opinion Writing (3 cr.) P: J200, J210. Techniques for understanding, analyzing and reporting on complex events and issues. Development and refinement of skills and techniques for writing news analysis, editorials and opinion articles.

JOUR-J 460 Topics Colloquium (1-3 cr.) P: Junior or senior standing. Topical seminar dealing with changing subjects and material from semester to semester. May be repeated once for credit with a different topic.

JOUR-J 463 Computerized Publication Design I (3 cr.) P.: J200, J210. This publishing design course incorporates typesetting, electronic photo editing, graphics and page design. Students are instructed in design theory, computer publishing skills and creative problem solving.

JOUR-J 465 Computerized Publication Design II (3 cr.) P: J463. This publishing design course incorporates
typesetting, electronic photo editing, graphics, and page design. Students are instructed in design theory, computer publishing skills, and creative problem solving.

**JOUR-J 470 Broadcast Media Analysis (3 cr.)** Seminar on problems of communicating news through aural and visual channels. Application of communications theory to broadcast news and public affairs presentations. Study of effects of format, verbal content, nonverbal content, and presenter on communications process.

**JOUR-J 475 Race, Gender, and the Media (3 cr.)** Survey and analysis of how news and entertainment media represent issues of race and gender. History of women and people of color as media professionals and media consumers. Discussion of contemporary problems and potential solutions.

**JOUR-J 492 Media Internship (1-3 cr.)** (S/F grading) P: Prior approval of faculty member; journalism majors only. Supervised professional experience in communications media. May be repeated, but a student may take no more than 3 credit hours total of internship credit for the B.A.J. degree.

**JOUR-J 493 Journalism: Off-Campus Registration (0 cr.)** This noncredit course is for journalism students studying off campus temporarily as part of the Bachelor of Arts in Journalism degree program.

**JOUR-J 496 Foreign Study in Journalism (3-8 cr.)** P: Consent of the dean of the School of Journalism. Planning of research project during year preceding summer abroad. Time spent in research abroad must amount to at least one week for each credit hour granted. Research paper must be presented by end of semester following foreign study. I Sem., II Sem., SS.

**JOUR-J 499 Honors Research in Journalism (1-3 cr.)** Opportunity for independent reading, research, and experimentation on relevant issues in mass communications. Work with faculty member on individual basis. I Sem., II Sem., SS.