

JOURNALISM (COMJ)

COMJ 3302 Interviewing

Credits: 3 (3-0-0)

Many individuals seek information through the interview. Differing from conversation, interviewing is a purposeful, planned form of interpersonal communication. In this course, both theory and application of skills are emphasized, the premise of the class being that interviewing is an art as well as a skill that one can learn to use well.

Prerequisites: COMM 3301.

Restrictions: Prerequisite: COMM 3301. Graduate level students may not enroll.

COMJ 3303 Creative Nonfiction Writing

Credits: 3 (3-0-0)

Identifying and developing feature story ideas. Reporting and writing feature articles and arranging appropriate pictures for publication in newspapers or periodicals. Emphasis on training students in identifying markets for nonfiction writing. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 3301.

Restrictions: Prerequisite: COMM 3301. Graduate level students may not enroll.

COMJ 3310 Media Design

Credits: 3 (3-0-0)

This course involves the use of the computer as a powerful creative tool. The modular structure is designed specifically to emphasize the following specific Adobe Cloud design programs and their relevance when solving design problems and developing creative solutions using Adobe Illustrator, Adobe Photoshop, Adobe InDesign and Adobe Bridge. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 1307.

Restrictions: Prerequisite: COMM 1307. Graduate level students may not enroll.

COMJ 3311 Magazine Design/Production

Credits: 3 (3-0-0)

This course introduces the student to the principles governing page layout and the design of publications. Topics covered include the basic principles of effective typography; the use of grids; integration of graphics and photos into publications; basic information design principles, working with spot, process color and separations, principles of page assembly and other methodologies to design and produce a variety of single- and multi-page publications. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 1307.

Restrictions: Prerequisite: COMM 1307. Graduate level students may not enroll.

COMJ 3321 Principles of Advertising

Credits: 3 (3-0-0)

Advertising writing, layout, typography and artwork. Advertising campaigns, selling, practice exercises, and advertising work for publication. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Junior or senior standing.

Restrictions: Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.

COMJ 3326 Visual Journalism

Credits: 3 (3-0-0)

In this course, students will learn how words and visuals work together to create stories and explore new ways of presenting content digitally. The course will cover the basics of visual journalism, including typography, layout and design, photography, interactive graphics and multimedia. Students will have an opportunity to build a foundation in design and visual storytelling, which are essential as journalism and all industry become more reliant on digital media. Students will learn Adobe InDesign and Photoshop, Google Fusion Tables, Soundslides, Audacity, and iMovie to help them produce projects that communicate content and ideas visually.

Prerequisites: COMM 2305/2309, COMM 2311 or COMM 3300 as a substitution.

Restrictions:

COMJ 3327 Digital Photojournalism

Credits: 3 (2-1-0)

In this course, students will learn how words and visuals work together to create stories and explore new ways of presenting content digitally. The course will cover the basics of visual journalism, including typography, layout and design, photography, interactive graphics and multimedia. Students will have an opportunity to build a foundation in design and visual storytelling, which are essential as journalism and all industry become more reliant on digital media. Students will learn Adobe InDesign and Photoshop, Google Fusion Tables, Soundslides, Audacity, and iMovie to help them produce projects that communicate content and ideas visually.

Prerequisites: COMM 2305.

Restrictions: Prerequisite: COMM 2305. Graduate level students may not enroll.

COMJ 3328 Photojournalism I

Credits: 3 (2-3-0)

This course teaches the basics of digital news photography. In addition to teaching students how to operate digital cameras and process digital photos, this course will present the problems and practices of photography for newspapers, magazines and the Internet. Students are introduced to the important role of photojournalism in the society and learn how to produce different categories of photojournalism that apply to news reporting through reading, class discussion, and practicing. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMM 2300.

Restrictions: Prerequisite: COMM 2300. Graduate level students may not enroll.

COMJ 4301 History of Journalism**Credits:** 3 (3-0-0)

Development of the newspaper in England and the United States with attention to the social, economic and political forces which brought about changes in journalistic techniques and in basic ideas as to newspaper functions. Study of the careers of noted journalists. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMJ 4302 Opinion Writing****Credits:** 3 (3-0-0)

How to research and write thoughtful persuasive materials for print and electronic media including traditional editorials, blogs, reviews and personal columns.

Prerequisites: COMM 3301.**Restrictions:** Prerequisite: COMM 3301. Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMJ 4322 Public Relations****Credits:** 3 (3-0-0)

Principles of public relations and their application in business, industry, education, government, social agencies, and other institutions; the media of public relations; research methods used in public relations; journalistic implications of the public relations process. Case studies and analysis. Practice in public relations planning and writing. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMJ 4323 Public Relations Strategies****Credits:** 3 (3-0-0)

Public Relations Strategies introduces students to the strategic planning process involved in putting together and coordinating organizational public relations efforts. In this course, students will learn what is involved in developing, implementing and evaluating public relations strategies. The course provides insights on understanding an organization's internal and external environment as well as identifying and addressing public relations situations that emerge in these environments. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMJ 4322.**Restrictions:** Prerequisite: COMJ 4322. Graduate level students may not enroll.**COMJ 4325 Writing for Public Relations****Credits:** 3 (3-0-0)

The skills-based course teaches students how to write and produce public relations materials, including news releases, backgrounders, and talking points, media kits, advertising, fund-raising letters, grant proposals, speeches, and other promotional copies. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMJ 4322.**Restrictions:** Prerequisite: COMJ 4322. Graduate level students may not enroll.**COMJ 4326 Public Relations Case Studies****Credits:** 3 (3-0-0)

Examines solutions to public relations problems through an analysis of actual corporate and association cases. The focus will emphasize successful public relations management and practice through the systematic application of defining, planning and programming, acting and communicating, and evaluating results. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: COMJ 4322.**Restrictions:** Prerequisite: COMJ 4322. Graduate level students may not enroll.**COMJ 4327 Photojournalism II****Credits:** 3 (3-0-0)

This advanced course presents the problems and practices of photography for newspapers. It includes instruction on camera and equipment operation and maintenance, and digital photo darkroom processing for printing media. The emphasis is on journalistic communication through photographs. This class provides training under deadline pressure in a variety of basic photojournalistic situations.

Prerequisites: COMJ 3328.**Restrictions:** Prerequisite: COMJ 3328. Graduate level students may not enroll.**COMJ 4335 Video Production & Editing****Credits:** 3 (3-0-0)

This course is designed to teach the basic principles of video production. It offers a conceptual introduction and practical experience on how to shoot video that is steady, in focus, well framed and, most importantly, tells a story. The course provides students with the basic foundations necessary to create videos from initial idea to finished video. Focus is placed on pre-production, production and post-production skills and techniques. Professionalism, leadership, and teamwork are also emphasized. TSI Restriction(s): Reading, Math, and Writing

Prerequisites: Junior or senior standing.**Restrictions:** Enrollment limited to students with a semester level of Junior or Senior. Graduate level students may not enroll.**COMJ 4337 Adv Television Prod & Directn****Credits:** 3 (2-4-0)

Mastery of television equipment utilization both in the studio and field. Practical experience in electronic news gathering and electronic field production for educational television.

Prerequisites: Junior or Senior standing.**Restrictions:** Prerequisite: COMS 3337. Enrollment limited to students with a semester level of Junior or Senior.