

# Frank W. and Sue Mayborn School of Journalism

*The reorganization of the Department of Journalism as the Frank W. and Sue Mayborn School of Journalism has been approved by the Texas Higher Education Coordinating Board, effective fall 2009.*

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## Mitch Land, Interim Dean

Roy Busby, Interim Associate Dean

## Faculty

*Professor* Busby, Wells. *Associate Professors* Albright, Broyles, Land, Moro, Mueller, Zavoina. *Assistant Professors* Everbach, Fuse. *Lecturers* Foote, Getschow, Goplerud, Hinnen, Parisot.

## Introduction

A career in journalism is exciting, dynamic and critical to the future of an informed and enlightened American society. The Mayborn School of Journalism provides students with the creative and critical-thinking skills to prepare them to work in the following fields:

- news and sports reporting, writing, visual journalism (still and video), design, and publishing for the Internet, newspapers, magazines, books, television and radio;
- advertising in agencies, profit and non-profit organizations, and media;
- public relations in agencies, corporations, government, and non-profit organizations;
- web and desktop publishing; and
- teaching in secondary schools.

The curriculum prepares students with broad and diverse skills for work in multiple media platforms; to develop their skills to analyze, evaluate and inform; and to consider the ethical implications

of mass communication and its impact in today's world. Students learn in multimedia labs using state-of-the-art computers, software and video equipment. The school emphasizes curriculum and career advising and mentoring by professionally trained faculty and staff.

The Mayborn School of Journalism comprises two divisions: news and strategic communications.

A major in the news division prepares students for careers in reporting, writing, editing and photojournalism (video and stills) for the Internet, television, newspapers, magazines and radio. With a strong focus on multi-platform journalism, students receive hands-on opportunities as news reporters, sports reporters, writers, photojournalists, designers, and editors for use online, on air and in print for the North Texas Daily, NTDaily.com, Denton Television, NTNewsnet, Denton Live and other area media. Teacher certification is available in journalism.

A major in the strategic communications division prepares students to work in advertising, public relations and integrated communication careers in a variety of settings: corporations, non-profit agencies, government, ad/PR/marketing agencies, public affairs and more. Students gain critical thinking skills, creative practice and professional experience by studying cases, developing campaigns and completing internships. To help real-world clients such as non-profit organizations, students create materials including advertisements for traditional and non-traditional media, newsletters, news releases, public service announcements, web sites and social media strategies.

## Vision Statement

To create the most innovative professional and academic program while maintaining our journalism heritage.

## Mission Statement

To prepare students with ethical values, lifetime communication and intellectual skills, and for successful careers in the professions represented by the school's undergraduate divisions and graduate degree programs

## Accreditation

*The Frank W. and Sue Mayborn School of Journalism is among the elite journalism programs that have earned national accreditation by the ACEJMC, the Accrediting Council on Education in Journalism and Mass Communication. (University of Kansas School of Journalism, Stauffer-Flint Hall 1435 Jayhawk Blvd., Lawrence, KS 66045; telephone 785-864-3973.)*

## Academic Advising

Information about academic matters is available in the Academic Advising Office for the School of Journalism. Students will work with professional and faculty advisors concerning degree plans, application of transfer credit, individual career needs and general academic requirements.

## Degree Audit

Each student should have a degree audit prepared by the School of Journalism. This official degree audit should be made upon completion of the pre-major requirements, typically by the end of the sophomore year. Transfer students should have degree audits prepared during their first term/semester at UNT. Information is available from the journalism advising office, GAB 107.

## Programs of Study

The school offers undergraduate and graduate programs in the following areas:

- Bachelor of Arts, and
- Master of Arts, both with a major in journalism; and
- Master of Journalism.

The program is divided into two divisions: news and strategic communications. News includes news reporting (broadcast, print and web) and photojournalism. Strategic communications includes public relations and advertising.

Teacher certification is available in journalism.

## Admission to Journalism Major

All students entering UNT and wishing to pursue the bachelor of arts degree with a major in journalism enter as pre-majors. Before applying for journalism major status, pre-majors must complete at least 45 hours of college course work including the following:

1. JOUR 1210, 2310 and two other courses, based on concentration requirements, with a 2.5 GPA or better;
2. the journalism math requirement for all concentrations, MATH 1680; and
3. the university English composition requirement with a grade of C or better.

Pre-majors who have completed the above requirements and who have a UNT GPA of at least 2.5 may file a formal application for major status. Approved majors may enroll in those advanced courses designated “journalism majors/minors only.”

## Admission for Transfer Students

Students transferring to UNT from other colleges and universities may fulfill many of these requirements through transfer course work. Transfer students need to apply for journalism major status upon admission and must pass the Grammar, Spelling, Punctuation (GSP) exam, administered by the University Writing Lab, during their first term/semester at UNT.

## Admission for Post-baccalaureate Students

Students who have already completed a baccalaureate degree from an accredited university may be admitted to the journalism major prior to completion of the pre-major requirements provided their overall GPA in all college work attempted is at least 2.5. Post-baccalaureate majors must still abide by all course prerequisites and sequence restrictions.

## Core Curriculum

Candidates for the Bachelor of Arts degree in the Mayborn School of Journalism must complete the University Core and the Journalism degree requirements shown below. Students should see the departmental advisor for their major for more information.

## University Core Curriculum

1. **English Composition and Rhetoric (6 hours):** See approved list in the Academics section of this catalog.
2. **Mathematics (3 hours):** See “University Core Curriculum Requirements” in the Academics section of this catalog.
3. **Natural Sciences (6 hours):** See “University Core Curriculum Requirements” in the Academics section of this catalog.
4. **United States History (6 hours):** See approved list in the Academics section of this catalog.
5. **Political Science (6 hours):** See approved list in the Academics section of this catalog.
6. **Visual and Performing Arts (3 hours):** See approved list in the Academics section of this catalog.
7. **Humanities (3 hours):** See approved list in the Academics section of this catalog.
8. **Social and Behavioral Sciences (3 hours):** See approved list in the Academics section of this catalog.
9. **Understanding the Human Community (6 hours):** See approved list in the Academics section of this catalog.

## Mayborn School of Journalism Degree Requirements

The following requirements are in addition to or a specification of the University Core Curriculum requirements for Bachelor of Arts degrees.

1. **Mathematics (3 hours of approved courses also satisfies the university core):** MATH 1680. Students must follow all prerequisites as listed in this bulletin.

2. **Laboratory Science (3–4 hours, in addition to the university core):** One course from the natural and life sciences or the physical sciences (some majors require specific and/or additional laboratory science courses; see your departmental advisor for more information). Note: The Mayborn School of Journalism requires students to complete at least 9 hours of laboratory science (including at least 6 hours in the university core) with at least one course in the natural and life sciences and at least one course in the physical sciences, as listed below:

Natural and Life Sciences: ARCH 2800; BIOL 2700/ ANTH 2700; BIOL 1112, 1122, 1132, 1710/1730, 1711\*/1733\*, 1720/1740, 1722\*/1744\*, 2381/2382, 2301/2311, 2302/2312; GEOL 1610; GEOG 1710.

Physical Sciences: CHEM 1360, 1410/1430, 1415/1435, 1420/1440, 1413\*/1430, 1423\*/1440; PHYS 1052, 1062, 1270, 1315, 1316, 1410/1430, 1420/1440, 1510/1530, 1520/1540, 1710/1730, 2220/2240, SMHM 2460.

*\*For honors students only*

3. **Foreign Language (3–14 hours or proficiency):** Must attain Intermediate II (2050) level (prerequisite for 2050 course is 2040; prerequisite for 2040 course is 1020; prerequisite for 1020 course is 1010).

### Major and Minor

For requirements in the major and minor, students should consult “General University Requirements” in the Academics section of this catalog, and department or division sections.

### Other Requirements

Elective hours as needed at either the lower level or advanced level to meet the minimum of 120 semester hours for graduation, including 42 advanced hours. Electives should be chosen in consultation with an advisor.

## Bachelor of Arts Degree Requirements

1. **Hours Required and General/College Requirements:** A minimum of 120 semester hours, of which 42 must be advanced, and fulfillment of degree requirements for the Bachelor of Arts degree as specified in the “General University Requirements” in the Academics section of this catalog and the Mayborn School of Journalism requirements.

2. **Major Requirements:** At least 33 semester hours in journalism in one of the following concentrations, plus a passing grade on the Grammar, Spelling and Punctuation (GSP) exam before enrolling in JOUR 2200, 2310 or 2330 (or a passing grade on the GSP exam during the first term/semester as a transfer student):

### Advertising:

a. JOUR 1210, 2010, 2200 and 2310 (pre-major courses to be completed with a minimum 2.5 GPA before applying for major status); JOUR 3020, 3040, 3200, 4050, 4070, 4260, and at least 4 hours but no more than 6 hours from JOUR 2420, 4012, 4020, 4051, 4052, 4055, 4220, 4230, 4250, 4470, 4800 and 4900.

b. Students must take at least 18 hours in the College of Business, including MKTG 3010, 3650 and 4120; plus 9 hours approved by the strategic communications advisor, from the following: MKTG 3660, 4280, 4520, 4600, 4620, 4650; MGMT 3720, 3820, 3850, 3860, 3870, 4200; or BLAW 3430.

### Newsriting-Editorial:

a. JOUR 1210, 2310, 2200 and 2330 (pre-major courses to be completed with a minimum 2.5 GPA before applying for major status); JOUR 2320, 3310, 3320, 4410, and 4620; and at least 6 hours but not more than 7 hours from JOUR 3340, 4210, 4250, 4310, 4321, 4510, 4720, 4800, 4820 and 4850.

b. Also required are 6 hours of upper-level credit from PSCI.

c. Juniors should confer with an advisor about possible newspaper internships.

### Photojournalism:

a. JOUR 1210, 2310, 2200 and 2330 (pre-major courses to be completed with a minimum 2.5 GPA before applying for major status); JOUR 2320, 3700, 4620, 4720 and 4750; and at least 6 hours but not more than 7 hours from JOUR 2010, 2420, 3310, 3320, 3340, 4250, 4410, 4700, 4800, 4820 and 4850.

b. Also required are 6 hours of upper-level credit from PSCI.

**Public Relations:**

- a. JOUR 1210, 2310, 2200 and 2420 (pre-major courses to be completed with a minimum 2.5 GPA before applying for major status); JOUR 3200, 3420, 4260, 4460 and 4470; and at least 6 hours but no more than 7 hours approved by strategic communications division advisor from JOUR 2010, 3320, 3410, 4220, 4230, 4250, 4310, 4800 (a 3-hour internship may be substituted for JOUR 4260), 4820 or 4850.
  - b. Students must take MKTG 3650 and 3 advanced hours in MGMT.
3. **Other Course Requirements:** Listed with major courses.
  4. **Minor:** Minor required for newswriting-editorial, photojournalism and public relations concentrations; advertising requires additional business courses per degree requirements.
  5. **Electives:** See four-year plan.
  6. **Other Requirements:**

Students majoring in journalism are required to maintain a 2.5 cumulative GPA to graduate.

    - a. A grade of C or higher is required for all journalism courses to be applied toward the degree requirements.
    - b. No more than 12 semester hours of journalism credit will be accepted from a transfer student who is entering as a first-term/semester junior. For students transferring with 75 semester hours of credit or more, a maximum of 18 transfer journalism hours will be accepted for credit toward the bachelor's degree.
    - c. No more than 34 hours of journalism or radio/television/film courses may be included in the major or count toward the 120-hour degree.
    - d. Students must pass Grammar, Spelling, Punctuation (GSP) exam to be permitted to enroll in JOUR 2310; students who transfer credit for JOUR 2310 must take the Grammar, Spelling, Punctuation (GSP) exam during their first term/semester at UNT.
    - e. All journalism majors are required to take MATH 1680, which meets university requirements; see advisor for exemptions to this policy for transfer students only.

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**BA with a Major in Journalism  
Advertising Concentration**

*The following four-year plan is one example of a variety of ways in which you can complete your chosen degree in four years, and will serve as guide for you to design your pathway to degree completion. Variations will depend on whether you need to take prerequisites or have college credit from exams or dual enrollment.*

*The Mayborn School of Journalism expects you to have completed the State recommended high school program and be ready to enroll for Language 2040 or a mathematics course above college algebra. If you are not prepared for this level, the necessary prerequisites will either replace electives or increase the hours required for the degree.*

**FRESHMAN YEAR**

FALL	HOURS
ENGL 1310, College Writing I, or ENGL 1313, Computer Assisted College Writing I*	3
JOUR 1210, Mass Communication and Society	3
JOUR 2010, Principles of Advertising	3
LANG 2040, Foreign Language (intermediate, may be used to satisfy a portion of the Understanding the Human Community requirement)**	3
MATH 1680, Elementary Probability and Statistics**	3
<b>Total</b>	<b>15</b>

SPRING	HOURS
ENGL 1320, College Writing II, or ENGL 1323, Computer Assisted College Writing II*	3
JOUR 2200, Computer Applications for Journalists	3
LANG 2050, Foreign Language (intermediate, may be used to satisfy a portion of the Understanding the Human Community requirement)**	3
Natural Sciences**	3
Visual and Performing Arts*	3
<b>Total</b>	<b>15</b>

**SOPHOMORE YEAR**

FALL	HOURS
JOUR 2310, Introduction to Media Writing	3
PSCI 1040, American Government*	3
Elective	3
Humanities*	3
Physical Science**	3
<b>Total</b>	<b>15</b>

SPRING	HOURS
JOUR 3020, Advertising Concepts	3
JOUR 3200, Mass Communication Research Methods	3
PSCI 1050, American Government*	3
Elective	3
Laboratory Science**	3
Total	15

**JUNIOR YEAR**

FALL	HOURS
HIST 2610, United States History to 1865*	3
JOUR 3040, Advertising Media and Marketing Strategy	3
JOUR 4050, Advertising Copywriting	3
MKTG 3010, Professional Selling	3
MKTG 3650, Foundations of Marketing Practice	3
Total	15

SPRING	HOURS
HIST 2620, United States History Since 1865*	3
MKTG 4120, Buyer Behavior	3
JOUR Elective (advanced, see major requirements)	3
JOUR Elective (see major requirements)	3
Elective	3
Total	15

**SENIOR YEAR**

FALL	HOURS
JOUR 4260, Strategic Communications	3
Business Concentration (advanced)	3
Business Concentration (advanced)	3
Elective	3
Social and Behavioral Sciences*	3
Total	15

SPRING	HOURS
JOUR 4070, Advertising Campaigns	3
Business Concentration (advanced)	3
Elective (advanced)	3
Elective	3
Elective	3
Total	15

*\*See the University Core Curriculum section of this catalog for approved list of course options.*

*\*\* See Journalism degree requirements section of this catalog for approved list of course options.*

*Actual degree audits may vary depending on availability of courses in a given semester.*

*Some courses may require prerequisites not listed.*

*Students may wish to use opportunities for electives to complete a minor of their choice.*

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### BA with a Major in Journalism Newswriting-Editorial Concentration

*The following four-year plan is one example of a variety of ways in which you can complete your chosen degree in four years, and will serve as guide for you to design your pathway to degree completion. Variations will depend on whether you need to take prerequisites or have college credit from exams or dual enrollment.*

*The Mayborn School of Journalism expects you to have completed the State recommended high school program and be ready to enroll for Language 2040 or a mathematics course above college algebra. If you are not prepared for this level, the necessary prerequisites will either replace electives or increase the hours required for the degree.*

**FRESHMAN YEAR**

FALL	HOURS
ENGL 1310, College Writing I, or ENGL 1313, Computer Assisted College Writing I*	3
JOUR 1210, Mass Communication and Society	3
LANG 2040, Foreign Language (intermediate, may be used to satisfy a portion of the Understanding the Human Community requirement)**	3
MATH 1680, Elementary Probability and Statistics**	3
PSCI 1040, American Government*	3
Total	15

SPRING	HOURS
ENGL 1320, College Writing II, or ENGL 1323, Computer Assisted College Writing II*	3
JOUR 2200, Computer Applications for Journalists	3
LANG 2050, Foreign Language (intermediate, may be used to satisfy a portion of the Understanding the Human Community requirement)**	3
PSCI 1050, American Government*	3
Laboratory Science **	3
Total	15

**SOPHOMORE YEAR**

FALL	HOURS
HIST 2610, United States History to 1865*	3
JOUR 2310, Introduction to Media Writing	3
JOUR 2330, Introduction to Visual Communication for News	3
Humanities*	3
Natural Sciences**	3
Total	15

<b>SPRING</b>		<b>HOURS</b>
HIST 2620, United States History Since 1865*	3	
JOUR 2320, News Writing and Reporting	3	
Minor	3	
Physical Science**	3	
Visual and Performing Arts*	3	
Total	15	
<b>JUNIOR YEAR</b>		
<b>FALL</b>		<b>HOURS</b>
JOUR 3310, Feature Writing	3	
JOUR 3320, News Editing	3	
JOUR 4410, Reporting of Public Affairs	3	
Minor	3	
Social and Behavioral Sciences	3	
Total	15	
<b>SPRING</b>		<b>HOURS</b>
JOUR 4620, Mass Communication Law	3	
PSCI (advanced, see major requirements)	3	
Elective (advanced)	3	
Minor	3	
Minor	3	
Total	15	
<b>SENIOR YEAR</b>		
<b>FALL</b>		<b>HOURS</b>
JOUR Elective (advanced, see major requirements)	3	
JOUR Elective (advanced, see major requirements)	3	
PSCI (advanced, see major requirements)	3	
Elective (advanced)	3	
Minor (advanced)	3	
Total	15	
<b>SPRING</b>		<b>HOURS</b>
Minor (advanced)	3	
Elective (advanced)	3	
Elective (advanced)	3	
Elective	3	
Elective	3	
Total	15	

*\*See the University Core Curriculum section of this catalog for approved list of course options.*

*\*\* See Journalism degree requirements section of this catalog for approved list of course options.*

*Actual degree audits may vary depending on availability of courses in a given semester.*

*Some courses may require prerequisites not listed.*

*Students may wish to use opportunities for electives to complete a minor of their choice.*

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### **BA with a Major in Journalism Photojournalism Concentration**

*The following four-year plan is one example of a variety of ways in which you can complete your chosen degree in four years, and will serve as guide for you to design your pathway to degree completion. Variations will depend on whether you need to take prerequisites or have college credit from exams or dual enrollment.*

*The Mayborn School of Journalism expects you to have completed the State recommended high school program and be ready to enroll for Language 2040 or a mathematics course above college algebra. If you are not prepared for this level, the necessary prerequisites will either replace electives or increase the hours required for the degree.*

#### **FRESHMAN YEAR**

<b>FALL</b>	<b>HOURS</b>
ENGL 1310, College Writing I or ENGL 1313, Computer Assisted College Writing I*	3
JOUR 1210, Mass Communication and Society	3
LANG 2040, Foreign Language (intermediate, may be used to satisfy a portion of the Understanding the Human Community requirement)**	3
MATH 1680, Elementary Probability and Statistics**	3
PSCI 1040, American Government*	3
Total	15

<b>SPRING</b>	<b>HOURS</b>
ENGL 1320, College Writing II, or ENGL 1323, Computer Assisted College Writing II*	3
JOUR 2200, Computer Applications for Journalists	3
JOUR 2330, Introduction to Visual Communication for News	3
LANG 2050, Foreign Language (intermediate, may be used to satisfy a portion of the Understanding the Human Community requirement)**	3
PSCI 1050, American Government*	3
Total	15

#### **SOPHOMORE YEAR**

<b>FALL</b>	<b>HOURS</b>
HIST 2610, United States History to 1865*	3
JOUR 2310, Introduction to Media Writing	3
Humanities*	3
Physical Science**	3
Visual and Performing Arts*	3
Total	15

SPRING	HOURS
HIST 2620, United States History Since 1865*	3
JOUR 2320, News Writing and Reporting	3
Minor	3
Natural Sciences**	3
Social and Behavioral Sciences*	3
Total	15

**JUNIOR YEAR**

FALL	HOURS
JOUR 4620, Mass Communication Law	3
JOUR 3700, Photojournalism	3
Elective (advanced)	3
Elective (advanced)	3
Minor	3
Total	15

SPRING	HOURS
JOUR Elective (see major requirements)	3
PSCI (advanced, see major requirements)	3
Laboratory Science**	3
Minor (advanced)	3
Minor	3
Total	15

**SENIOR YEAR**

FALL	HOURS
JOUR 4720, Photojournalism and the Web	3
JOUR Elective (advanced, see major requirements)	3
PSCI (advanced, see major requirements)	3
Minor (advanced)	3
Minor	3
Total	15

SPRING	HOURS
JOUR 4750, Picture Editing	3
Elective (advanced)	3
Elective (advanced)	3
Elective (advanced)	3
Elective	3
Total	15

*\*See the University Core Curriculum section of this catalog for approved list of course options.*

*\*\* See Journalism degree requirements section of this catalog for approved list of course options.*

*Actual degree audits may vary depending on availability of courses in a given semester.*

*Some courses may require prerequisites not listed.*

*Students may wish to use opportunities for electives to complete a minor of their choice.*

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### BA with a Major in Journalism Public Relations Concentration

*The following four-year plan is one example of a variety of ways in which you can complete your chosen degree in four years, and will serve as guide for you to design your pathway to degree completion. Variations will depend on whether you need to take prerequisites or have college credit from exams or dual enrollment.*

*The Mayborn School of Journalism expects you to have completed the State recommended high school program and be ready to enroll for Language 2040 or a mathematics course above college algebra. If you are not prepared for this level, the necessary prerequisites will either replace electives or increase the hours required for the degree.*

**FRESHMAN YEAR**

FALL	HOURS
ENGL 1310, College Writing I, or ENGL 1313, Computer Assisted College Writing I*	3
JOUR 1210, Mass Communication and Society	3
LANG 2040, Foreign Language (intermediate, may be used to satisfy a portion of the Understanding the Human Community requirement)**	3
MATH 1680, Elementary Probability and Statistics	3
PSCI 1040, American Government*	3
Total	15

SPRING	HOURS
ENGL 1320, College Writing II, or ENGL 1323, Computer Assisted College Writing II*	3
LANG 2050, Foreign Language (intermediate, may be used to satisfy a portion of the Understanding the Human Community requirement)**	3
PSCI 1050, American Government*	3
Physical Science**	3
Social and Behavioral Sciences*	3
Total	15

**SOPHOMORE YEAR**

FALL	HOURS
HIST 2610, United States History to 1865*	3
JOUR 2310, Introduction to Media Writing	3
JOUR 2420, Principles of Public Relations	3
Humanities*	3
Natural Sciences**	3
Total	15

<b>SPRING</b>	<b>HOURS</b>
HIST 2620, United States History Since 1865*	3
JOUR 2200, Computer Applications for Journalists	3
Minor	3
Laboratory Science*	3
Visual and Performing Arts*	<u>3</u>
Total	15
<b>JUNIOR YEAR</b>	
<b>FALL</b>	
<b>HOURS</b>	
JOUR 3200, Mass Communication Research Methods	3
JOUR 3430, Public Relations Writing	3
MKTG 3650, Foundations of Marketing Practice	3
JOUR Elective (see major requirements)	3
Elective	<u>3</u>
Total	15
<b>SPRING</b>	
<b>HOURS</b>	
JOUR 4260, Strategic Integrated Communication	3
MGMT Course (advanced)	3
Elective (advanced)	3
Minor	3
Minor	<u>3</u>
Total	15
<b>SENIOR YEAR</b>	
<b>FALL</b>	
<b>HOURS</b>	
JOUR 4460, Public Relations Communication	3
JOUR Elective (advanced, see major requirements)	3
Elective (advanced)	3
Elective	3
Minor (advanced)	<u>3</u>
Total	15
<b>SPRING</b>	
<b>HOURS</b>	
JOUR 4470, Ethics, Law and Diversity in Public Relations	3
Elective (advanced)	3
Elective (advanced)	3
Minor (advanced)	3
Minor	<u>3</u>
Total	15

\*See the *University Core Curriculum* section of this catalog for approved list of course options.

\*\* See *Journalism degree requirements* section of this catalog for approved list of course options.

Actual degree audits may vary depending on availability of courses in a given semester.

Some courses may require prerequisites not listed.

Students may wish to use opportunities for electives to complete a minor of their choice.

## Broadcast and Multimedia News

Students interested in careers in broadcast and multimedia — such as news reporters, writers, photojournalists (video and stills), and editors — enroll in the school's newswriting-editorial concentration. Working with an advisor, students select 34 hours of course work, including broadcast reporting and writing, visual journalism, and online journalism. This course work includes the skills and concepts of writing, reporting and producing visual content for the web. Students learn to cover a news "beat," shoot video and stills, and edit using non-linear editing systems. Students also learn to appear on camera, do live reporting, and anchoring and producing content for on air and online, including webcasts.

Students also work as news reporters, writers, photojournalists, web site designers and editors for the North Texas Daily, NTDaily.com, Denton Television, NTNewsnet, and other area media.

Students receive hands-on experience from faculty with extensive professional experience in television, radio and online news. They also can complete internships at television, radio and web organizations in the Dallas-Fort Worth area, the nation's fifth largest media market, and in other news organizations in the area and across the state.

## Internships

Students can gain additional experience through internships at newspapers, magazines, book publishing companies, television and radio stations, web companies, public relations and advertising agencies, and large and small businesses throughout the Dallas-Fort Worth region and the nation.

Because a journalism education provides students with strong writing, research and critical thinking skills, journalism graduates also find work at a variety of jobs outside the media industry or use the degree to enter graduate or law studies.

## Minors in Journalism

A minor requires a minimum of 18 hours including 6 advanced hours; students must present their degree audits from their majors, showing their minor selection as journalism, to gain admittance to any upper-level journalism course. Transfer students who minor in journalism must complete a minimum of 6 advanced hours at UNT; courses must be approved by a journalism advisor. Approved minor course sequences follow.



### General Minor in Journalism

The general journalism minor requires a minimum of 18 hours. A core consisting of JOUR 1210 and 2310 must be completed before taking upper-level classes. An additional 12 hours, including 6 advanced hours, should be chosen from the following list: JOUR 2010, 2200, 2320, 2340, 2420, 3020, 3310, 3320, 3325, 3333, 3410, 4055, 4210, 4250, 4310, 4321, 4410, 4620, 4720 or 4820.

### Minor in Advertising

The minor in advertising requires JOUR 2010 and 3020, with at least 12 additional hours at the upper level. Choices for a creative track include: JOUR 4020, 4050, 4051, 4052, 4055, 4070, 4800 and 4900. Choices for a management track include: JOUR 3040, 3200, 4012, 4020, 4070, 4260, 4800 and 4900.

### Minor in Newswriting-Editorial

The minor in newswriting-editorial requires JOUR 2310, 2320, 3310, 3320 and 4410; and one class from JOUR 1210, 4510, 4620, 4820 and 4850.

### Minor in Photojournalism

The minor in photojournalism requires JOUR 2310, 2320, 2330, 3320 and 3700; plus one of the following courses: JOUR 4700, 4720 or 4750.

### Minor in Public Relations

The minor in public relations requires JOUR 2310, 2420 and 3200; plus three of the following courses: JOUR 2200, 3410, 3420, 4460 or 4470.

## Teacher Certification

The Mayborn School of Journalism encourages students to explore teaching at the secondary level as a career option. The student's academic advisor in the Office for Journalism Advising in GAB, Room 107, can assist students with specific requirements for teacher certification in Journalism. Upon completion of this program, students will be prepared to sit for the certification examinations in Journalism.

Requirements: Newswriting-editorial required courses (JOUR 1210, 2200, 2310, 2320, 2330, 3310, 3320, 4410, 4620); and JOUR 4100 and 4850. See major for additional course work and GPA requirements.

Students must also complete the required 21 hours in upper-level education courses (EDSE 3800, 3830, 4060, 4070, 4108, 4118, 4840) and meet all GPA requirements to apply for state certification. In order to enroll for the first required education course, the student must make application to the certification program in the College of Education in Matthews Hall, Room 105.

All state certification requirements and information on required examinations is available on the web site of the State Board for Educator Certification (SBEC), [www.sbec.state.tx.us](http://www.sbec.state.tx.us).

## Graduate Degrees

The school offers degree programs leading to the Master of Arts and Master of Journalism. For information, consult the *Graduate Catalog* and confer with the journalism graduate studies director.

## Mayborn Conference

The Mayborn School of Journalism hosts the nationally acclaimed Mayborn Literary Nonfiction Conference each year in July. For more information, go to [www.themayborn.unt.edu](http://www.themayborn.unt.edu).

## NT Daily

The award-winning North Texas Daily, UNT's student newspaper, provides practical experience for students in all sequences of the School of Journalism. The Student Publications Committee selects the editor each term/semester, and staff jobs are open to any UNT student. The Daily is published four days a week in the fall and spring terms/semesters and once a week in the summer. The Daily has been providing news and entertainment to UNT students since 1948. For more information, contact the Daily's advisor at 940-565-2205, or visit the Daily's web site at [www.ntdaily.com](http://www.ntdaily.com).

## Courses of Instruction

All Courses of Instruction are located in one section at the back of this catalog.

### Course and Subject Guide

The "Course and Subject Guide," found in the Courses of Instruction section of this book, serves as a table of contents and provides quick access to subject areas and prefixes.