

**4951. Honors College Capstone Thesis.** 3 hours. Major research project prepared by the student under the supervision of a faculty member and presented in standard thesis format. An oral defense is required of each student for successful completion of the thesis. Prerequisite(s): completion of at least 6 hours in honors courses; completion of at least 12 hours in the major department in which the thesis is prepared; approval of the department chair and the dean of the school or college in which the thesis is prepared; approval of the dean of the Honors College. May be substituted for HNRS 4000.

---

## Italian

see Foreign Languages and Literatures

---

## Japanese

see Foreign Languages and Literatures

---

## Jazz Studies, Music

see Music

---

## Journalism

### *Journalism, JOUR*

**1210 (COMM 1307). Mass Communication and Society.** 3 hours. Principles of mass communication including historical, economic, social, ethical and legal factors influencing the operation and content of the mass media. Impact of new technology in changing the media. A survey of mass communication areas (newspapers, magazines, advertising, public relations, television, wire services, Internet and networks), and careers they offer. *Satisfies a portion of the Understanding the Human Community requirement of the University Core Curriculum.*

**2010 (COMM 2327). Principles of Advertising.** 3 hours. Economic and social aspects, research, creative functions, media, production, and federal laws affecting advertising; fundamentals of advertising copy, layout and presentation techniques.

**2200. Computer Applications for Journalists.** 3 hours. (1;4) A lab experience with online modules using technology for print and electronic applications for news media, public relations and advertising. Core experience with desktop and web publishing, along with video/audio applications, is coupled with choices of modules covering databases, typography, podcasting, photography/videography and more. In-class modules with professors feature theoretical perspectives on visual communication, ethics and hands-on group experiences with clients and deadlines. Prerequisite(s): pre-major status; JOUR 1210; students must pass the Grammar, Spelling and Punctuation exam before enrolling.

**2310 (COMM 2311). Introduction to Media Writing.** 3 hours. (3;2) Fundamentals of writing, reporting and information gathering for a variety of journalism professions including advertising, newspapers, public relations, broadcast and web. Prerequisite(s): students must pass the

Grammar, Spelling and Punctuation exam before enrolling, and must have successfully completed two terms/semesters of first year English.

**2320 (COMM 2315). News Writing and Reporting.** 3 hours. (3;4) Continued practice in news gathering and writing to develop news judgment, craftsmanship and ability to handle complex news stories. Regular campus beat and special assignment reporting. Prerequisite(s): JOUR 2310.

**2330. Introduction to Visual Communication for News.** 3 hours. Introduction to basic video photography and editing, still photography and editing, and audio recording and editing for use in news and a digital multi-media environment. Instruction in theory and practice of visual and audio storytelling for news programming. Instruction may include the operation of digital video cameras, digital still cameras, voice recorders and video and audio editing software and hardware including non-linear editing systems. Prerequisite(s): Grammar, Spelling and Punctuation exam; journalism pre-major status and consent of school.

**2340. Writing for Electronic News Media.** 3 hours. Theory and practice of writing and editing for radio, television and web-based news. Topics include news judgment, script formats and style for radio, TV and web news. Regular writing assignments, lectures and critiques. Possible hands-on writing for student media including student web sites. Prerequisite(s): ENWS/RTVF/JOUR major status.

**2420. Principles of Public Relations.** 3 hours. Principles, techniques and ethics used in research, planning, communicating and evaluating public relations programs for corporations, PR agencies, non-profits, government, educational institutions, civic organizations and others. A survey of the history and development of the profession in the United States, with emphasis on recent technological changes and challenges in a pluralistic society. Basic PR writing forms introduced.

**3020. Advertising Concepts.** 3 hours. Explores classic and current advertisements and campaigns, ethics in advertising, diversity and fundamentals in developing ads and other writing by advertising professionals. Students critically analyze different advertising appeals, how advertising fits into American culture and roles in advertising. Prerequisite(s): journalism major or minor status.

**3040. Advertising Media and Marketing Strategy.** 3 hours. Print, broadcast and web time-buying procedures important to media salespeople as well as to advertising agency media buyers. Assignments in audience research including understanding uses of audience tracking services, identifying media that reach definitive target audiences and using effective media mixes. Prerequisite(s): journalism major or minor status.

**3200. Mass Communication Research Methods.** 3 hours. Introduction to quantitative and qualitative methods used to study audiences, contents and effects of mass media, especially focusing on advertising and public relations communication and utilizing social science research skills and statistical analysis. Approaches include content analysis, survey research, focus groups and other experimental studies. Prerequisite(s): MATH 1680 and journalism major or minor status.

**3310. Feature Writing.** 3 hours. Analysis of newspaper and magazine feature material, from human interest stories to magazine articles; clinical course to develop writing skills, free-lance abilities and interests of journalism students. Prerequisite(s): JOUR 2320, journalism major or minor status or consent of school.

**3320. News Editing.** 3 hours. The editor's functions in handling news copy from writing to the printed page, web or other news media with emphasis on writing quality and copy editing. Includes headline writing and working with visual media.. Prerequisite(s): JOUR 2320, journalism major or minor status or consent of school.

**3325. Advanced Electronic Writing and Reporting.** 3 hours. Advanced news writing, reporting and storytelling for radio, television and web. Includes information gathering, editing copy, interviewing, writing, recording actualities and "sound bites," learning specific formats, plus recording voice tracks for radio and television. Hands-on experience writing, producing and editing news pieces for NTTV, KNTU-FM, and associated student web sites. Prerequisite(s): JOUR 2340 and ENWS/JOUR/RTVF major status. To be taken concurrently with JOUR/RTVF 3333.

**3333 . Electronic News Gathering.** 3 hours. Focuses on shooting and editing for television with information about how to select audio for radio news, plus audio and video for the web. Extensive hands-on experience with camera and editing equipment. Production of multiple packages and news pieces for student media, including NTTV, KNTU-FM and NTDaily and their web sites. Prerequisite(s): JOUR 2340 and ENWS/JOUR/RTVF major status. Corequisite: JOUR/RTVF 3325. (Same as RTVF 3333.)

**3340. Online Journalism.** 3 hours. Focuses on the evolution of traditional media transforming from analog to digital media. Analyzing online news web sites, discussing the role of interactivity, learning basic elements of web site design and multimedia storytelling. Comparative analysis of news writing and blogs. Writing and editing stories for the web. Creating and maintaining an individual blog. In-class writing and editing on deadline exercises; integrating photos, videos, audio and graphics into web sites. Focus on principles of ethics and standards of online news. Exploring new technologies and impact on journalism. Prerequisite(s): JOUR 2340 and ENWS/JOUR/RTVF major status.

**3410. Public Relations for Non-Profits.** 3 hours. Designed for both majors and non-majors. Examines the philosophical and theoretical foundations of public relations and volunteerism in the United States. Students learn to apply these theories to public relations campaigns in the non-profit sector. Strategic communication strategies relating to both internal and external publics are explored, including the unique legal and ethical issues impacting non-profits.

**3420. Public Relations Writing.** 3 hours. Writing-intensive course that focuses on professional-level writing skills needed by new practitioners of public relations. Components include ethics, feature writing, press releases, web writing, multimedia work, client presentations, business formats, message design concepts and theory, and broadcast forms. Editing, grammar, and AP style are discussed. Prerequisite(s): JOUR major status.

**3700. Photojournalism.** 3 hours. (3;3) Instruction in advanced photojournalism skills and methods including discussion of visual communication theory. Ethical and legal limits concerning photographic coverage and publication are discussed and instruction in Photoshop and digital

technology is given. Assignments require covering a variety of photographic subjects and problems outside of class. Prerequisite(s): JOUR 2320, journalism major or minor status or consent of school.

**3900. Special Problems.** 3 hours.

**4012. Direct Response.** 3 hours. Provides a review of general principles of direct response as introduced in undergraduate and graduate courses. Students develop a working understanding of the applications of direct response principles and practices to all functions of the communications field (advertising, public relations, marketing, advertising design, printing, broadcast news, etc.). Prerequisite(s): journalism major or minor status, or consent of school.

**4020. Advertising Industry in New York.** 3 hours. Introduces students to the industry in a major international advertising center – New York City. Course activities focus on three primary areas of the industry: the advertising agency business, advertisers and advertising media. Students have daily group appointments with members of the New York advertising community. A Shadow Day program allows individual students to meet on specified days with industry personnel in their area of career interest. Offered in New York during summer (3W1) only. Application required to be admitted to the class. Prerequisite(s): journalism major or minor status and consent of school.

**4050. Advertising Copywriting.** 3 hours. Advertising strategy and execution (writing) for print, broadcast and other media. Prerequisite(s): JOUR 3020; journalism major or minor status, or consent of school.

**4051. Advanced Advertising Copywriting.** 3 hours. Concepting, writing and executing ads and campaigns in a variety of media. Ads are critiqued from concept to final execution. Application required to be admitted to the class. Prerequisite(s): journalism major or minor status, JOUR 4050 and consent of school. Offered fall term/semester only.

**4052. Advertising Portfolio.** 3 hours. Capstone course for advertising students in the creative track. Students work in copywriter/art director teams at a local agency with professional mentors to develop their entry-level portfolios. Class meets once a week at a local agency. Application required to be admitted to the class. Prerequisite(s): journalism major or minor status, JOUR 4051 and consent of school. Offered spring term/semester only.

**4055. Broadcast Advertising.** 3 hours. (3;3) Writing television and radio scripts, followed by actual production of the scripts in a television studio and a sound recording studio. Lectures cover writing, preproduction, production and examples of radio and television commercials. Prerequisite(s): journalism major or minor status and consent of school.

**4070. Advertising Campaigns.** 3 hours. Role of the advertising agency. Factors in an advertising campaign. Creation of an advertising plan and creation of a campaign from scratch, bringing together skills and knowledge from all other advertising courses. Presentation of a campaign. Prerequisite(s): JOUR 3020, 3040, 3200 and 4050; journalism major or minor status.

**4100. Supervising School Media.** 3 hours. For journalism teachers who plan to supervise secondary school newspapers, magazines, yearbooks, new media and radio or television outlets. Emphasis on teaching basic journalism courses, staff organization, editorial supervision, advertising sales and media business management. Satisfies a requirement for teacher certification. Prerequisite(s): JOUR 2200 and 3320 or consent of school.

**4210. Topics in Journalism and Mass Media.** 3 hours. Rotating topics. Representative topics include: sports writing, direct advertising, minorities in the media, public relations/advertising research. May be repeated for credit as topics vary. Prerequisite(s): consent of school.

**4220. Leadership in Media.** 1 hour. Through lectures, discussions, assigned readings, and reports on readings, explores the theory, principles and techniques of leadership in general and leadership in relation to the media professions specifically.

**4230. Professional Protocol.** 1 hour. Through lectures, discussion, assigned readings and reports on readings, explores the principles and techniques of protocol and etiquette in business and professional settings; preparing for and executing special events; and developing and giving successful presentations.

**4240. Comparative International Media Systems.** 3 hours. Study of mass media throughout the world with special attention to how media institutions contribute to building democracy. Comparison of print and broadcast news systems, the sources and flow of international news and the challenges of globalism. Prerequisite(s): journalism major status or consent of school.

**4250. Race, Gender and the Media: A Methods Approach.** 3 hours. Explores the social construction of race and gender, and evaluates their use in the media. Adapting a research as well as a practical approach to the subject, this course involves students not only in evaluating contemporary media portrayals, but also in composing their own stories involving race/gender topics. Prerequisite(s): junior or senior standing or consent of school. *Satisfies a portion of the Understanding the Human Community requirement of the University Core Curriculum.*

**4260. Strategic Integrated Communication.** 3 hours. The understanding and application of all strategic integrated communications techniques and principles to real cases, problems and opportunities that result in the most effective and cost-saving use of an organization's resources. A thorough understanding of successful branding techniques coincides with required shadowing of professionals in the student's area of interest at corporations, agencies, and non-profits in the Dallas-Fort Worth area. Prerequisite(s): journalism major status; for ad students, JOUR 3020, 3040, 3200 and 4050; for PR students, JOUR 3200 and 3420.

**4310. Creative Writing.** 3 hours. Explores the art of literary nonfiction writing involving real world experiences. Students learn how to employ imagery, setting, dialogue, sensory detail, and conflict in their narratives; create multi-dimensional characters; animate landscape and place; and structure a piece with a beginning, middle and end tied together with a narrative thread. During workshops, stories are critiqued and students learn how to "go deeper" with their writing. May be linked to the Mayborn Literary Nonfiction Writers Conference of the Southwest or to study abroad and other off-campus opportunities. Prerequisite(s): journalism major status; JOUR 2320, 3310 and consent of school.

**4321. Opinion Writing.** 3 hours. Writing for the editorial page: editorials and columns. Writing critical reviews of literature, performing arts and the visual arts. Emphasis on editorials, book reviews and theatrical, musical, dance, film and television performances. Prerequisite(s): JOUR 2320 or consent of school.

**4360. Religion Journalism.** 3 hours. Using readings, discussions and story assignments, the course focuses on the background knowledge and skills necessary to report competently on religion or religious elements in society. Prerequisite(s): senior standing and JOUR 3310 or 3325, or consent of school.

**4370. Criticism of Mass Media.** 3 hours. Course facilitates thought and discussion about some of the major issues facing contemporary mass media, their messages, their audiences and the industry. Prerequisite(s): senior standing or consent of instructor.

**4380. Religion in Media and Culture.** 3 hours. Study of religion and religious or spiritual expression as it is carried and conveyed through mass media and the broader culture. Through class discussion, research papers and a media portfolio presentation, students develop theoretical frames through which to examine concrete examples of religious expression in secular media and society. Prerequisite(s): senior standing or consent of school.

**4410. Reporting of Public Affairs.** 3 hours. Police, court, political and governmental news with typical practical news assignments; background and practice in writing specialized stories typically covered in the average American city. Cover city council, school board, county commissioner meetings, some at night. Prerequisite(s): JOUR 2320, journalism major or minor status or consent of school.

**4460. Public Relations Communication.** 3 hours. Writing, editing and producing a wide range of public relations communications materials. Includes copy editing, headline writing, caption writing, use of photos/art, and graphic layout and design. Emphasizes use of technology and production of a final portfolio. Prerequisite(s): JOUR 3420 and journalism major or minor status.

**4470. Ethics, Law and Diversity in Strategic Communications.** 3 hours. Study of philosophical bases for ethical behavior, as well as study of professional codes of ethics for practitioners of strategic communications and other journalists. Examination of mass communication law, including privacy, defamation, copyright, financial disclosure, legal and regulatory compliance. Exploration of tactics and strategies for understanding and working with diverse communities. Prerequisite(s): journalism major or minor status and JOUR 4050 for advertising students or JOUR 3420 for public relations students.

**4510. Newspaper Management, Problems and Ethics.** 3 hours. Ethical and financial problems in editing and managing a newspaper; press freedom, ethics and law; newspaper financing, cost of publication, accounting, plant management and circulation. Prerequisite(s): journalism major or minor status or consent of school.

**4620. Mass Communication Law.** 3 hours. Legal and ethical problems of mass media: court systems, case procedures, First Amendment concerns, libel, privacy, free press and fair trial, reporting privileges, advertising and public relations law and regulation, pornography, broadcasting regulations, media concentration, media competition and copyright. Prerequisite(s): JOUR 2320, journalism major or minor status or consent of school.

**4700. Portfolio.** 3 hours. (3;3) Students produce a professional portfolio in slide and CD format. A variety of assignments are executed, including a photo essay. Ethics and professional practices in the field are covered. Students may work in conjunction with various publications. Arranged lab hours fluctuate to fit times of events of photographic assignments. Prerequisite(s): JOUR 3700; journalism major or minor status or consent of school.

**4720. Photojournalism and the Web.** 3 hours. (3;3-6) Examines the photographic "digital chain": capture, input, manipulation, output and storage of images. Darkroom tasks such as cropping, dodging, burning and color balancing are performed digitally. Basic software is taught to provide sufficient skills to produce digital photo essay pages. Group projects are put on the World Wide Web. The major emphasis is the prepress handling of photographs and the creation of visual communication materials appropriate for various types of publications including online. Ethical and legal concerns involved in working with digital images are addressed. Prerequisite(s): JOUR 3700; journalism major or minor status or consent of school.

**4750. Picture Editing.** 3 hours. (3;3) Instruction in color theory and technical shooting skills for visual documentary and journalistic work. Students shoot, process and scan transparencies and negatives using a digital hybrid system. Emphasis is placed on visual storytelling through development of photographic essays. Prerequisite(s): JOUR 3700; journalism major or minor status or consent of school.

**4800. Professional Internship.** 1-3 hours. Practical experience through employment under the supervision of sequence head and professional at the work site. Student must submit bi-weekly reports, work samples and evaluation report at the end of internship; professional supervisor must submit mid-term and final evaluations. Internship and total work and credit hours to be completed must be arranged in advance of enrollment by application to the department. For each hour of credit, student must work a minimum of 100 hours. Different sections scheduled for advertising, electronic news, newswriting, photojournalism and public relations. Prerequisite(s): major status, prior completion of at least one upper-level journalism course in sequence, and consent of division head.

**4820. History of American Media.** 3 hours. Main trends and economic, social, political, and technological factors and people that produced the institutions and traditions of the American mass media; emphasis on the changing roles of media and the impact of new communications technologies in the 21st century.

**4850. Magazine Production.** 3 hours. Study of American magazines; production sequence of a publication, composition and printing methods, layout problems, writing to fit, cost-quality factors, rewrite, copy reading, styling, writing, titles, blurbs, captions and fitting galleys into layouts. Prerequisite(s): JOUR 3320; journalism major or minor status or consent of school.

**4900-4910. Special Problems.** 1-3 hours each.

**4951. Honors College Capstone Thesis.** 3 hours. Major research project prepared by the student under the supervision of a faculty member and presented in standard thesis format. An oral defense is required of each student for successful completion of the thesis. Prerequisite(s): completion of at least 6 hours in honors courses; completion of at least 12 hours in the major department in which the thesis is prepared; approval of the department chair and

the dean of the school or college in which the thesis is prepared; approval of the dean of the Honors College. May be substituted for HNRS 4000.

---

## Kinesiology

see Kinesiology, Health Promotion and Recreation

---

## Kinesiology, Health Promotion and Recreation

### Health Promotion, HLTH

**1100. School and Community Health Problems and Services.** 3 hours. Health services offered by the school and community, the role of the health educator to benefit the health of every individual in society; health problems and solutions to improve community health. *Satisfies a portion of the Understanding the Human Community requirement of the University Core Curriculum.*

**1570. Environmental Health and Safety.** 3 hours. Role and function of the health educator in maintaining a safe, healthy environment; safety procedures in the school and community; psychology of accident prevention. Environmental pollution problems and methods of control.

**1900 (TECA 1318). Principles of Health.** 3 hours. Personal health problems of humans; knowledge, attitudes and behavior related to responsible healthful living.

**2100. Mental Health.** 3 hours. Theory and principles of positive mental health; development of a good self concept and self-actualization techniques; methods presented are suitable in promoting positive mental health by educators.

**2200. Family Life and Human Sexuality.** 3 hours. Emphasizes issues related to sexual health from historical, physiological, psychological, social and cross-cultural perspectives. Incorporates a multicultural, multiethnic perspective on human sexuality, reflecting the diversity of sexual experiences in our society and world. *Satisfies a portion of the Understanding the Human Community requirement of the University Core Curriculum.*

**2900-2910. Special Problems.** 1-3 hours each. Individual study designed in consultation with instructor. Prerequisite(s): consent of department.

**3300. Health Emergencies and First Aid.** 3 hours. Theory and practical application of the American National Red Cross Standard First Aid and Personal Safety skills. Cardiopulmonary resuscitation (CPR) techniques and skill development. Designed to meet the requirements set by the American National Red Cross for certification in Standard First Aid and CPR.

**4100. Epidemiology of Communicable and Non-Communicable Disease.** 3 hours. Study of the nature, prevention, control and treatment of communicable, chronic, degenerative and idiopathic human disease; an analysis of the principles related to the causality of disease and the role of the public health practitioner in understanding epidemiologic research.

**4120. Health Promotion: Development and Application of Presentation Skills.** 3 hours. The principles, techniques and practical application of health communication and presentation skills. A synthesis of motivational techniques, analysis and practical application in the effective delivery of health information and knowledge for a variety of settings.