

Journalism

Journalism, JOUR

5010. Reporting Practices. 3 hours. A concentrated study of the principles, practices and ethics of reporting and writing news under the pressure of deadlines to develop news judgment, craftsmanship and ability to handle complex news stories. Student work is subject to classroom analysis and criticism. This course prepares students lacking strong journalistic backgrounds for advanced professional courses and may be counted as part of a graduate program in fields other than journalism.

5020. Editing Practices. 3 hours. A concentrated study of the principles and practices of handling copy for print news media, including copy editing, headline writing, design and layout of newspapers and other printed materials, newspaper style, photo editing, the news wire services, and electronic and cabletext editing. Students receive practical experience in the functions of a copy editor. This course prepares students lacking strong journalistic backgrounds for advanced professional courses and may be counted as part of a graduate program in other fields. Prerequisite(s): JOUR 5010 or consent of department.

5030. Visual Journalism. 3 hours. Comprehensive look at visual communication theory, Gestalt design theory and applied uses of multimedia, particularly in online visual journalism. Activities include publishable projects on CD-ROM and for the web. Legal issues in producing multimedia packages, including copyright law, are addressed.

5040. Media Studies and Theories. 3 hours. This course is designed to introduce the students to enduring issues and problems of American mass media and to the body of knowledge concerning theories on the function, nature, audience and effects of mass communication. The course examines mass communication as a social system and the contributions of social scientists to the study of mass communication by putting emphasis on political, economic, technological, legal and historical factors that have shaped American mass media. Prerequisite(s): consent of department.

5050. Readings in Mass Communication. 3 hours. Study of leading bibliographical tools in mass communication, reading of biographies and analysis of the field. Chief aim of the course is becoming acquainted with a large number of books related to mass communication. Three hours per week given to book reports.

5100. Case Problems in Public Relations. 3 hours. Study of public relations trends and principles and how they relate to cases involving organizations and institutions in the profit and non-profit sectors. Attention to the use of proper public relations tools in meeting the needs of each organization's public.

5150. International Mass Communication. 3 hours. Study of mass communication media throughout the world, with special attention to press and broadcast systems, the sources and flow of international news, and problems of world communication. Course is 50 percent web-based when offered in the summer term. (Same as RTVF 5460.)

5200. Public Opinion and Propaganda. 3 hours. Public opinion and its role in modern society. The significance of propaganda in politics and war during the current century.

5210. Race, Gender and the Media. 3 hours. Interdisciplinary readings seminar examining how social constructions of ethnicity and gender are involved in the production, distribution and consumption of the mass media in the

United States. Course lectures, assigned readings, diversity interviews, family genograms and a term research project comprise the basis for graded work.

5250. Research Methods I (Quantitative). 3 hours. Quantitative study of audiences, contents and effects in mass communication by using tools and techniques of social science research. Emphasis on statistical analysis, survey research, content analysis and experimental studies.

5260. Research Methods II (Qualitative). 3 hours. Study of the foundations, research methods, practices, theoretical approaches to qualitative research. These methods and approaches include ethnography, literary theory, rhetorical analysis, discourse analysis, gender and race theories, phenomenology, semiotics and others as applied to journalism. Students practice designing well-focused studies, as well as engaging in research practices related to the media.

5270. Advanced Reporting Techniques. 3 hours. Equips current and future journalists with the skills to do responsible reporting that includes getting information that is often difficult to obtain from government and private sources. This hands-on advanced reporting class focuses on "sunshine laws" and other freedom of information laws that are helpful in obtaining information legally available to the public; mining online databases of public records that pertain to stories journalists pursue for the public's need to know about the institutions, public figures and other entities that affect our daily lives. Prerequisite(s): consent of department.

5280. Media Management. 3 hours. Explores the various skills and resources required to lead and manage effectively in newspaper, magazine, public relations and advertising organizations. Case studies and guest speakers with specific expertise are included to illustrate various principles and concepts throughout the course. Prerequisite(s): consent of department.

5290. Science and Environmental Reporting. 3 hours. Explores science and environmental reporting as a valuable newsroom specialty blending science, politics, public health and business to encourage public discussion, to educate and to contribute to a public understanding of these challenging problems. Discusses aspects of television, radio and print reporting. Emphasis is on content and storytelling, not basic newswriting. Prerequisite(s): reporting experience or JOUR 5010 and 5020.

5300. Theories of Mass Communication. 3 hours. Theoretical approaches to communication; examination of the developing literature in this field, including the contributions of social scientists and others; special problems in communications research.

5310. Media Ethics. 3 hours. Promotes the development of critical thinking and reasoning skills necessary in the mass and hyper media. It examines the relationship between professional ethics and social philosophy and between media practice and a democratic society. Course is 50 percent web-based when offered in the summer term.

5320. New Technologies of Mass Communication. 3 hours. Theoretical and practical approaches to new technologies. Build and maintain weblogs (or "blogs"); analyze existing, mature blogs; discuss theories relating to internet discourse of all sorts. Explores new technologies from the professional perspectives of working journalists and scrutinizes these same technologies from the perspectives of cultural critics who see not only a technology's utility, but also its impact on society, its workers and its media content. Study of communications technology from historical perspectives in order to learn the broader lessons of intervention and diffusion; utopianism and dystopianism; literacy, orality (second orality) and elctracy; identity, property, politics, economics; and other issues. Prerequisite(s): consent of department.

5350. Seminar in Journalism and Mass Communication. 3 hours. Extensive readings, analysis and discussion of significant topics not covered by course offerings. Topics include impact of new technology on the mass media, ethical problems in the mass media, economic problems in media development. Prerequisite(s): consent of department. May be repeated for credit as topics vary.

5360. Religion Journalism. 3 hours. Using readings, discussion and story assignments, this course is designed to teach the background knowledge and skills necessary to competently report on religion or religious elements in society. Prerequisite(s): consent of department.

5370. Criticism of Mass Media. 3 hours. Facilitates thought and discussion about some of the major issues facing contemporary mass media, their messages, their audiences and the industry.

5380. 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, the students develop theoretical frames through which to examine concrete examples of religious expression in secular media and society.

5500. Integrated Communications. 3 hours. Teaches students how to design the strategic planning of a comprehensive communications plan that evaluates the roles of a variety of disciplines including advertising, direct response, public relations and promotions. Such tactics are shown to provide clarity, consistency and maximum efficiency in all communication programs. Prerequisite(s): consent of department.

5510. Direct Response. 3 hours. Provides a review of general principles of direct response as introduced in undergraduate and graduate courses; develops a working understanding of the applications of direct response principles and practices to all functions of the communications field; helps each student understand, question and accept the general subject of direct response, utilizes true-life examples, develops an awareness of the new technology available to everyone who might use direct response techniques or want to work in the industry. Prerequisite(s): consent of department.

5800. Professional Internship. 3 hours. Practical experience in areas of journalism through an arranged internship under the instruction and supervision of the major professor and a designated professional of the office involved. Different sections scheduled for each of the following internships: advertising, news-editorial, photojournalism and public relations. Prerequisite(s): consent of department. Normally, no more than 3 hours may apply toward the master's degree.

5900-5910. Advanced Problems in Journalism. 1-3 hours each. Maximum of 6 hours credit. Individual investigations of current problems in such areas as ethics of mass communication, reporting, editing, international communication, newspaper or magazine publishing, advertising, photojournalism and journalism education.

5950. Master's Thesis. 3 or 6 hours. To be scheduled only with consent of department. 6 hours credit required. No credit assigned until thesis has been completed and filed with the graduate dean. Continuous enrollment required once work on thesis has begun. May be repeated for credit.

Kinesiology/Health Promotion

see Kinesiology, Health Promotion and Recreation

Kinesiology, Health Promotion and Recreation

Health Promotion, HLTH

5100. Research Perspectives in Kinesiology, Health Promotion and Recreation. 3 hours. Research techniques and their application to the research process in kinesiology, health promotion and recreation. (Same as KINE 5100 and RECR 5100.)

5110. Critical Analysis of Professional Literature. 3 hours. Analysis and philosophical criticism of the literature in the student's major area and other related fields. Extensive reading assignments and discussion of published and unpublished research.

5131. Exercise and Health Psychology. 3 hours. Introduces students to health, leisure and exercise behavior change strategies, and provides knowledge and skills necessary to improve the initiation and adherence of lifetime health and physical activity behaviors among individuals and groups. Offers a comprehensive inquiry into individual behaviors and lifestyles that affect physical and mental health from health promotion, exercise science and psychological perspectives. Topics include enhancement of health, identification of health risk factors, prevention and treatment of disease, improvement of the health care system and shaping of public opinion with regard to health and physical activity. Prerequisite(s): a course in sport psychology or consent of department. (Same as KINE 5131 and PSYC 5131.)

5170. Critical Health Issues. 3 hours. Health aspects and health promotion implications of current health issues. Exploration of health problems currently found in society; role of health educators in terms of preparation, planning, instruction and evaluation. May be repeated for maximum of 6 hours credit.

5290. Human Sexuality Education. 3 hours. Basic human aspects that influence the development of the individual's total sexuality. The philosophy, content, methods, resources and evaluation that relate specifically to the teaching of human sexuality.

5300. Health Promotion: Advanced Concepts and Theories. 3 hours. An analysis of the growing body of knowledge concerning health promotion and education. Concepts of theory, research and practice are discussed, analyzed and used as a framework for investigative study.

5310-5320. Health Promotion Workshop. 3 hours each. A workshop for teachers, nurses, principals, superintendents and community leaders with opportunities to concentrate on individual and group problems. Activities based upon the problems, needs and interests of participants. Consultants from most areas of health are utilized. HLTH 5320 is taken in conjunction with HLTH 5310.

5500. Advanced Concepts in Epidemiology. 3 hours. Examines the meaning and scope of epidemiological principles, methods and strategies, and the use of morbidity, mortality and other vital statistics data in the scientific appraisal of community health. An understanding of the study, nature, prevention and control of communicable and non-communicable diseases. Prerequisite(s): HLTH 4100 or equivalent, or consent of department.

Kinesiology

see Kinesiology, Health Promotion and Recreation