

## Journalism Core

15 hours

### JOUR 1000

Introduction to Journalism in a Democratic Society

### JOUR 2000

Introduction to Journalistic Writing

Prerequisite: See class description.

### JOUR 2500

Reporting

Prerequisite: 2.5 GPA or better in JOUR 1000 and JOUR 2000

### JOUR 2550

Multimedia Reporting Skills

Prerequisite: See class description.

### JOUR 4000

Internship (2 hours required)

Prerequisite: JOUR 2000; 2.5 GPA or better in JOUR

### JOUR 4500

Journalism Law and Ethics

Prerequisite: None

## Sequence Courses

12 hours

Take four courses in one of the three sequences at right.

## Issues Elective

3 hours

Choose one course from the following: JOUR 3850, JOUR 4550, JOUR 4650, JOUR 4750, JOUR 4850, JOUR 4950.

## Additional Elective

3 hours

Choose either an additional Issues Elective or Skills Elective in consultation with your adviser.

# BGSU JOURNALISM AND PUBLIC RELATIONS NEW CURRICULUM

For students entering program beginning Fall 2011

Journalism Majors must complete 33 hours of Journalism courses as shown. Core courses are required of all sequences. Each sequence consists of four skills courses (the Public Relations sequence has additional requirements outside the department as shown).

The remaining hours are fulfilled by two elective courses. One elective must be chosen from the department's issues courses. Another elective may be either a skills or elective course, chosen in consultation with an advisor.

## Print Journalism

### JOUR 3200

Feature Writing

Prerequisite: JOUR 2500; major or minor status, junior standing

### JOUR 3250

Copy Editing

Prerequisite: JOUR 2500 major or minor status, junior standing

### JOUR 3550

Online Journalism

Prerequisites: JOUR 2500 and JOUR 2550.

### JOUR 4200

Public Affairs Reporting

Prerequisite: JOUR 3200, JOUR 3250, JOUR 4000

## Broadcast Journalism

### JOUR 3150

Visual Editing

Prerequisite: JOUR 2000

### JOUR 3300

Broadcast News

Prerequisite: JOUR 2500, JOUR 3150; major or minor status, junior standing

### JOUR 3550

Online Journalism

Prerequisites: JOUR 2500 and JOUR 2550.

### JOUR 4300

Advanced Broadcast News

Prerequisite: JOUR 3300, JOUR 4000

## Public Relations

### JOUR 3400

Principles of PR

Prerequisite: major or minor status

### JOUR 3440

PR Writing

Prerequisite: JOUR 2500 and JOUR 3400; major or minor status, junior standing

### JOUR 3450

Media Publication and Design

Prerequisites: JOUR 2500; major or minor standing

### JOUR 4400

PR Campaigns

Prerequisite: senior status in PR seq. and JOUR 3440 and JOUR 3450

Public Relations sequence students also must take MKT 3000, MGMT 3050, and JOUR 3450.

# COURSE DESCRIPTIONS

## **JOUR 1000. Introduction to Journalism in a Democratic Society (3).**

Fall, Spring. Modern journalism and mass communication; mass communication media and effects; role and influence of journalistic forms such as newspapers, magazines, video, online media and related fields of advertising and public relations. Open to nonmajors. Credit not given for both JOUR 1000 and TCOM 1030.

**JOUR 2000 Introduction to Journalistic Writing (3).** Fall, Spring, Summer. Introduction to journalistic writing in a variety of forms; emphasis on grammar, spelling, punctuation and sentence structure. Prerequisites include: at least 30 credit hours; GSW 1120; JOUR 1000 with at least a C; and an overall grade point average of 2.7. Credit not allowed for both JOUR 2000 and JOUR 2010. Extra fee.

**JOUR 2010 Journalism Techniques for Nonmajors (3).** Fall, Spring, Summer. Introduction to news gathering, news writing, news editing and journalistic graphics for nonjournalism majors whose programs might benefit from such a course. Credit not applicable toward major or minor in journalism. Credit not allowed for both JOUR 2000 and JOUR 2010. Prerequisite: GSW 1120. Extra fee.

**JOUR 2500 Reporting (3).** Fall, Spring, Summer. News gathering and news writing for all types of news stories ranging from the simple, factual story to the complex, specialized story. Practice in covering assignments for publication in various media forms. Prerequisite: JOUR 2000. Extra fee.

**JOUR 2550 Multimedia Reporting Skills. (1)** Fall, Spring. Introduction to the technical and aesthetic principles of gathering journalistic content in multiple digital forms, including audio, still photography and video. Basic techniques involved in gathering, processing and presenting multimedia content, including HTML. Prerequisites: JOUR 2000 and access to a suitable consumer-grade still/video camera and digital voice recorder. Concurrent registration with JOUR 2500 suggested. Open to journalism pre-majors and minors only or with permission of instructor.

**JOUR 2900 Specialized Journalism Basic Skills (1 - 3).** Fall, Spring, Summer. Topics vary based on student and faculty interest and developments in the profession. May be repeated up to six credits if topics differ. Prerequisites: JOUR 1000 or TCOM 1030.

**JOUR 3100 Introduction to Visual Journalism (3).** Introduction to news reportage through visual media. Includes sections on basic photographic techniques, such as composition, exposure, camera handling, and digital photo processing. Also includes caption writing, news judgment and journalism ethics. Prerequisites: JOUR 2000 and access to 35mm digital camera. Extra fee.

**JOUR 3150 Visual Editing (3).** Fall, Spring. Techniques of processing and editing visual journalism texts. Emphasis on videojournalism, including videography, editing in both linear and non-linear forms, and outputting to tape, the Internet and other media. Techniques of using words and visual elements together. Prerequisite: JOUR 2000. Extra fee.

**JOUR 3200 Feature Writing (3).** Fall, Spring. Developing story ideas, researching and writing newspaper, magazine and online feature articles and multimedia content; researching free-lance markets. Prerequisites: JOUR 2500; JOUR 2550; major or minor status; junior standing.

**JOUR 3250 Copy Editing (3).** Fall, Spring. Theory and practice in editing local and wire news, headline writing, picture editing, evaluating news, layout and design for print and online forms and developing online content. Prerequisites: JOUR 2500; JOUR 2550; major or minor status; junior standing. Extra fee.

**JOUR 3300 Broadcast News (3).** Fall. Techniques of writing, reporting and editing news for broadcast; rewriting wire copy; introduction to ENG shooting and editing techniques; preparation and use of television graphics, presenting video-based stories in online forms. Student must provide own video cassettes. Prerequisites: JOUR 2500; JOUR 2550; JOUR 3150; major or minor status; junior standing. Extra fee.

**JOUR 3400 Principles of Public Relations (3).** Fall, Spring. Public relations problems, policies, practices applied to business and nonprofit organizations; media methods of communicating, survey research, and attitude change. Open to majors or minors only.

**JOUR 3410 Principles of Public Relations for Nonmajors (3).** Fall, Spring, Summer. Public relations problems, policies, practices applied to business and nonprofit organizations; media methods of communicating, survey research, and attitude change. Open to non-majors and non-minors only.

**JOUR 3440 Public Relations Writing (3).** Fall. Planning and preparation for print, audio-visual, and online public relations messages. Fundamentals of writing for publications including newsletters, house journals, pamphlets, brochures, online and social media. Prerequisites: JOUR 2500; JOUR 2550 and JOUR 3400; major or minor status; junior standing.

**JOUR 3450 Media Publication and Design (3).** Fall, Spring. Theory and practice of editing functions and techniques in producing specialized publications: magazines, newsletters, newspapers and brochures for business and nonprofit organizations. Electronic typesetting and computer graphics. Prerequisites: JOUR 2500; major or minor status; junior standing. Extra fee.

**JOUR 3550 Online Journalism (3).** Reporting, writing and editing news for interactive media, particularly the Internet. Special emphasis on the unique attributes of interactive media and how these attributes affect content. Usability, web design and HTML authoring. Prerequisites: JOUR 2500; JOUR 2550; major or minor status; junior standing.

**JOUR 3850 Journalism in the Movies (3).** Focus on issues of journalism and society as reflected in films. Issues include power structures such as race, class, and gender; media ownership; journalism ethics; reporting techniques; and historical changes in journalism. Open to nonmajors.

**JOUR 3900 Intermediate Specialized Journalism Skills (1 - 3).** Fall, Spring, Summer. Topics vary based on student and faculty interest and developments in the profession. May be repeated up to six credits if topics differ. Prerequisites: JOUR 2000.

**JOUR 4000 Field Experience (1 - 3).** Fall, Spring, Summer. Journalism internship program required of all journalism majors and minors. Activity may be in more than one medium, full or part time, paid or voluntary. Prerequisites: JOUR 2000; major or minor status. Graded S/U. May be repeated to 3 hours.

**JOUR 4100 Advanced Visual Journalism (3).** Refining and building upon visual journalism skills, including the ability to produce news photographs as well as edit, critique and analyze the work of others. Designing, editing and producing news publications. Assembling a portfolio. Prerequisites: JOUR 2500, JOUR 3100 and JOUR 3150; major or minor status; junior standing. Extra fee.

**JOUR 4140 Supervision of High School Publications (3).** For prospective teachers of high school journalism or advisers of school newspapers or yearbooks. Problems of editorial supervision, business management and production. Open to nonmajors.

**JOUR 4200 Public Affairs Reporting (3).** Spring. Field practice in covering governmental and community affairs with attention both to general and specialized areas. Prerequisites: JOUR 3200; JOUR 3250, and JOUR 4000; major or minor status; junior standing.

**JOUR 4300 Advanced Broadcast News (3).** Spring. Writing, editing, producing and anchoring for broadcast. Emphasis on ENG shooting and editing, field reporting, studio production and online presentation. Research on issues affecting broadcast journalists. Student must provide own videotape cassette. Prerequisites: JOUR 3300; major or minor status; junior standing. Extra fee.

**JOUR 4400 Public Relations Campaigns (3).** Spring. Application of public relations theories, tools and techniques to the public relations campaign. Research, planning and execution are practiced. Prerequisites: JOUR 3400, JOUR 3440, and JOUR 3450; at least one hour of JOUR 4000; major or minor status; senior standing.

**JOUR 4500 Journalism Law and Ethics (3).** Fall, Spring, Summer. Legal concept of freedom of the press, constitutional guarantees, libel, privacy, copyright, broadcast regulation, contempt, obscenity, ethical problems, right to know. Open to nonmajors.

**JOUR 4550 Diversity Issues in the Media (3).** Fall. Focus on the news media image of racial and ethnic minorities and the image of women and other underrepresented social groups. Exploration of the extent to which discrimination and prejudice function within news media industries in terms of employment opportunities and how news coverage perpetuates stereotypes of women, people of color and other underrepresented social groups. Open to nonmajors.

**JOUR 4650 American Journalism History (3).** Fall. American journalism from colonial newspapers to the multimedia age, emphasizing recurrent themes and issues in the history of the mainstream and alternative press. Open to nonmajors.

**JOUR 4750 Perspectives on International Media (3).** Spring. Social, economic and political factors, organization and control in the national news and informational systems of countries around the world. Open to nonmajors.

**JOUR 4800 Special Problems in Journalism (1 - 3).** Fall, Spring, Summer. Research problems, practical projects, intensive readings or mini-courses to meet needs of student's special interests. May be repeated. Prerequisite: instructor's consent.

**JOUR 4850 Media and Society (3).** Spring. Media as institution, its role, content, effects and responsibilities as a cultural force in society. Topics vary. Open to nonmajors.

**JOUR 4900 Specialized Journalism Skills (1 - 3).** Fall, Spring, Summer. Topics vary based on student and faculty interest and developments in the profession. May be repeated.

**JOUR 4950 Specialized Journalism Issues (1 - 3).** Fall, Spring, Summer. Topics vary based on student and faculty interest and developments in the profession. May be repeated. Approved for Distance Ed.