

## Journalism Core 15 hours

<b>JOUR 1000</b> Introduction to Journalism in a Democratic Society Prerequisite: See class description.	<b>JOUR 2000</b> Journalism and Public Relations Writing Prerequisite: See class description.
<b>JOUR 2500</b> Reporting for Journalism and PR Prerequisite: See class description.	<b>JOUR 2550</b> Multimedia Reporting Skills Prerequisite: See class description.
<b>JOUR 3000</b> Student Media Participation	<b>JOUR 4500</b> Journalism Law and Ethics
<b>JOUR 4000</b> Internship (2 hours required) Prerequisite: JOUR 2000; 2.5 GPA or better in JOUR	

## Sequence Courses

Take each course in one of the three sequences at right.

## Electives 6 hours

Choose one course from the following: JOUR 3850, JOUR 4450, JOUR 4550, JOUR 4650, JOUR 4750, JOUR 4850, JOUR 4950; and

Choose an additional JOUR course in consultation with your adviser.

# BGSU JOURNALISM AND PUBLIC RELATIONS CURRICULUM

For students entering the program beginning Fall 2017

Journalism Majors must complete 36-39 hours of Journalism and Public Relations courses as shown. Core courses are required of all sequences. Each sequence consists of four or five journalism skills courses and an additional one or two courses outside journalism as indicated.

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.

## Multiplatform Journalism

<b>JOUR 3150</b> Visual Editing Prerequisite: JOUR 2000	<b>JOUR 3200</b> Intermediate Writing and Reporting Prerequisites: JOUR 2500; major or minor status, junior standing	<b>JOUR 3250</b> News Editing and Production Prerequisites: JOUR 2500; major or minor status, junior standing	<b>JOUR 3550</b> Emerging Platforms, Emerging Journalism Prerequisites: JOUR 2500 and JOUR 2550.	<b>JOUR 4200</b> Public Affairs Reporting Prerequisites: JOUR 3200, JOUR 3250, JOUR 4000
---	--	---	--	--

Multiplatform sequence students also must take VCT 2660.

## Broadcast Journalism

<b>JOUR 3150</b> Visual Editing Prerequisite: JOUR 2000	<b>JOUR 3250</b> News Editing and Production Prerequisites: JOUR 2500; major or minor status, junior standing	<b>JOUR 3300</b> Video Reporting Prerequisites: JOUR 2500, JOUR 3150; major or minor status, junior standing	<b>JOUR 3550</b> Emerging Platforms, Emerging Journalism Prerequisites: JOUR 2500 and JOUR 2550.	<b>JOUR 4300</b> Advanced Video Reporting Prerequisites: JOUR 3300, JOUR 4000
---	---	--	--	---

Broadcast Journalism sequence students also must take VCT 2660.

## Public Relations

<b>JOUR 3400</b> Principles of PR Prerequisite: major or minor status	<b>JOUR 3440</b> Strategic PR Writing and Social Media Strategies Prerequisites: JOUR 2500 and JOUR 3400; major or	<b>JOUR 3450</b> PR Publication and Design Prerequisites: JOUR 2500; major or minor standing	<b>JOUR 4400</b> PR Campaigns Prerequisites: senior status in PR seq. and JOUR 3440 and JOUR 3450
---	--	--	---

Public Relations sequence students also must take MKT 3000 and COMM 3040.

# 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. Journalism and Public Relations Writing (3).** Fall, Spring. Introduction to journalistic writing in a variety of forms; emphasis on grammar, spelling, punctuation and sentence structure. Prerequisites: JOUR 1000, major or minor status. Credit not allowed for both JOUR 2000 and JOUR 2010. Extra fee.

**JOUR 2500. Reporting for Journalism and Public Relations (3).** Fall, Spring. News gathering and writing for all types of reporting, ranging from the simple, factual news story to press releases. Practice in covering assignments for publication in various media forms. Prerequisites: at least 30 credit hours; JOUR 2000 with at least a C; and an overall grade point average of 2.7. Approved for Distance Education. Extra fee.

**JOUR 2550. Multimedia Reporting Skills (3).** 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 social media and HTML. Access to a suitable consumer-grade still/video camera and digital voice recorder required. Prerequisite: JOUR 2000. Concurrent registration with JOUR 2500 suggested. Extra Fee.

**JOUR 2900 Specialized Journalism Basic Skills (1 - 3).** 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. Intermediate Writing and Reporting (3).** 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. Extra Fee.

**JOUR 3250 News Editing and Production (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. Prerequisite: JOUR 2500; major or minor status; junior standing. Extra Fee.

**JOUR 3300. Video Reporting (3).** Techniques of writing, reporting and editing video news stories; rewriting wire copy; introduction to ENG shooting and editing techniques; preparation and use of graphics, presenting video-based stories in online forms. Prerequisites: JOUR 2500; JOUR 2550; JOUR 3150; major or minor status; junior standing. Extra fee.

**JOUR 3400. Introduction to Strategic Public Relations (3).** Introduction to strategic problems, policies, practices found in public relations employment settings. Review of communication methods, including survey research and attitude change. Open to majors or minors only.

**Jour 3440. Strategic Public Relations Writing and Social Media Strategies (3).** Planning and preparation for print, multi-media, and online public relations messages. Fundamentals of public relations writing for newsletters, blogs, pamphlets and brochures, and social media for service learning clients. Prerequisites: JOUR 2500; JOUR 2550 and JOUR 3400; major or minor status; junior standing.

**JOUR 3450. Public Relations Publication Design.** Theory and practice of editing functions and design techniques in producing specialized publications: magazines, newsletters, promotions and brochures for business and nonprofit organizations. Desktop publishing and computer graphics. Prerequisites: JOUR 2500; major or minor status; junior standing. Extra fee.

**JOUR 3550. Emerging Platforms, Emerging Journalism (3).** Publishing news on digital platforms including websites, blogs, and mobile. Developing familiarity with emerging off-platforms such as Google Newsstand, Facebook Live, and Apple News. Understanding audience analytics, interactivity, usability, web design, and HTML authoring. Prerequisites: JOUR 2500 and JOUR 2550. Extra Fee.

**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).** 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 up 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 Video Reporting (3).** Writing, editing, producing and anchoring video-based stories. Emphasis on ENG shooting and editing, field reporting and studio production, and online presentation. Research on issues affecting video journalists. 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 4450 Media, War and Propaganda (3).** This course examines propaganda and persuasion. The course focuses on the interdependence of propaganda agencies (political, military and intelligence communities), communications media (informational and entertainment) and public opinion reinforcement or change, in conflict-related propaganda and counter-propaganda in contexts of war and terrorism, both historical and contemporary. Open to nonmajors.

**JOUR 4500 Journalism Law and Ethics (3).** 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).** 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).** 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).** 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).** Topics vary based on student and faculty interest and developments in the profession. May be repeated.

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