

## School of Arts and Humanities

Dean, B. Barnett Cochran

## Department of Communication

Department Chair, Daniel E. Behr

## Journalism

### Faculty

Yvonne R. Schultz, MA

### Program Objectives

The courses and curriculum of the journalism program are designed to achieve the following student outcomes:

- demonstrate a knowledge of the nature, structure and use of English;
- evidence the ability to read print communication with enjoyment and discrimination;
- demonstrate the ability to edit and write fluently and effectively for a variety of print media;
- evidence a knowledge of reporting fundamentals, including the ability to interview, to assimilate information, and to produce appropriate print communications;
- demonstrate a working knowledge of the computer, photographic and pre-press technologies required to design, layout, and produce effective print communications; and
- demonstrate the knowledge and skills necessary to be professional practitioners as writers, reporters, editors, copywriters, designers and layout artists for newspapers, magazines, advertising agencies, public relations firms, and book publishers.

### Journalism (JOU)

**JOU2013 Basic Writing for Print Media [3].** An introduction to news, feature, editorial and sports writing, using *The Lakeholm Viewer* student newspaper as a laboratory for interviewing, writing and editing.

**JOU2092 Journalism Practicum [2].** An experience-based course for production of *The Lakeholm Viewer* (the student newspaper) and/or the student yearbook. The course may be repeated.

**JOU3073 Editing for Print Media [3].** A study of editing magazines and newspapers. Special emphasis is given to assigning stories, editing news, developing editorial philosophy, conceptualizing audiences, writing editorials, and discussing print journalism's role in society.

**JOU3092 Advanced Publications Practicum [2].** Advanced practical newspaper or yearbook leadership experience including hands-on assignments with writing, editing, production, and layout and design of the relevant publication. Prerequisite: instructor's permission.

# School of Arts and Humanities

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## Departmental Programs

### Bachelor of Arts in Journalism

#### Required Courses

COM2053G Media and Society	3
JOU2013 Basic Writing for Print Media	3
ENG3093 Advanced Composition	3
ENG3063 Traditional and Modern Grammars	3
JOU3073 Editing for Print Media	3
COM4023 Theories of Communication and Rhetoric	3
JOU2092 Journalism Practicum	2
JOU3092 Advanced Publications Practicum	2
Additional Practica	2
COM2091 Professional Portfolio in Communication I	1
COM3091 Professional Portfolio in Communication II	1
COM4091 Professional Portfolio in Communication III	1
COM4002 Media Law and Ethics	2
Select 9 hours minimum in the content areas:	9
GRD1033 Graphic Communication	
COM3073 Intercultural Communication	
ENG3043G Literary Landscapes	
COM3053 Mass Media Theory	
ENG3083G American Literature II	
ENG3133 Introduction to Linguistics	
ENG3123 Contemporary Literature	
COM4003 Seminar in Communication	
COM5029 Communication Internship	
Select 9 hours minimum in the skill areas:	9
COM1033 Introduction to Video Production	
COM2072 Radio Production	
COM1023G Public Speaking	
GRD2003 Computer Graphic Design I	
GRD2093 Digital Photography	
COM3032 Media Writing	
COM3083 Media Management	
GRD3043 Web Design for Designers	
<b>Total</b>	<b>52 Hours</b>

### Journalism Minor

COM2053G Media and Society	3
JOU2013 Basic Writing for Print Media	3
JOU2092 Journalism Practicum	2
JOU Advanced Publications Practicum	2
JOU3073 Editing for Print Media	3
Traditional and Modern Grammars	3
ENG3093 Advanced Composition	3
<b>Total</b>	<b>19 Hours</b>

The student with a major in journalism must complete a minor in another discipline.