

School of Journalism

School of Journalism

DEGREE OFFERED

Bachelor of Journalism (BJ), with emphasis areas in *Advertising, Broadcast News, Magazine, News Editorial and Photojournalism*

Minor

Journalism

FACULTY

ADVERTISING

PROFESSOR G. T. Cameron, E. L. Thorson

ASSOCIATE PROFESSOR P. Bolls, F. W. Cropp IV,

M. E. Duffy, C. M. Frisby, M. Len-Rios

ASSISTANT PROFESSOR S. L. Rodgers, K. Wise

PROFESSIONAL PRACTICE ASSOCIATE

PROFESSOR S. T. Heiman, S. C. Kopcha

PROFESSIONAL PRACTICE ASSISTANT

PROFESSOR L. W. Powell

ADJUNCT INSTRUCTOR J. J. Smith

ASSOCIATE PROFESSOR EMERITUS H. B. Hager

BROADCAST NEWS

PROFESSOR L. W. Black

ASSOCIATE PROFESSOR P. R. Brooks, G. M. Leshner,

M. L. McKean

PROFESSIONAL PRACTICE ASSOCIATE

PROFESSOR L. S. Kraxberger, G. A. Kyle

PROFESSIONAL PRACTICE ASSISTANT

PROFESSOR K. S. Collins, G. Grigsby, G. A. Kyle,

J. L. Reeves, R. A. Reeves, A. M. Romero, C. Welch

ADJUNCT ASSOCIATE PROFESSOR C. H. Warner

PROFESSOR EMERITUS R. A. Gafke, R. G. Gelatt

EDITORIAL

PROFESSOR J. M. Banaszynski, D. H. Bolch,

B. S. Brooks, B. Houston, G. Kennedy, R. D. Mills,

D. R. Moen, G. Overholser, D. P. Ranly, B. T. Scott,

C. Z. Smith, W. M. Wanta, S. R. Weinberg, B. H. Winfield

ASSOCIATE PROFESSOR C. Bentley, M. K. Blakely,

J. L. Colbert, S. A. Davidson, C. N. Davis, E. L. Perry Jr,

W. G. Pippert, T. A. Warhover

ASSISTANT PROFESSOR L. Bruzzese, S. Craft,

S. B. Fosdick, F. B. Hudson

PROFESSIONAL PRACTICE PROFESSOR D. J. Allen,

S. H. Loory, M. M. Steffens, J. Sterling

PROFESSIONAL PRACTICE ASSOCIATE

PROFESSOR M. J. Grinfeld, R. Reed, D. L. Rees

PROFESSIONAL PRACTICE ASSISTANT

PROFESSOR J. S. Bell, G. Bowers, E. K. Brixey,

M. J. Fuhlhage, D. L. Herzog, J. M. Mayer, J. L. Moeller,

K. Reed, J. T. Schneller, R. Shaw, R. J. Stern,

S. C. Swafford, F. Vultee, B. J. Wallstin, M. R. Walter

CLINICAL INSTRUCTOR E. P. Cook, R. Jensen,

C. Reinardy

ASSISTANT INSTRUCTOR G. H. Hodder, C. A. Wohleber

ASSISTANT INSTRUCTOR S. Reinardy

INSTRUCTOR J. Porter, R. T. Murray, S. Woelfel

ADJUNCT INSTRUCTOR D. M. Boyle, D. E. Farre,

M. D. Hendrickson, S. L. Santus, S. L. Simpson

PROFESSOR EMERITUS E. Lambeth, K. Sanders

RESEARCH ASSISTANT M. Lawrence

The world's first School of Journalism was established in 1908 at the University of Missouri-Columbia to strengthen the effectiveness of public communications in a democratic society. The school's first dean, Walter Williams (who went on to become president of the University in 1930) wrote the Journalist's Creed, which stresses the profession's rights and responsibilities as a public trust.

The faculty is committed to educating students in the responsibilities and skills of the professional journalist. It also has a broader commitment to advance the profession of journalism through scholarly research, analysis and criticism and through special programs to serve practitioners. The school also prepares students for careers in corporate communications through its advertising department. Students in that area typically pursue careers in advertising or public relations or in strategic communication, a combination of those fields.

The Missouri Plan assures a journalism graduate the broad, liberal education essential for a journalist whose work may span many segments of today's complex society. In addition to a liberal arts education, students complete practical laboratory work in a variety of settings, including a public radio station, a commercial daily newspaper and a network television station. The school offers the Bachelor of Journalism, Master of Arts and Doctor of Philosophy degrees, along with cooperative programs with other divisions in the University.

The Accrediting Council on Education in Journalism and Mass Communication has accredited the undergraduate program and a professional master's degree.

ADMINISTRATION

Dean Mills, Dean

Esther Thorson, Associate Dean for Graduate Studies

Brian S. Brooks, Associate Dean for Undergraduate Studies and Administration

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(573) 882-4821

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(573) 882-1045

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ADMISSIONS

All incoming freshmen and transfer students interested in the School of Journalism should apply to the University of Missouri through the regular admissions process. The MU Admissions Office can provide information about the university, how to apply, costs and financial aid, academic programs and other aspects of campus life.

Admission to Journalism (Effective Fall Semester 2006)

Students must be admitted to the School of Journalism to pursue the bachelor of journalism degree.

Students who score 29 or higher on the ACT (or 1280 or higher on the math-verbal portions of the SAT) **or** those students who rank in the top 10 percent of their high school classes are directly admitted to the School of Journalism as freshman.

Students who do not meet either of those criteria are admitted as pre-Journalism students in the College of Arts and Science and apply for admission to Journalism concurrently with taking J2100, News. That usually occurs in the second semester of the sophomore year.

Directly Admitted Students

Directly admitted students advance automatically to upper-class status in Journalism if they maintain a 3.0 GPA at the end of the sophomore year and fulfill all other requirements. Directly admitted students have priority in the choice of an upper-class emphasis area (sequence).

Those without GPAs of at least 3.0 after completion of 60 credit hours will be placed in a pool with pre-journalism students and considered individually for upper-class status through the process outlined in the Pre-Journalism section below.

Upon admission as freshman, directly admitted students are designated **Journalism Scholars** if they earn a composite ACT score of 29 or higher (1280 or higher on the SAT) **and** rank in the top 10 percent of their high school graduating classes. Students who meet those criteria qualify for automatic admission to the Honors College but must request honors eligibility by filling out a simple application at the Honors College web site (<http://honors.missouri.edu/prospective-students/application.html>). Those who score a 29 on the ACT but do not rank in the top 10 percent of their high school classes may petition for honors eligibility by completing the form and writing a brief essay. Decisions to award honors eligibility are made by the Honors College and not the School of Journalism.

The School of Journalism encourages high-ability students to enroll in the Honors College and take honors courses whenever possible. Such courses are taught by some of MU's best professors.

Journalism Scholars with ACT composite score of 33 or higher (1470 or higher on the SAT) are designated **Walter Williams Scholars**. More about both scholars programs may be found later in this section.

Pre-Journalism Students

Students who do not meet the criteria for direct admission to

the School of Journalism are admitted to the College of Arts and Science as pre-journalism students.

Upon completion of 60 credit hours and fulfillment of all other requirements, pre-journalism students will be considered for admission to upper-class status in Journalism. Admission of students in this category will not be based on GPA alone. Committees of faculty in each sequence will extensively review applications for admission, and admission will be by sequence based on spaces available in that program. If rejected by a sequence, a student may apply to one other sequence if that sequence is still accepting applications.

Criteria used in evaluating the applications of pre-journalism students include GPA as well as a student's stated desire to work in the fields of journalism or advertising, demonstrated commitment to journalism or advertising (as evidenced by work with student or professional media, high school activities or participation in journalism student groups), needs of the profession, etc. Directly admitted students who did not maintain 3.0 GPAs during the first 60 hours of MU coursework will be similarly evaluated. Students in these categories must submit brief letters of application (not to exceed two pages) stating a case for admission.

The School will attempt to match interests of students applying through this process with openings in the School's various academic disciplines. The School does not guarantee first choice of emphasis area (sequence) to students admitted through this process. It may be necessary from time to time to limit enrollment in high-demand areas.

Transfer Students

Transfer students are automatically admitted to upper-class status in Journalism when they complete 60 credit hours, fulfill all prerequisites and establish a cumulative GPA of at least 3.0 in courses taken at MU. Completion of at least one semester at MU is required for transfer students to establish a GPA and qualify for admission. Because of that, students are encouraged to transfer to Missouri after taking no more than 45 credit hours elsewhere.

Transfer students who do not have a 3.0 GPA at MU are placed in the same pool of applicants as pre-journalism students and will be considered using the same process, but in no case will transfer applicants be considered with a GPA of 2.75 or lower. Criteria used in evaluating these applications are the same as for pre-journalism applicants. The Admissions Committee will review the student's MU GPA as well as a student's stated desire to work in the fields of journalism or advertising, demonstrated commitment to journalism or advertising (as evidenced by work with student or professional media, high school or junior college activities, or participation in journalism student groups), needs of the profession, etc. A transfer student also must submit a brief letter of application (not to exceed two pages) stating a case for admission.

Unless otherwise specified by a formal articulation agreement that allows additional hours, up to 64 credits may be transferred from two-year colleges at any time before graduation. Students must also complete 30 of their last 36 hours in MU coursework. The Office of Undergraduate Admissions determines transfer equivalencies for the University. Transfer students from other accredited schools and colleges in Missouri should check the MU Web site to see how coursework will transfer to MU or

contact the Office of Admissions. Students also should contact an advisor to see how these courses would apply toward a degree at MU. Courses taken on a pass/fail basis are accepted only if comparable to the MU grading system.

Gaining or Maintaining Upper-Class Status in Journalism

Students admitted as freshmen are expected to maintain 3.0 GPAs to ensure their advancement to upper-class status. Students with GPAs below 3.0 upon completion of 60 credits and all prerequisites will be assigned a sequence and allowed to continue in the School of Journalism only if space is available.

Admission to an Emphasis Area (Sequence) within the School of Journalism

While the school accepts any student who maintains a 3.0 cumulative GPA at MU and fulfills other requirements, it does not guarantee first choice of emphasis. It may be necessary from time to time to limit enrollment in high-demand areas.

International Admission

A minimum score of 600 on the Test of English as a Foreign Language (TOEFL) is required for all prejournalism and journalism students whose native language is other than English.

Required Entry-Level Courses

Prior to admission to the School of Journalism, the student must complete a course of study that includes at least 60 credits of work at MU or another accredited two- or four-year institution. The courses listed below are required for students to be admitted to a sequence in journalism.

A crosslisting of course numbers to the numbers used under the former course numbering system is available at https://sis.iats.missouri.edu/sis/course_num_select.cfm.

Writing (9 credits):

- ENGLSH 1000: Composition (3 credits) with a grade of B or better OR a grade of C and a satisfactory score on the Missouri College English Test. AP and IB test credit will satisfy this requirement for freshmen admitted after the fall semester 2002.
- Two Writing Intensive courses (6 credits)

College Algebra (3 credits):

- MATH 1120 with a C-range grade is required. Students are exempt from College Algebra with a math ACT sub-score of 26 or better.

Foreign Language (12-13 credits):

- Unless students have completed four or more years in a single foreign language in high school, they must complete 12-13 credits in a single foreign language at the college level.
- The final 3-credit course may be taken the first semester in a sequence in the School of Journalism. In this case, it will count as elective credit. Placement and proficiency exams are available in French, German and Spanish.

Biological, Mathematical and Physical Science (9 credits):

- Statistics (3 credits): STAT 1200: Introductory Statistical Reasoning, STAT 1300: Elementary Statistics or its equivalent in transfer may be accepted.
- Additional courses (6 credits) from the following areas: biological anthropology, astronomy, biology, chemistry, CECS 1050, geology, math and physics. One course must include a lab.
- Note that College Algebra, with a C-range grade, is a prerequisite for some math courses.

Social and Behavioral Science (12 credits):

- American History: HIST 1100, 1200, 1400 or 2210 OR American Government OR Introduction to Political Science: POL SC 1100 or 1700
- Microeconomics: ECONOM 1014
- 6 additional credits, including at least a 3-credit behavioral science course
- Pre-advertising majors must complete both microeconomics (ECONOM 1014) and macroeconomics (ECONOM 1015)
- Note that ECONOM 1014 is the prerequisite for ECONOM 1015

Humanistic Studies (9 credits):

- American or British literature (3 credits): Choose from: ENGLSH 1100, 1200, 1300, 1160, 2200, 2300, 2400, 2100, 2180, 2160, 2140, 3420, 3180, 3200, 3210, 3300, 3310, 3400, 3410
- NOTE: If completed prior to winter 2004, ENGLSH 15 – Introduction to World Literature satisfied this requirement
- Additional courses in two of six areas (6 credits):
- Communication/film studies/theater
- History or appreciation of art or music
- Humanities
- Non-US civilization or classics
- Philosophy
- Religious studies

Journalism (9 credits, effective fall semester 2004):

- JOURN 1010: Career Explorations should be taken in the freshman year.
- JOURN 1100: Principles of American Journalism should be taken in the second semester of the freshman year, after completion of 15 credits, and must be completed with a C-range grade or better. To enroll, students must have satisfied the English composition requirement and have a minimum campus GPA of 2.75.
- JOURN 2000: Cross-Cultural Journalism should be taken in the sophomore year, after completion of 30 credits, and must be completed with a C-range grade or better. To enroll, students must have completed JOURN 2000 and have a minimum campus GPA of 2.80.
- JOURN 2100: News should be taken in the sophomore year, after the completion of 30 credits, and must be completed with a C-range grade or better. To enroll, students must have completed JOURN 2000 and have a minimum campus GPA of 2.80.
- JOURN 2100 and JOURN 2000 should be taken in separate semesters.

Word-Processing Skill

Journalism courses require the use of a computer. Students must demonstrate word-processing proficiency. Effective Fall Semester 2005, incoming freshmen will be required to purchase a wireless laptop computer, which will be needed in many journalism classes.

SPECIAL PROGRAMS

Journalism Scholars Program

Any incoming freshman journalism major who has a composite ACT score of 29 (1280 or higher on the combined math and verbal portions of the SAT) and who ranks in the top 10 percent of his or her high school graduating class qualifies for the following:

- Direct admission to the Missouri School of Journalism

- Designation as a Missouri Journalism Scholar
- Automatic enrollment in the MU Honors College. Students still must complete the Honors College enrollment form for eligibility.

The Walter Williams Scholars Program

The highest-achieving Journalism Scholars win separate designation as Walter Williams Scholars. The Walter Williams Scholars program is named in honor of the school's founding dean, a Missouri newspaper publisher who went on to become president of the University of Missouri. To win acceptance into this circle of top scholars, incoming freshmen must earn an ACT composite score of 33 or higher (1470 or higher on the SAT). In addition to the benefits enjoyed by the Journalism Scholars, benefits to Walter Williams Scholars include the following:

- Placement in a special housing Freshmen Interest Group
- The chance to work with individual faculty mentors
- A \$1,000 scholarship that can be used to study abroad or in the school's New York or Washington, DC programs at any time before graduation.

Transfer Credit

Students may offer for admission a maximum of 64 credits of work from community or junior colleges. Such work taken after admission to an emphasis area in the School of Journalism will count only as general elective credit. The School encourages students to transfer after taking no more than 45 credits elsewhere.

The school accepts no journalism or communication credits in transfer. In certain instances, students may be excused from repeating some introductory journalism courses but still must complete a minimum of 39 journalism credits at MU. The school does not accept most applied courses in related disciplines such as communication or information science.

Dual-Degree — Bachelor of Arts/Bachelor of Journalism

To receive two bachelor's degrees, a Bachelor of Arts and a Bachelor of Journalism, a student must complete a minimum of 132 credits and complete all of the specific requirements for both degrees. Normally, a minimum of one additional semester is required for both degrees. Each candidate for a dual degree is assigned an adviser in the School of Journalism and in the department of major interest in the College of Arts and Science.

Agricultural Journalism

The College of Agriculture, Food and Natural Resources, in cooperation with the School of Journalism, offers an interdivisional Bachelor of Science degree in Agricultural Journalism. This is not considered a dual degree. For more information, see the College of Agriculture, Food and Natural Resources in this catalog.

CONCENTRATIONS

Note: Concentrations are not noted on diplomas or transcripts.

Concentration in Business and Economics Reporting

To obtain the Bachelor of Journalism with a concentration in Business and Economics Reporting, students must meet the following requirements:

- Complete requirements for the news-editorial emphasis
- Pass JOURN 4438: Business and Economics Reporting

- Complete 12 credits in the College of Business or in the Department of Economics

Concentration in Management

To obtain the Bachelor of Journalism with a concentration in Management, students must meet the following requirements:

- Complete JOURN 4978: Media Management and Leadership
- Complete 12 credits in the College of Business; the following courses are highly recommended:
 - ACCTCY 2037: Accounting II
 - MANGMT 4020: Personnel Management
 - MANGMT 4420: Collective Bargaining
 - MANGMT 4030: Organizational Behavior
 - MRKTNG 3000: Principles of Marketing
 - MRKTNG 4000: Marketing Management
 - FINANC 3000: Corporate Finance
- Complete one of the following courses in the School of Journalism:
 - JOURN 4220: Creative Portfolio
 - JOURN 4250: Management of Strategic Communications
 - JOURN 4710: Newspaper Management

Public Affairs Journalism

The program in Public Affairs Journalism prepares students for graduate work. Political science students with a minimum of 60 credits may include up to 13 credits of journalism in their BS program. Political science students with a minimum of 60 credits and 3.0 or above MU cumulative GPA may include up to 13 credits of journalism in their Bachelor of Science program in Public Administration.

Recommended Journalism courses include:

- JOURN 1000: Principles of American Journalism
- JOURN 3000: History of American Journalism
- JOURN 4000: Communications Law

While the program is designed for students who proceed to graduate school in journalism, the journalism courses are also valuable for city officials who do not go beyond the bachelor's degree.

Public Relations

There is no specific public relations emphasis in the School of Journalism. Students preparing for careers in public relations should enroll in the advertising emphasis, which offers several courses in public relations and prepares students for careers in strategic communication—a blend of advertising and public relations commonly sought in corporate communications departments. In some cases, enrollment in the magazine or news-editorial emphasis may be preferred.

Service Journalism

This magazine concentration prepares students to work on service-oriented periodicals by taking courses in magazine writing, editing and publishing. The program is advised by the Meredith Professor of Magazine Journalism.

Concentrations in Science, Medical or Environmental Writing

Students who wish to take science, medical or environmental writing as an area of concentration may do so while enrolled in the news-editorial or magazine emphasis leading to a Bachelor of Journalism degree.

To obtain the Bachelor of Journalism with a concentration in science, medical or environmental writing, students must meet the requirements below.

- Be regularly admitted to a sequence in the school
- Complete at least 33 credits in journalism, including:
 - JOURN 2100: News
 - JOURN 4400: Editing
 - JOURN 2000: Principles of American Journalism
 - JOURN 4450: Reporting
 - JOURN 3000: History of American Journalism
 - JOURN 4406: Newspaper Editing
 - JOURN 4416: Science, Health and Environmental Writing
- Complete at least 30 credits in the physical, biological and social sciences, and environment studies (a list of suggested courses is available from the faculty coordinator)
- Complete a total of 123 credits and otherwise meet requirements for the BJ degree

Sociology-Journalism

This program permits journalism undergraduates to enter the Graduate School for work in sociology, and allows sociology undergraduates to enter the Graduate School for work in journalism, having already taken as many required courses as possible.

Journalism undergraduates may take up to 12 credits of sociology courses under the direction of an adviser in sociology. Sociology undergraduates may take up to 16 credits of non-media courses in journalism, with the help of a journalism adviser. Sociology students become eligible to take journalism courses when they have earned 60 credits and maintained an MU GPA of 3.0 or higher. Journalism students may take sociology courses without being part of a formal program.

MAJOR PROGRAM REQUIREMENTS

The Bachelor of Journalism degree requires 39 journalism credits and 84 non-journalism credits. At least 65 of the 84 non-journalism credits must be credits from the College of Arts and Science.

To obtain the Bachelor of Journalism degree, a student must:

- Be regularly admitted to a sequence within the school
- Complete at least 30 upper-division credits of acceptable journalism course work
- Complete at least 30 credits of acceptable course work outside the school
- Earn a cumulative GPA of at least 2.0 for all work taken while in the School of Journalism and a GPA of at least 2.00 for all journalism courses
- Complete all University graduation requirements, including University general education requirements

A crosslisting of course numbers to the numbers used under the former course numbering system is available at https://sis.iats.missouri.edu/sis/course_num_select.cfm/.

Major core requirements

- JOURN 4000: Communications Law
- JOURN 4950: Solving Practical Problems OR
- JOURN 3000: History of American Journalism

Electives outside Journalism (must be numbered 3000 or above).....24

Behavioral, biological, physical and mathematical science....3
 Select from anthropology, biology, computer science,

- psychology, physical science, sociology, statistics or mathematics.
- Social science.....6
 Select from two of four areas: economics, history, political science or geography.
- Humanities6
 Select from two of six areas: history or appreciation of art or music, non-US civilization or classics, humanities, literature, philosophy, appreciation of communication and theater or religious studies.
- Nonjournalism electives.....9
 Must be numbered 3000 or above or 2000H or above.

General Electives

Electives necessary to complete a minimum of 84 credits of nonjournalism classes. Any course acceptable to the school and adviser is allowed.

DEGREE WITH HONORS REQUIREMENTS

Graduation with honors is based on the grade point average during the final 60 credits in residence. *Cum laude* requires 3.5, *magna cum laude* 3.7, and *summa cum laude* 3.9. The student must have a minimum of 60 credits in residence at MU to be considered for graduation with honors. A student must request consideration for graduation with honors when applying for graduation.

Kappa Tau Alpha is a journalism honorary society that accepts the top 10 percent of each graduating class. Qualifying students are sent a letter with details about the society and are recognized at the journalism graduation ceremony.

ACADEMIC REGULATIONS

Credit Restrictions

Students may enroll in a maximum of 10 journalism credits each semester without permission from the associate dean for undergraduate studies.

Journalism and most communications courses completed at any other institution will not count toward graduation from the School of Journalism.

Academic Assessment

Students in broadcast news, magazine, media convergence, news-editorial and photojournalism must compile a portfolio (resume tape or scrapbook) of their best work in each class. This is a requirement for graduation. Information about the assessment process is sent to students from their department chair during their final semester in school. Advertising students must complete this requirement as part of the capstone course.

Maximum Credits Enrolled

A student in the School of Journalism may usually take no more than 16 credits a semester. However, a student who has established a 3.0 GPA the previous year may carry 17 or 18 credits, and a student who has established a 4.0 GPA may carry 19 credits. In both instances, special permission of the associate dean is required. A student may take no more than 10 credits in journalism per semester.

Independent Study

A maximum of 6 credits, approved in advance by the associate dean of the School of Journalism, may be earned through independent study and accepted as partial fulfillment of the requirements for upperclass arts and sciences.

Standards for Academic Performance

The School of Journalism is a competitive environment in which students are expected to maintain high standards of academic achievement.

In general, the faculty expects each student to maintain a grade point average of 3.0 or higher to be considered in good standing. The faculty has established rules for handling students who fall below that level. Those rules follow:

1. A student admitted directly to the School of Journalism as a freshman must maintain a cumulative MU GPA of at least 2.5 during the first 29 hours of credit. The credits applicable in this sense are all credits earned in any way, including transfer, advanced placement and credit by examination. Grades in courses taken elsewhere will not be considered for this purpose. Those who do not meet the standard will be dismissed from the School of Journalism and will not be permitted to re-enroll.
2. A student admitted directly to the School of Journalism as a freshman must maintain a cumulative MU GPA of at least 2.75 after completion of 30 to 70 hours of credit. The credits applicable in this sense are all credits earned in any way, including transfer, advanced placement and credit by examination. Grades in courses taken elsewhere will not be considered for this purpose. Those who do not meet the standard will be dismissed from the School of Journalism and will not be permitted to re-enroll.
3. Students with 70 credits who have still not earned admission to the School of Journalism will be dismissed from the School of Journalism. The credits applicable in this sense are all credits earned in any way, including transfer, advanced placement and credit by examination.
4. Directly admitted freshmen with 70 credits who have still not earned admission to an emphasis area (sequence) will be dismissed from the School of Journalism. The credits applicable in this sense are all credits earned in any way, including transfer, advanced placement and credit by examination.
5. Students must repeat any required journalism course in which they do not earn a grade of C- or higher.
6. Only elective, non-journalism courses, and only one per semester, may be taken on an S/U (pass/fail) basis. Journalism courses graded only on a S/U basis are exceptions.

Probation, Suspension and Dismissal

In addition to University requirements, the following apply to all students in the School of Journalism.

A student is suspended and becomes ineligible to enroll for a period of one regular semester when the term GPA (journalism or overall) is below 1.5, when passing less than one-half of the work in any term, or when on probation with a term GPA of 2.0 or lower.

A student is dismissed and becomes ineligible to enroll for a period of one calendar year when the term GPA (journalism or overall) is below 1.0, when passing less than one-fourth of the work in any term, or when failing to perform academic duties.

First-semester freshman journalism students are placed on final probation when their first semester term GPA falls between 0.50 and 1.99. Students may remain on final probation no more than one term. They regain good standing when their term and cumulative GPA climb to 2.0 or higher.

First-semester freshman journalism students are dismissed and become ineligible to enroll for a period of one calendar year when their first term GPA is below 0.50.

Satisfactory/Unsatisfactory Grading System

No required course or courses in a required area may be taken on a Satisfactory/Unsatisfactory basis either before or after admission to the School of Journalism. Only elective, non-journalism courses may be taken S/U and only one per semester.

Enrollment in Other Institutions

Pre-journalism students in the College of Arts and Science may not enroll in another institution while enrolled in classes on campus. Students may enroll in courses at other institutions in the summer if they are not enrolled in classes on campus.

Ethics of Journalism

The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students are expected to observe strict honesty in academic programs and as representatives of school-related media.

Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in assigned work, he or she may be subject to a failing grade from the course teacher and such disciplinary action as may be recommended pursuant to university regulations.

SPECIAL PROGRAMS

Students from other divisions with junior or higher standing may take non-laboratory courses in journalism without being admitted to the school. Permission of the journalism academic unit is required. Courses directly related to the three media are usually not open to students while they are undergraduates in other disciplines. Students from other schools or colleges admitted to journalism courses are expected to meet the course prerequisites and grade point averages required of students in the School of Journalism.

STUDENT SERVICES

Advising

Pre-journalism and lower-division journalism students have a full-time academic adviser in the School of Journalism. Students admitted to a sequence in the school have a full-time academic adviser and a faculty adviser from their selected sequence. Students are expected to seek the advice of the academic adviser in the selection of courses. The faculty adviser provides career counseling.

The school provides advising checklists so that students can maintain a record of academic course work. The forms are used by the student and adviser to plan the student's program. Students are responsible for determining an appropriate schedule of courses

each semester; however, the course schedule should be approved by the student's adviser. The responsibility for meeting admission and graduation requirements rests with the student.

EMPHASIS AREAS

Emphasis in Advertising

This program is designed for students who wish to develop a solid understanding of strategic communication and proficiency with skills such as writing, design, oral presentation, strategy development, creativity and critical thinking. Students learn to apply these skills to various forms of communication, which include advertising, public relations and web and interactive programming. Emphasis requirements are described below:

ADVERTISING	30
Emphasis core requirements	12
JOURN 4200: Principles of Strategic Communications	
JOURN 4206: Strategic Writing I	
JOURN 4952: Strategic Communication Research I	
JOURN 4226: Strategic Design and Visual I	

In addition, JOURN 4970: Strategic Campaigns is a capstone course that students should take during their final semester.

Journalism electives12

Suggested advertising emphasis electives:

JOURN 4216: Media Sales	3
JOURN 4236: Psychology in Advertising	3
JOURN 4218: Advanced Media Sales	3
JOURN 4238: Broadcast Advertising	3
JOURN 4240: Direct and Mail-Order Advertising	2
JOURN 4220: Creative Portfolio	3
JOURN 4208: Strategic Writing II.....	3
JOURN 4248: Media Planning	3
JOURN 4250: Management of Strategic Communication	3
JOURN 4256: Public Relations	3
JOURN 4258: Global Communication	3
JOURN 4260: Impact of Advertising.....	3
JOURN 4228: Strategic Design & Visual II	3
JOURN 4266: Advertising Law & Ethics.....	3
JOURN 4130: Account Services.....	1
JOURN 4136: Creative Techniques	1
JOURN 4138: Public Relations Techniques	1
JOURN 4140: Interactive Techniques.....	1
JOURN 4146: Strategic Communication Techniques.....	1
JOURN 4268: Strategic Communications Practicum	3

Marketing electives for advertising emphasis requirements6

Advertising students must complete 6 credits of upper-division marketing credit. Three of the 6 must be MRKTNG 3000 or its equivalent in transfer. These credits take the place of 6 of the 9 credits of upper-division electives required of all journalism students.

Emphasis in Broadcast News

This program is designed for students who wish to pursue a career in radio or television journalism. Emphasis requirements are described below:

BROADCAST NEWS	30
Emphasis core requirements	9
JOURN 4300: Broadcast News I.....	3
JOURN 4306: Broadcast News II	3
JOURN 4308: Broadcast News III	3

Journalism electives12

Students should consult their faculty advisers to select electives that are appropriate to their area of interest, whether within or outside broadcasting.

Capstone course (select one to be taken during the final semester)3

JOURN 4974: Advanced Internet Applications OR.....	3
JOURN 4976: Seminar in Radio/TV News OR.....	3
JOURN 4978: Media Management and Leadership	3

Emphasis in Photojournalism

This program is designed for students who wish to pursue careers as photographers and picture editors for newspapers and magazines as well as multi-media producers for online publications. Emphasis requirements are described below:

PHOTOJOURNALISM	30
Emphasis core requirements	12
JOURN 4450: Reporting.....	3
JOURN 4556: Fundamentals of Photojournalism.....	3
JOURN 4558: Advanced Techniques in Photojournalism....	3
JOURN 4560: Staff Photography.....	3

Journalism electives9

Suggested Photojournalism electives:

JOURN 4500: Advanced Newspaper Editing and Design	3
JOURN 4566: Electronic Photojournalism.....	3
JOURN 4568: History of Photojournalism.....	3
JOURN 4510: Visual Communication	3
JOURN 4506: Magazine Design.....	3
JOURN 4670: Newspaper Graphics Desk Management	3

Capstone course (select one to be taken during the final semester)3

JOURN 4980: The Picture Story & Photographic Essay ..3	
OR	
JOURN 4982: Photography in Society	3

Emphasis in News-Editorial

This program is designed for students who are interested in newspaper careers. Emphasis requirements are described below:

NEWS-EDITORIAL30

Emphasis core requirements	10
JOURN 4400: Editing	3
JOURN 4450: Reporting	3
JOURN 4406: Newspaper Editing	3
JOURN 4120: New Media Basics.....	1

One Advanced Course.....3

Reporting and Writing Track: JOURN 4460: Advanced Reporting	
Editing and Design Track: JOURN 4500: Advanced Newspaper Editing and Design	
Online Media Track: JOURN 4700: Online Journalism	

Journalism electives8

Electives suggested for News Editorial emphasis:	
JOURN 4460: Advanced Reporting.....	3
JOURN 4430: Computer-Assisted Reporting	3
JOURN 4436: Reporting of Public Affairs	3
JOURN 4416: Science, Health & Environmental Writing...3	
JOURN 4200: Principles of Strategic Communications	3
JOURN 4420: Editorial Writing.....	3
JOURN 4410: Intermediate Writing	3
JOURN 4986: Advanced Writing.....	3

Electives suggested for Editing and Design track:

JOURN 4550: Basic Press Photography	3
JOURN 4500: Advanced Newspaper Editing and Design...3	

JOURN 4226: Strategic Design and Visual I	3
JOURN 4326: Visual Communication	2-3
JOURN 4506: Magazine Design	3
JOURN 4408: Magazine Editing	3
Capstone course (Must be taken during the final semester)	3
JOURN 4990: Journalism and Democracy	3

Emphasis in Magazine

This program is designed for students who are interested in careers in the magazine world, including writing, editing and designing for consumer, trade, corporate, association and organization publications of all kinds. Emphasis requirements are described below:

MAGAZINE	30
Emphasis core requirements	12
JOURN 4450: Reporting	3
JOURN 4410: Intermediate Writing	3
JOURN 4506: Magazine Design	3
JOURN 4408: Magazine Editing	3
Journalism electives	9
Suggested electives for Magazine emphasis:	
JOURN 4550: Basic Press Photography	3
JOURN 4460: Advanced Reporting	3
JOURN 4500: Advanced Newspaper Editing and Design	3
JOURN 4430: Computer-Assisted Reporting	3
JOURN 4416: Science Health & Environmental Writing	3
JOURN 4256: Public Relations	3
JOURN 4420: Editorial Writing	3
JOURN 4268: Strategic Communications Practicum	3
JOURN 4700: Online Journalism	3
JOURN 4418: Critical Reviewing	3
JOURN 4508: Information Graphics	3
JOURN 4568: History of Photojournalism	3
JOURN 4120: New Media Basics (1)	1
JOURN 4566: Electronic Photojournalism	3
JOURN 4226: Strategic Visual & Design I	3
JOURN 4716: Women and the Media	2
JOURN 4650: International Issues in Reporting	3
JOURN 4670: Newspaper Graphics Desk Management	3
Capstone course (select one to be taken during the final semester)	3
JOURN 4986: Advanced Writing	3
JOURN 4984: Magazine Staff	3
JOURN 4988: Advanced Magazine Design	3
JOURN 4606: Magazine Publishing	3

Emphasis in Media Convergence

This program is designed for students who envision working in multiple media. Students are exposed to careers in print, broadcast and online journalism.

MEDIA CONVERGENCE	30
Emphasis core requirements	15
JOURN 4800: Strategic Marketing Communication and Management for Media Businesses	
JOURN 4802: Fundamentals of TV, Radio and Photojournalism	
JOURN 4804: Convergence Reporting (Basic skills courses + Convergence Reporting may substitute for 4450 or 4300 for students who choose to switch to Broadcast News, Magazine, News-Ed or Photojournalism sequences)	
JOURN 4806: Convergence Editing & Producing (pre-req: Convergence Reporting or 4450/4300 + Basic skills not yet acquired - convergence students get	

enrollment priority).	
Concentration (6 hours)	
Journalism Electives (6 hours) - see advisor for recommended list	
Capstone (3 hours - take in senior year)	
JOURN 4992: Convergence Reporting, Editing and Marketing (3)	

OPTIONS

Summer Session

The School of Journalism offers three summer sessions in which most of its media laboratory courses are offered. The first session begins in mid-May and the second in early July. The third extends for the entire summer. Students may combine one or both of the sessions with the regular University summer session if their enrollment does not exceed 9 credits at any one time.

Many non-media journalism courses, including graduate courses, are offered in the regular University summer session. Courses offered in the journalism summer sessions include those courses in which lab work is completed under faculty supervision on the *Missourian*, KBIA and KOMU-TV.

Classes are smaller in the summer sessions, and students have the opportunity to consult on a one-to-one basis with faculty members. Because labs are smaller, students' opportunities are much greater for obtaining publishing and broadcasting experience.

Intersession

An intersession is offered as part of the winter semester, beginning and ending prior to the start of other winter courses. Enrollment is limited, and work is in laboratory courses only. Students who wish to do some of their work in winter intersession should make arrangements for enrollment with the instructor of the intersession courses as the fall term begins.

In a term preceding a student's enrollment in intersession, the student must enroll in JOURN 4056: Intersession Colloquium (1) for the lecture portion of the intersession course.

Opportunities for Graduate Study on the MU Campus

The five-year combined bachelor/master degree program was designed for students in the Missouri School of Journalism who desire a graduate education after the undergraduate program is complete. Students in the program complete requirements as outlined for the Bachelor of Journalism degree and then spend one more year (approximately 12 months) to earn a master's degree. The program requires students to carry an intensive load (12-15 credits) each semester. Course work in the program builds on the undergraduate program and enhances student's skills and understanding of the chosen area of journalism. At the present time, students can focus their program in areas such as strategic communication, newspaper design, broadcast management, computer-assisted reporting and magazine areas such as magazine writing and magazine design.

JOURNALISM MINOR

Journalism Minor Policies and Procedures

The School of Journalism's minor is for students within other

MU academic divisions who wish to broaden their understanding of the news media's role in society. Courses for minors parallel MU's broader liberal arts traditions and (with the possible exception of JOURN 2100) are not journalism skills oriented.

Admissions

JOURN 1000 is open to any MU student who is a non-journalism major in good academic standing. To declare a minor, a student must be in good academic standing at MU and have completed 60 credits.

Pre-journalism students who follow the School of Journalism's general education requirements are preferred for admission. Pre-journalism students who complete JOURN 1100 and JOURN 2100 with a C or better (and then decide to minor within the School of Journalism) are eligible to take 9 more credits within the School. The 6 credits already earned in JOURN 1100 and JOURN 2100 will count toward completion of a minor. Prejournalism students who decide to minor after completing JOURN 1100 are ineligible to take JOURN 1000.

Other MU students are eligible as space permits. Journalism majors are ineligible for this program.

All students apply to be a journalism minor and complete a form that is available from a designated staff liaison. Journalism minors must apply to be eligible to register for courses.

All admission and other requirements apply to both current and transfer students. Transfer students with more than 6 credits of mass communication and society courses from another college or university will not be eligible to minor in journalism.

Courses

Up to 15 credits selected from the following classes:

JOURN 1000	The News Media's Ethics and Social Responsibilities
JOURN 4200	Principles of Strategic Communication
JOURN 1100	Principles of American Journalism
JOURN 4000	Communications Law
JOURN 3000	History of American Journalism

JOURN 2100: News, is not open to journalism minors. However, prejournalism students who complete JOURN 2100 as part of their requirements and then decide to minor in journalism will receive full course credit toward the minor.

Other eligible courses: (all require permission of course instructor emailed or sent to the designated adviser for minors):

JOURN 4260	Impact of Advertising on American Culture
JOURN 4666	Advertising Law and Ethics
JOURN 4568	History of Photojournalism
JOURN 4656	International News Media Systems
JOURN 4658	International Journalism
JOURN 4990	Journalism and Democracy

These are the classes the School of Journalism currently offers for international and US exchange, MU interdisciplinary and general studies majors plus non-degree seeking undergraduate students. These courses are more general education inclined, less skills oriented, and frequently have room for non-majors to enroll. JOURN 1000 also was intended as a class for non-majors.

The selected courses focus on news media and society issues. Students can choose whatever combination of classes they wish to reach 15 credits. Journalism minors are ineligible to take any other courses with the School of Journalism. Journalism minors may take no more than 15 credits within the School of Journalism.

Registration

MU students can register for JOURN 1000 through regular procedures. For all other classes, journalism minors place their course preference on a waiting list. Students are eligible to enroll after course registration by journalism majors is completed. The School's designated liaison for journalism minors will inform students when course space is available following registration periods each semester.

Academic Status

Journalism minors are subject to probationary or suspension status as determined by the division in which each student's major resides. Journalism minors who receive lower than a C- in any journalism course must repeat it until they receive a C- or better.

Fees

Journalism minors must pay School of Journalism activity fees for all journalism courses.

Advising

Journalism minors will not be assigned a faculty adviser or an academic adviser for prejournalism students or majors. Academic advising occurs in the division of each student's major. Journalism minors are free to consult with the school's designated liaison and with the School of Journalism faculty on course-specific matters at any time. Journalism minors also can consult on longer-range career and professional issues with journalism faculty. However, faculty advising priority is given to journalism majors.

Placement Services

Journalism minors are ineligible to interview with prospective employers who visit the School of Journalism. Journalism minors should interview employers in their home division. The School of Journalism's placement website is open for use by journalism minors. Journalism minors can consult with the School of Journalism's placement officers, although priority is given to journalism majors and pre-journalism students.

Other Disciplinary Actions

Disciplinary actions for journalism minors are the same as for journalism majors. All cases of alleged academic misconduct will be immediately forwarded and reviewed by the MU Provost's office. All cases of classroom misconduct will be immediately forwarded and reviewed by the office of the Vice Chancellor for Student Affairs.

Sample Eight-Semester Programs

Students pursuing each curricular emphasis will follow the eight-semester plan shown below. Check the *Undergraduate Catalog* for course prerequisites.

*Denotes General Education Requirements

^Denotes Degree Program Requirements

Bachelor of Journalism with a major in Journalism and an emphasis in Advertising

Fall I

ENGLSH 1000..... 3*
 Foreign Lang 1..... 5-6^
 B/P/M/ Lab Sci..... 3-5*
 Am Hst/Am Gov..... 3^*
Total..... 14-16

Winter I

MATH 1120..... 3*
 Foreign Lang 2..... 5-6^
 JOURN 1100..... 3^
 ENGLSH..... 3^*
Total..... 14-15

Fall II

JOURN 2000..... 3^*
 Foreign Lang 3..... 3^
 STAT 1200..... 3^*
 BEH..... 3*
 ECONOM 1014..... 3^*
Total..... 15

Winter II

JOURN 2100..... 3^
 ECONOM 1015..... 3^*
 Hum St..... 3*
 B/P/M Sci..... 3*
 Hum St..... 3*
Total..... 15

Fall III

JOURN 4200..... 3^
 JOURN 4952..... 3^
 JOURN 4226..... 3^
 MRKTNG 3000..... 3^
 3000+ Science..... 3^
 3000+ Soc Sci..... 3^
Total..... 15

Winter III

JOURN 4206..... 3^
 JOURN 3000..... 3^
 JOURN 4000..... 3^
 MRKTNG Elect..... 3^
 3000+ Hum St..... 3^
Total..... 18

Fall IV

JOURN Elect..... 3^
 JOURN Elect..... 3^
 3000+ Elect..... 3^
 3000+ Soc Sci..... 3^
 Gen Elect..... 3
Total..... 15

Winter IV

JOURN 4970 WI..... 3^*
 Capstone
 JOURN Elect..... 3^
 3000+ Hum St..... 3^
 Gen Elect..... 3
 Gen Elect..... 3
Total..... 15

Bachelor of Journalism with a major in Journalism and an emphasis in Photojournalism (Editorial Department)

Fall I

ENGLSH 1000..... 3*
 For Lang 1..... 5-6^
 B/P/M/ Lab Sci..... 3-5*
 Am Hst/Am Gov..... 3^*
Total..... 14-16

Winter I

MATH 1120..... 3*
 For Lang 2..... 5-6^
 JOURN 1100..... 3^
 English (A/B Lit)..... 3^*
Total..... 14-15

Fall II

JOURN 2000..... 3^*
 For Lang 3..... 3^
 STAT 1200..... 3^*
 BEH..... 3*
 ECONOM 1014..... 3^*
Total..... 15

Winter II

JOURN 2100..... 3^
 Social or BEH..... 3^*
 Hum St..... 3*
 B/P/M Sci..... 3*
 Hum St..... 3*
Total..... 15

Fall III

JOURN 4556..... 3^*
 JOURN 4000..... 3^
 JOURN 4950 OR
 JOURN 3000..... 3^
 3000+ Elec..... 3^
 3000+ Soc Sci..... 3^
Total..... 15

Winter III

JOURN 4450..... 3^
 JOURN 4558..... 3^
 3000+ Science..... 3^
 3000+ HumSt..... 3^
 3000+ Elect..... 3^
 Gen Elect..... 3
Total..... 18

Fall IV

JOURN 4560..... 3^
 JOURN Elect..... 3^
 3000+ Hum St..... 3^
 3000+ Soc Sci..... 3^
 Gen Elect..... 3
Total..... 15

Winter IV

JOURN 4980..... 3^* OR
 JOURN 4982..... 3^*
 3000+ Elect..... 3^
 Gen Elect..... 6
Total..... 15

Bachelor of Journalism with a major in Journalism and an emphasis in Broadcast News

Fall I

ENGLSH 1000..... 3*
 Foreign Lang 1..... 5-6^
 B/P/M/ Lab Sci..... 3-5*
 Am Hst/Am Gov..... 3^*
Total..... 14-16

Winter I

MATH 1120..... 3*
 Foreign Lang 2..... 5-6^
 JOURN 1100..... 3^
 English (A/B Lit)..... 3*
Total..... 14-15

Fall II

JOURN 2000..... 3^*
 Foreign Lang 3..... 3^
 STAT 1200..... 3^*
 BEH..... 3*
 ECONOM 1014..... 3^*
Total..... 15

Winter II

JOURN 2100..... 3^
 Social or BEH..... 3^*
 Hum St..... 3*
 B/P/M Sci..... 3*
 Hum St..... 3*
Total..... 15

Fall III

JOURN 4000..... 3^
 JOURN 4950 OR
 JOURN 3000..... 3^
 3000+ Soc Sci..... 3^
 3000+ HumSt..... 3^
 Gen Elect..... 3
Total..... 15

Winter III

JOURN 4306..... 3^
 JOURN Elect..... 3^
 3000+ Science..... 3^
 3000+ Elect..... 3^
 3000+ Soc Sci..... 3^
Total..... 15

Fall IV

JOURN 4308 WI..... 3^*
 JOURN Elect..... 3^
 3000+ Elect..... 6^
 Gen Elect..... 6
Total..... 18

Winter IV

JOURN 4974 OR
 Capstone..... 3*
 JOURN 4976 OR
 Capstone..... 3*
 JOURN 4978
 Capstone..... 3*
 Gen Elect..... 9
 3000+ HumSt..... 3^
Total..... 15

Sample Eight-Semester Programs (Cont.)

Bachelor of Journalism with a major in Journalism and an emphasis in Magazine (Editorial Department)

Fall I	Winter I
ENGLSH 1000..... 3*	MATH 1120..... 3*
Foreign Lang 1..... 5-6^	Foreign Lang 2..... 5-6^
B/P/M/ Lab Sci..... 3-5*	JOURN 1100..... 3^
Am Hst/Am Gov..... 3*^	ENGLSH (A/B Lit)..... 3*^
Total..... 14-16	Total..... 14-15

Fall II	Winter II
JOURN 2000..... 3^*	JOURN 2100..... 3^
For Lang 3..... 3^	Social or BEH..... 3*^
STAT 1200..... 3^*	Hum St..... 3*
BEH..... 3*	B/P/M Sci..... 3*
ECONOM 1014..... 3*^	Hum St..... 3*
Total..... 15	Total..... 15

Fall III	Winter III
JOURN 4450..... 3^	JOURN 4950 OR
JOURN 4226..... 3^	JOURN 4000..... 3^
If Design Track.....	JOURN 4410..... 3*^
3000+ Science..... 3^	JOURN 4506..... 3^
3000+ Elect..... 3^	3000+ Soc Sci..... 3^
Gen Elect..... 3	3000+ Hum St..... 3^
Total..... 15	Total..... 15

Fall IV	Winter IV
JOURN 4950	JOURN 4986 OR
OR	Capstone
JOURN 4000..... 3^	JOURN 4984 OR
JOURN 4408..... 3^	Capstone
JOURN Elect..... 3^	JOURN 4988 OR
3000+ Soc Sci..... 3^	WI-DesignTrack
3000+ Hum St..... 3^	JOURN 4606..... 3^
3000+ Elect..... 3	JOURN Elect..... 6^
Total..... 18	3000+ Elect..... 3^
	Gen Elect..... 3
	Total..... 15

Bachelor of Journalism with a major in Journalism and an emphasis in Media Convergence

Fall I	Winter I
ENGLSH 1000..... 3*	MATH 1120..... 3*
Foreign Lang 1..... 5-6^	Foreign Lang 2..... 5-6^
B/P/M/ Lab Sci..... 3-5*	JOURN 1100..... 3^
Am Hst/Am Gov..... 3*^	ENGLSH (A/B Lit)..... 3*^
Total..... 14-16	Total..... 14-15

Fall II	Winter II
JOURN 2100 (WI)..... 3*^	JOURN 2000..... 3^
Foreign Lang 3..... 3^	Social or BEH..... 3*^
STAT 1200..... 3*^	HUM ST..... 3*
BEH..... 3*	B/P/M Sci..... 3*
ECONOM 1014..... 3*^	Hum St..... 3*
Total..... 15	JOURN 4800..... 1^
	JOURN 4802..... 2^
	Total..... 17

Fall III	Winter III
JOURN 4804..... 3^	JOURN 4806..... 3^
JOURN 3000 OR 4950 . 3^	JOURN 4000..... 3^
3000+ Soc Sci..... 3^	1st Concentration..... 3^
3000+ Hum St..... 3^	3000+ Elective..... 3^
General Electives..... 3	3000+ Soc Sci..... 3^
Total..... 15	Total..... 15

Fall IV	Winter IV
2nd Concentration..... 3^	JOURN 4992..... 3*
Journalism Elective..... 3^	Journalism Elective..... 3
3000+ Elective..... 6^	3000+ Science..... 3
General Elective..... 2	General Elective..... 3
Total..... 16	3000+ Hum St..... 3^
	Total..... 15

Bachelor of Journalism with a major in Journalism and an emphasis in News (Editorial Department)

Fall I	Winter I
ENGLSH 1000..... 3*	MATH 1120..... 3*
Foreign Lang 1..... 5-6^	Foreign Lang 2..... 5-6^
B/P/M/ Lab Sci..... 3-5*	JOURN 1100..... 3^
Am Hst/Am Gov..... 3*^	ENGLSH (A/B Lit)..... 3*^
Total..... 14-16	Total..... 14-15

Fall II	Winter II
JOURN 2000..... 3*^	JOURN 2100..... 3^
Foreign Lang 3..... 3^	Social or BEH..... 3*^
STAT 1200..... 3*^	Hum St..... 3*
BEH..... 3*	B/P/M Sci..... 3*
ECONOM 1014..... 3*^	Hum St..... 3*
Total..... 15	Total..... 15

Fall III	Winter III
JOURN 4400..... 3^	JOURN 4000..... 3^
JOURN 4450..... 3^	JOURN 4460..... 3^
JOURN 4950 OR	JOURN 4120..... 1^
JOURN 3000..... 3^	Gen Elect..... 3
3000+ Science..... 3^	3000+ Soc Sci..... 3^
3000+ HumSt..... 3^	3000+ Elect..... 3
Gen Elect..... 3	
Total..... 18	Total..... 16

Fall IV	Winter IV
JOURN 4460 OR	JOURN 4990..... 3*^
JOURN 4500 OR	JOURN Elect..... 3^
JOURN 4700..... 3^	3000+ Soc Sci..... 3^
JOURN Elect..... 5^	3000+ Elec..... 3
3000+ HumSt..... 3^	Gen Elect..... 3
3000+ Elect..... 3^	Total..... 15
Total..... 14	

*Denotes General Education requirements
 ^Denotes Degree Program requirements
 Check *Undergraduate Catalog* for prerequisites

SCHOOL OF JOURNALISM COURSES

JOURN 0900—News Practicum (3). Instruction in fundamentals of newswriting for students entering the graduate program without an undergraduate degree in journalism.

JOURN 0910—Editing Practicum (1). Instruction in fundamentals of editing for students entering the graduate program without an undergraduate degree in journalism.

JOURN 1000—The News Media's Ethics and Social Responsibilities (3). This course surveys the major ethical issues that concern journalists and their critics. The course describes the ethical dilemmas that confront broadcast and print journalists. It attempts to link descriptive with normative ethical theory, so course examples can be applied to other disciplines.

JOURN 1010—Career Explorations in Journalism (1). Colloquium in which experts discuss their specialties and answer students' questions on the nature and current status of their disciplines. Open primarily to freshmen. Graded on S/U basis only.

JOURN 1010H—Career Explorations in Journalism - Honors (1). Colloquium in which experts discuss their specialties and answer students' questions on the nature and current status of their disciplines. Open primarily to freshmen. Graded on S/U basis only. Honors eligibility required.

JOURN 1100—Principles of American Journalism (3). Introductory course designed to acquaint students with concepts and functions of journalism in American society. Stresses the basic issues and problems facing journalists and the mass media. Prerequisites: 2nd semester freshman (15 hrs) and 2.75 MU GPA. Restricted to Pre-Journalism, Journalism and Agriculture Journalism students only. Journalism minors can register on space available basis.

JOURN 1100H—Principles of American Journalism - Honors (3). Introductory course designed to acquaint students with concepts and functions of journalism in American society. Stresses the basic issues and problems facing journalists and the mass media. Prerequisites: 2nd semester freshman (15 hrs), GPA 2.75 and ENGLISH 1000 with grade of B or better or AP/IB credit. Restricted to Pre-Journalism, Journalism, Agriculture Journalism students only. Honors eligibility required.

JOURN 2000—Cross-Cultural Journalism (3). Cross-Cultural Journalism provides journalistic tools for the coverage of diverse ethnic, gender, ability and ideological groups inside and outside the United States. The critical role of diverse voices in a democracy will be discussed. Prerequisites: JOURN 1100; GPA 2.8. Restricted to Pre-Journalism, Journalism and Agriculture Journalism students only.

JOURN 2000H—Cross-Cultural Journalism - Honors (3). Cross-Cultural Journalism provides journalistic tools for the coverage of diverse ethnic, gender, ability and ideological groups inside and outside the United States. The critical role of diverse voices in a democracy will be discussed. Prerequisites: JOURN 1100; GPA 2.8. Restricted to Pre-Journalism, Journalism and Agriculture Journalism students only. Honors eligibility required.

JOURN 2100—News (3). Introduction to fundamentals of newswriting. Lectures, discussions and laboratory work provide training under deadline pressure in writing basic news stories. Stories cover several "live" assignments. Prerequisite: ENGL 1000 with "B" range grade or higher, 30 credit hours and 2.8 MU GPA.

JOURN 2100H—News (3). Introduction to fundamentals of newswriting. Lectures, discussions and laboratory work provide training under deadline pressure in writing basic news stories. Stories cover several "live" assignments. Honors eligibility required. Prerequisite: JOURN 1100, GPA 2.8.

JOURN 3000—History of American Journalism (3). American mass media from colonial days to present in the context of social, economic and political change.

JOURN 3000H—History of American Journalism - Honors (3). American mass media from colonial days to present in the context of social, economic and political change. Honors eligibility required.

JOURN 4000—Communications Law (3). Legal concepts, including prior restraint, libel, privacy, obscenity, contempt and access as they relate to print, broadcast, advertising and other areas.

JOURN 4050—Communications Practice (1-3). Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean.

JOURN 4056—Intersession Colloquium (1). Lecture portion of any course the student plans to take later during an intersession. Prerequisite: Dean's consent.

JOURN 4058—New York Program: Journalism Theory and Practice (2-3). Interdisciplinary course offering on-site study at national media venues in New York. Journalism alumni working in Manhattan provide weekly discussions on contemporary practices, job networks and work experiences. Prerequisite: junior standing.

JOURN 4100—The Creative Process (1). Gives students the understanding of and appreciation for the creative process. Teaches students techniques for enhancing their own creativity. Encourages students to take intellectual risks, make their own personal explorations and creative journey, and celebrate creativity in others. Prerequisite: junior standing.

JOURN 4106—Media and Art Criticism: The Role of the Critic (1). Gives students the understanding of and appreciation for the creative process. Teaches students the applied techniques of criticism: art, film and media. Prerequisite: junior standing.

JOURN 4108—Writing Long-Form Stories (1). Gives students the understanding of and appreciation for the creative process. Teaches students the applied techniques and structure of long-form writing such as documentaries, short stories, screenplays and novels. Prerequisite: junior standing.

JOURN 4110—Media Management and Leadership Theory (1). Dramatic changes in technology and in the media's role in converg-

ing technologies requires new management and leadership techniques and paradigms based on new management theories. Students will write case studies examining these changes and applying these new theories. Prerequisite: junior standing.

JOURN 4116—Managing and Leading People (1). Dramatic changes in technology and in the media's role in covering technologies requires new management and leadership techniques and paradigms based on new management theories. Students will write case studies examining these changes and applying these new theories. Prerequisite: junior standing.

JOURN 4118—Media Strategy (1). Dramatic changes in technology and in the media's role in converging technologies require new management and leadership techniques and paradigms based on new management theories. Students will write case studies examining these changes and applying these new theories. Prerequisite: junior standing.

JOURN 4120—New Media Basics (1). Students will learn how to use the Internet to communicate with others, find human and electronic sources for stories and publish on the World Wide Web. Prerequisite: junior standing.

JOURN 4126—Digital Audio and Visual Basics for Journalists (1). Introduces journalism students to audio and video tools used in converged environments. Students will create news stories, ads or promos to meet journalistic or strategic communication goals.

JOURN 4130—Account Services (1). Designed for advanced strategic communications students preparing for careers in account services. Section topics vary.

JOURN 4136—Creative Techniques (1). Designed for advanced strategic communications students preparing for careers in creative work. Section topics vary.

JOURN 4138—Public Relations Techniques (1). Designed for advanced strategic communications students preparing for careers in public relations. Section topics vary.

JOURN 4140—Interactive Techniques (1). Designed for advanced strategic communications students preparing for careers in interactive media. Section topics may vary.

JOURN 4146—Strategic Communications Techniques (1). Designed for advanced strategic communication students. Section topics vary.

JOURN 4148—Interviewing Essentials (1). This class allows students to focus on the journalistic interviewing process, from spot news interviews to the sort of interviews required for personality, sports and in-depth work.

JOURN 4150—Using Infographics (1). An introduction to the various types of information graphics and how each can be used effectively to help explain the news. Additional emphasis on generating graphic ideas and on the specific challenges of gathering information for graphics. Prerequisites: instructor's consent.

JOURN 4196—Careers Seminar (1). Course helps students develop skills for appropriate professional careers, examine media leadership issues, write research paper.

JOURN 4198—Area Seminar (3). Special lectures, readings, discussions relating to the urban journalism, state government reporting or local public affairs reporting programs.

JOURN 4200—Principles of Strategic Communication (3). Foundation course familiarizing students with an array of strategic communication tools and how they are used in the field. Prerequisite: junior standing.

JOURN 4206—Strategic Writing I (3). Students learn strategic writing for a variety of media such as print, radio, television, outdoor, new media, news releases, pitch letters and other persuasive messages. Prerequisites: JOURN 4200, 4226, 4952.

JOURN 4208—Strategic Writing II (3). Advanced course in the creation of advertising and public relations materials with an emphasis on strategic planning, developing creative concepts, producing and polishing copy and visuals, execution of finished product and refining. Prerequisite: JOURN 4206/7206.

JOURN 4216—Media Sales (3). Focus of this course is to familiarize students with how to sell a variety of media, including newspaper, radio, television, outdoor, new media, and others. Prerequisites: JOURN 4206.

JOURN 4218—Advanced Media Sales (3). Professional sales techniques, account service, advertising production, cooperative advertising, offset techniques, market data. Students assigned retail and classified accounts for which they will prepare, service and sell advertising. Prerequisites: JOURN 4206/7206.

JOURN 4220—Creative Portfolio (3). Students will produce a free-standing collection of outstanding, polished creative work to demonstrate his/her ability to perform at a high level of creativity. Prerequisites: core courses and JOURN 4208/7208.

JOURN 4226—Strategic Design and Visual I (3). Course gives students a foundation in visual communication in areas such as typography, balance, eye flow and layouts. Prerequisite: junior standing.

JOURN 4228—Strategic Design and Visuals II (3). Advanced course in strategic design and visuals. Persuasive visual principles applied to variety of integrated media including print, broadcast and on-line. Prerequisite: JOURN 4206.

JOURN 4236—Psychology in Advertising (3). Application of psychological principles, learning, perception, motivation, attitudes to advertising. Emphasis on the increasing use of psychographics (the “lifestyle” factor) to understand consumer wants and buying behavior. Prerequisite: JOURN 4200/7200, 4952/7952, 4226/7226.

JOURN 4238—Broadcast Advertising (3). Broadcast advertising production. Emphasis on equipment, directing, script/storyboard preparation and commercial analysis. Students become familiar with procedures, techniques and facilities used in basic radio and television production. Prerequisites: JOURN 4206/7206.

JOURN 4240—Direct and Mail Order Advertising (2). Direct mail advertising and mail order promotion, retail and national; mailing lists, copy, production, postal regulations, strategy. Prerequisite: JOURN 4206/7206.

JOURN 4248—Media Strategy and Planning (3). Course deals with strategic planning and the selection and evaluation of appropriate media outlets. Students gain a clear understanding of the problems and issues involved in crafting effective media strategies, creative problem solving and selection of appropriate media. Prerequisite: JOURN 4200/7200, 4952/7592, 4420/7420.

JOURN 4250—Management of Strategic Communication (3). Introduces the managerial aspects of strategic communication as conducted within advertising agencies, corporations, public relations organizations and new media entities.

JOURN 4256—Public Relations (3). Current methods of communicating with constituents as practiced by agencies, corporations and government/not-forprofit organizations. Prerequisite: senior standing.

JOURN 4258—Global Communication (3). Understanding global communication systems with an emphasis on planning and executing strategic communication campaigns. Particular attention will be paid to cultural, political and economic differences as they affect marketing and development communication. Prerequisites: JOURN 4200, 4226, 4952.

JOURN 4260—Impact of Advertising on American Culture (3). Philosophical, political, social roots of advertising. Readings in advertising history and literature. Study of such topical issues as materialism, sexism, racism, stereotyping, etc. Prerequisites: JOURN 4200/7200, 4952/7952, 4226/7226.

JOURN 4262—Interactive Advertising (3). Course covers every step from integrating Internet efforts into the overall business plan to building a website that works. Designed for those with an interest in interactive advertising. Prerequisite: JOURN 4200 and 4226; junior or senior standing. Graded on A/F basis only.

JOURN 4266—Strategic Communication Law and Ethics (3). Laws, regulations and codes of conduct that affect the profession. Prerequisites: JOURN 4200/7200, 4952/7952, 4226/7226.

JOURN 4268—Strategic Communication Practicum (3). Practical experience in public relations, corporate communications and strategic planning with the Missouri School of Journalism serving as client. Students from all journalism disciplines will apply knowledge and skills on a variety of platforms. Prerequisite: JOURN 4206/7206 for Advertising students, JOURN 4306/7306 for Broadcast students, JOURN 4450/7450 for News-Editorial and Magazine students, JOURN 4556/7556 for Photojournalism students.

JOURN 4270—Public Relations Writing (3). Develop skills and capabilities in strategic communication applications, including news releases, media advisories, pitch letters, video news releases, media relations, techniques, writing for electronic and broadcast media, feature writing, brochures and speeches. Graded on A/F basis only.

JOURN 4300—Broadcast News I (3). Beginning reporting and news writing for radio, television and their on-line services. Introduction to use of audio and video recorders and editing systems in production of news stories.

Consideration of ethical issues, economic factors, relationships with news sources and gender and ethnic diversity in the newsroom and in news stories. Prerequisite: JOURN 2100.

JOURN 4301—Topics in Journalism (1-3). Selected current topics in journalism. Specific topics to be announced at time of registration.

JOURN 4306—Broadcast News II (3). Introduction to general assignment reporting skills for the newsroom environment. Instruction in time management, writing, storytelling and performance. Team skills and ethnic diversity in the newsroom are discussed. Students begin work for broadcast newsrooms. Prerequisite: JOURN 4300/7300.

JOURN 4308—Broadcast News III (3). Intermediate reporting and news writing skills for radio and television. Advanced techniques in the use of video and sound in production of news stories. Prerequisite: JOURN 4306/7306.

JOURN 4310—News Producing (3). Instruction in techniques of television newscast preparation. Emphasis on role of the television news producer. Prerequisite: JOURN 4308/7308.

JOURN 4320—Advanced Broadcast Reporting (3). In-depth reporting and editing for radio or television; advanced production techniques; emphasis on writing, interviewing, effective use of audio or videotape at KOMU-TV or KBIA. Prerequisites: JOURN 4308/7308.

JOURN 4326—Issues in Broadcast Management (2-3). Broadcast administration, sales, programming, network, relationships, community involvement, labor, FCC procedures, cable TV and new technologies. Prerequisite: instructor’s consent.

JOURN 4328—Advanced News Communication (1). This course will examine and practice the components of effective interviewing and on-set and live reporting for television news. Students will anchor KOMU-TV’s morning newscasts. Prerequisite: graduate standing and JOURN 4306/7306.

JOURN 4350—Problems in Journalism (1-3). Independent research arranged with individual faculty member. Contract must be approved by instructor and dean. Not accepted as a substitute for any regularly scheduled course.

JOURN 4400—Editing (3). Introduces the fundamentals of copyediting of stories for newspaper publication; emphasizes style and grammar; introduces headline writing. Prerequisite: JOURN 2100.

JOURN 4406—Newspaper Editing (3). Laboratory work on the Columbia Missourian plus lectures on ethics, page design and news decision making. Prerequisite: JOURN 4400/7400.

JOURN 4408—Magazine Editing (3). Review of grammar, punctuation, style rules; measuring articles copy fitting; writing captions, titles; editing, proofreading, condensing, rewriting magazine articles. Prerequisites: JOURN 4450/7450, 4400/7400.

JOURN 4410—Intermediate Writing (3). In-depth research and writing techniques. Students produce articles for the Missourian and school-produced magazines or other publications. Prerequisites: JOURN 4450/7450 or

equivalent and instructor's consent.

JOURN 4412—Lifestyle Journalism (3). In-depth research and writing techniques focused on lifestyle journalism. Students produce articles for the *Missourian* and school-produced magazines or other publications. Prerequisites: JOURN 4450/7450 or equivalent and instructor's consent. Substitutes for JOURN 4410/7410. Graded on A/F basis only.

JOURN 4416—Science, Health and Environmental Writing (3). Advanced course in the reporting of science, health and environment. Write for publication. Prerequisite: JOURN 4450/7450 and instructor's consent.

JOURN 4418—Critical Reviewing (3). A combination of theory and practice that covers the philosophy and craft of reviewing the arts, including books, movies, television, dance, painting, sculpture and architecture. Students must attempt to publish reviews and essays locally, regionally and nationally. Reviews published in *Sunday Magazine*. Prerequisites: JOURN 0900 or 2100 and instructor's consent.

JOURN 4420—Editorial Writing (3). Emphasizes writing and thinking. Discussion of current problems. Correct and effective use of English language. Mission, obligations and history of editorial pages. Prerequisite: JOURN 4450.

JOURN 4426—Religion Reporting and Writing (3). (same as Religious Studies 4418). Advanced seminar in religion reporting and writing. Examines the role of religion journalism in faith, public life and culture. Prerequisite: JOURN 4450/7450 or its equivalent in professional writing experience and instructor's consent.

JOURN 4430—Computer-Assisted Reporting (3). How to negotiate for, transfer and process electronic information; the unique opportunities computers provide for analyzing information. Prerequisite: instructor's consent.

JOURN 4436—Investigative Reporting (3). Advanced course designed to acquaint reporters with public issues. Students write two in-depth projects and other shorter assignments. Students meet weekly with instructor for editorial suggestions. Prerequisites: JOURN 4450/7450 and instructor's consent.

JOURN 4438—Business and Economics Reporting (3). Advanced reporting course concentrating on writing and reporting about business and the economy. Emphasis on sources, records, documents and writing techniques. Prerequisites: JOURN 4408/7408 and 4410/7410 or 4506/7506

JOURN 4450—Newspaper Reporting (3). Assignments on a daily city newspaper covering community news, city, county and state affairs, sports and lifestyle issues. Experience in gathering and writing news, writing under deadline conditions. Prerequisites: JOURN 0900 or 2100.

JOURN 4460—Advanced Newspaper Reporting (3). Assignments to more difficult beat areas, team reporting and some investigative reporting for community newspaper. Individual conferences and weekly class sessions on contemporary reporting problems. Prerequisite: JOURN 4450/7450.

JOURN 4500—Advanced Newspaper Editing and Design (3). Continuation of desk editing with emphasis on page design, graphics and typography. Prerequisite: JOURN 4406/7406, 4408/7408 or instructor's consent.

JOURN 4506—Magazine Design (3). Introduction to typography of magazines from manuscript markup through layout to page proof. Extensions and limitations of typography are considered in light of current practice and economic possibilities.

JOURN 4508—Information Graphics (3). Work as a news artist for a daily city newspaper graphically covering community news, sports and lifestyle issues. Emphasis on visual thinking and effective presentation. Experience with state-of-the-art software. Prerequisite: JOURN 4450/7450 or the professional equivalent, or instructor's consent.

JOURN 4510—Visual Communications (3). How to communicate through pictures. Topics: visual perception, vocabulary, the role of words, picture editing, design and layout, printers, taste and judgment, camera mechanics. For journalism students who are not photographers.

JOURN 4550—Basic Photography and Photo Editing (3). A basic survey for non-photojournalism majors and others with no prior experience who desire a working knowledge of photojournalistic theory and practice. Prerequisite: instructor's consent.

JOURN 4556—Fundamentals of Photojournalism (3). A rigorous skills course for advanced students preparing for a career in photojournalism consisting of weekly exercises in black and white and color photographic story telling and lectures that explore the philosophical, historical and ethical roots of the profession. Prerequisite: instructor's consent.

JOURN 4558—Advanced Techniques in Photojournalism (3). Advanced techniques and problem solving in photojournalism. Stresses lighting techniques—available, studio, electronic flash and color correction of color film. Strobed documentary, portraiture, fashion, food, architecture, sports. Prerequisite: JOURN 4550.

JOURN 4560—Staff Photojournalism (3). A laboratory course exploring the photojournalist's role in the news-gathering process. As staffers for the *Columbia Missourian*, students cover news, sports, features, food assignments and originate single pictures and stories. Prerequisite: JOURN 4558/7558.

JOURN 4566—Electronic Photojournalism (3). Digital photography as a medium, including legal, ethical, editing and professional aspects. Prerequisite: JOURN 4550/7550 or 4556/7556 and instructor's consent. f, w.

JOURN 4568—History of Photojournalism (3). Examination of the aesthetic and technological development of photography from its invention in 1839 to the present. Primary emphasis on the evolution and impact of the picture press and the documentary tradition in America, although international developments are studied as well.

JOURN 4600—American Magazine History (2). Review of American magazines with the major emphasis on contemporary publications. Project papers present analysis of today's magazines.

JOURN 4606—Magazine Publishing (3). The audience, economics, job opportunities and content of the American magazine. Deals with general audience and specialized magazines, business and institutional magazines, news magazines, etc. Case histories of individual magazines, guest lecturers from various fields.

JOURN 4650—International Issues Reporting (3). An advanced professional seminar on how to recognize, report and write about the domestic influence of international political, economic and cultural problems and trends. Prerequisites: JOURN 4450/7450.

JOURN 4656—International News Media Systems (3). A comparative survey of current news media systems and how they affect the international flow of information. Newspapers, news agencies, broadcasting and satellite networks of the world are analyzed. Prerequisite: junior standing in JOURN or AG JRN.

JOURN 4658—International Journalism (3). An examination of the gathering, editing and dissemination of international news. The impact of social, economic, cultural and political structures on news media performance is evaluated. Prerequisites: junior standing.

JOURN 4660—Media Forces Shaping the European Union (3). Seminar analyzes the role of media in shaping policies and actions of the European Union member nations and their people. Open to graduate students regardless of major and to undergraduates with instructor's consent. Course qualifies for EU Certificate Program.

JOURN 4670—Newspaper Photo Desk Management (3). Survey of management of photographic journalism, art illustration and design in newspapers; includes work on graphics desk of *Columbia Missourian*. Prerequisites: JOURN 4558/7558 or 4226/7226 or 4408/7408 and instructor's consent.

JOURN 4700—Online Journalism (3). Examination of the emerging forms of information delivery by computer and related convergence of print and broadcast media. Students gain practical experience in the production of an electronic information delivery product. Prerequisites: JOURN 0900, 2100, 4400/7400, 4450/7450, 4560/7560, 4108/7108 or instructor's consent.

JOURN 4706—The Community Newspaper (3). The role of the newspaper in the community. Handling of news categories especially applicable to smaller newspaper. Field trips giving students experience in publishing newspapers in the state. Prerequisites: JOURN 0900 and 2100.

JOURN 4708—The Suburban Press (2). Examines the operation, management and news practices of America's suburban press. Emphasizes unique qualities, problems and advantages of suburban newspapers and the communities and governments they serve. Prerequisites: JOURN 0900 and 2100.

JOURN 4710—Newspaper Management (3). Department-by-department organization, business practices, personnel, rate structures, equipment, production, laws and regulations of concern to newspaper management. Cases examine critical newspaper management issues.

JOURN 4716—Women and the Media (2). (same as Women's and Gender Studies 4716). Focus on portrayal of women in American mass media. Other goals: historical perspective on women as journalists; exposure to issues usually not covered by mass media; research and writing skills. Prerequisite: instructor's consent.

JOURN 4718—Law and the Courts (3). Lectures, readings, discussions, writing assignments relating to justice system reporting from the view of attorneys, prosecutors, judges, correction and probation officers with the cooperation of the Missouri Bar. Prerequisites: JOURN 0900 or 2100.

JOURN 4720—Internet Law (3). This course will focus on how to avoid legal pitfall while doing e-mail or e-commerce or browsing the Web and how to use the law to your benefit.

JOURN 4726—Creativity and Innovation in Journalism (3). To provide students an appreciation of creative process, to teach students methods to enhance creativity, to provide historical and philosophical background for creative process.

JOURN 4728—Confronting Controls on Information (3). A review of actions by government, society and the communications media calculated to limit or alter the content of information in the United States and elsewhere around the world. Prerequisite: instructor's consent.

JOURN 4730—Journalism and Conflict (3). (same as Peace Studies 4830). Introduction to the basic principles of conflict theory and negotiation, including the sources of conflict, why conflict escalates and what the conditions are for de-escalation, all with a special emphasis on the implications for the working journalist.

JOURN 4736—Economics and Finance of the Media (3). Analysis of the economic and financial environment of mass media. Examine mass media as they are financed and as they are affected by advertisers, competition, financial markets, etc.

JOURN 4738—General Semantics in Journalism (3). The everyday usefulness of the methods of science as applied to language and the practice of journalism. The course deals with the general effect of language habits on journalists and their readers/listeners.

JOURN 4740—High School Journalism (2). Stresses the topics to be taught at secondary school level and how to teach them. Analysis of problems facing scholastic journalism, resources and aids available to the teacher.

JOURN 4800—Strategic Marketing Communication and Management (1). Survey of why and how strategic communication works, particularly in a convergence environment. Strategic communication practices as applied to media organizations, and promoting print, broadcast and convergence products. Prerequisites: JOURN 2100; junior or sophomore standing with instructor's consent. Graded on A/F basis only.

JOURN 4802—Fundamentals of TV, Radio and Photojournalism (2). Skills, theory and ethics of broadcast news and photojournalism for non-broadcast majors. Prerequisites: JOURN 2100, junior or sophomore standing with instructor's consent. Graded on A/F basis only.

JOURN 4804—Convergence Reporting (3). Practice and theory of reporting for converged media. Students produce multimedia reports for traditional and converged media operations. Prerequisites: JOURN 4800 and 4802 junior standing required and instructor's consent. Graded on A/F basis only.

JOURN 4806—Convergence Editing and Producing (3). Practice and theory of editing and producing material for publication or broadcast in a converged environment. Students produce media for multiple outlets. Prerequisites: JOURN 4804, junior standing and instructor's consent. Graded on A/F basis only.

JOURN 4940—Internship (2). Credit for approved employment in journalism. Specifications for this course appear in the Undergraduate Catalog.

JOURN 4950—Solving Practical Problems in Journalism (3). Finding solutions to practical problems journalists face by applying insights from communication theory, using on-line secondary and syndicated research and conducting original research. Hands-on experience conducting surveys, experiments and qualitative research. Prerequisites: JOURN 2000 and junior standing.

JOURN 4952—Strategic Communication Research I (3). Introduction to techniques and practice of strategic communication research. Emphasis on research techniques and use of research results, including consumer analysis, attitude measurement and evaluation of externally supplied research. Prerequisite: junior standing.

JOURN 4970—Strategic Campaigns (3). This course is a capstone course, giving students a hands-on opportunity to apply knowledge and skills gained in previous courses. Taken final undergraduate semester. Prerequisite: JOURN 4206/7206.

JOURN 4974—Advanced Internet Applications for Radio/TV News (3). Integration of advanced Internet research and publishing skills with production and management of the KOMU-TV/KBIA Radio World Wide Web news service. Prerequisite: JOURN 4306/7306.

JOURN 4976—Seminar in Radio-TV News (3). Seminar in network and local news process, in coverage of major issues and social problems, in relationships of radio-TV news and government institutions. Not for students who have taken JOURN 8096. Prerequisite: instructor's consent.

JOURN 4978—Media Management and Leadership (3). Dramatic changes in technology and the media's role in converging technologies require new management and leadership techniques and paradigms. Students will write case examining these changes. Prerequisites: instructor's consent.

JOURN 4980—The Picture Story and Photographic Essay (3). Production of photo stories/essays for newspapers, magazines and news media presentations. Research, photography, design and layout. Final portfolio will show journalistic strength and versatility in black and white, and color. Prerequisite: JOURN 4560/7560.

JOURN 4982—Photography in Society (3). Social and political dimensions of still photog-

raphy with emphasis on critical thinking and analysis in visual communication.

JOURN 4984—Magazine Staff (3). A laboratory course exploring the role of editorial staff in the magazine editing process. As staff for school-produced magazines, students plan, edit, write display type, proofread and coordinate with writers, photographers and designers. Prerequisites: JOURN 4410/7410, 4408/7408 and instructor's consent.

JOURN 4986—Advanced Writing (3). For those who wish to emphasize writing as a career. In addition to writing assignments, students discuss writings of well-known magazine and book authors. Prerequisites: JOURN 4450/7450, 4410/7410 and instructor's consent.

JOURN 4988—Advanced Magazine Design (3). Class critiques of spreads, sequences, and magazines are implemented by students who make typographic specifications and design individual spreads, and complete magazines for actual printed production. Prerequisite: JOURN 4506.

JOURN 4990—Journalism and Democracy (3). This course seeks to cultivate critical-thinking skills by helping students synthesize and apply knowledge gained from a journalism education to the evaluation of news media performance in a democratic society. Prerequisite: 4450/7450 and second-semester senior standing. Undergraduates only.

JOURN 4992—Reporting, Editing and Marketing of Converged Media (3). Capstone course bring together the reporting, editing, management and marketing skills gained in previous convergence courses. Students plan, produce, promote and evaluate long-form, creative journalistic content. Prerequisite: JOURN 4806, senior standing and instructor's consent. Graded on A/F basis only.