

# **Undergraduate Student Advising Manual**

Department of Journalism  
and Technical Communication

Colorado State University  
The Department of Journalism and Technical Communication  
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Colorado State University does not discriminate on the basis of race, color, religion, origin, sex, age, veteran status, or handicap. The University complies with the Civil Rights Act of 1964, related Executive Orders 11246 and 11375, Title IX of the Education Amendments Act of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973, Section 402 of the Vietnam Era Veteran's Readjustment Act of 1974, the Age Discrimination in Employment Act of 1967, as amended, and all Civil Rights laws of the State of Colorado. Accordingly, equal opportunity for employment and admission shall be extended to all persons and the University shall promote equal opportunity and employment and treatment through a positive and continuing affirmative action program. The Office of Equal Opportunity is located in Room 101, Student Services Building. In order to assist Colorado State University in meeting its affirmative action responsibilities, ethnic minorities, women, and other protected class members are encouraged to apply and to so identify themselves.

## Introduction

Are you a good writer? Do you like to interact with people? Are you interested in current events and want to develop a special knowledge of politics, science or other subjects and pass it on to others? If so, the journalism major at Colorado State University may be for you.

Colorado State University journalism students may prepare for jobs with television stations, video production companies, and new media technology developers as well as newspapers, public relations agencies, specialized and popular magazines, government agencies, and other public and private organizations.

The department and all five concentrations (Computer-Mediated Communication, News-Editorial, Public Relations, Specialized Communication, and Television News and Video Communication) are accredited by the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC).

While students take course work in the department that emphasizes specific areas of journalism, the larger purpose of the program is to prepare students to become professional communicators. Well-educated, professional journalists have the confidence and knowledge to excel in many professional communication venues because they understand how and why people communicate and respond to communication.

The department strongly encourages journalism students to gain practical experience in professional media through internships, summer employment and part-time work. This experience will help ensure their complete preparation for professional careers (see page 10).

In addition to journalism skills, students will gain a broad background and in-depth exposure to a variety of social and natural sciences, the humanities, business and other subjects. The flexible program permits considerable course work in areas that interest students most.

# Undergraduate Programs of Study

## **Computer-Mediated Communication Concentration**

**Focus:** The Computer-Mediated Communication concentration prepares students for digital communication specialties in many different media environments. CMC students gain a theoretical understanding of computer-based communication concepts, and develop expertise in the uses and applications of communication-related hardware and software. By also completing core requirements in another concentration (Television News and Video Communication; Public Relations; News-Editorial Communication or Specialized Communication), students are prepared to apply their expertise in digital message preparation and delivery to a specific communication profession.

**Career Opportunities:** Students in this concentration may take positions in such computer-based specialties as multimedia design, digital imaging or video, or digital media content development. Other options include Web site development for news media or public relations.

**Suggested Option Areas:** Option area choices will be influenced by the focus you select in a secondary concentration as well as personal interests. These should be discussed with your adviser.

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## **News-Editorial Concentration**

**Focus:** Students in the News-editorial concentration learn critical thinking and applied skills to prepare for careers with newspapers, magazines, business publications, newsletters and online publications. Courses in the concentration focus on news writing and reporting, copy editing, publication design, and online journalism. Course assignments take students from concepts to finished products as they learn techniques for gathering information, evaluating data, and presenting material in style and formats appropriate for general and specialized readerships. Accuracy, fairness and responsibility are core values in each course.

**Career Opportunities:** Students graduating from this concentration often become newspaper, magazine and newsletter writers and editors, photojournalists, online journalists, columnists and publication designers.

**Suggested minors/option areas/second majors:** Recommendations include: Political Science, History, Sociology, English, Economics, Health and Exercise Science (for sports writers), Psychology or Business. These should be discussed with your adviser.

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## **Public Relations Concentration**

**Focus:** The Public Relations Concentration prepares students for careers as professional communicators in corporations, not-for-profit organizations, and government institutions. Public relations professionals counsel management and organize programs to provide information and build relationships between organizations and their constituencies, including consumers, employees, investors, government agencies and the community. The concentration emphasizes a strategic approach to public communications programs, focusing on media. Specialties include media relations and public information, publications writing and design, and on-line and multimedia production.

**Career Opportunities:** Graduates are employed as agency account executives, public information officers, marketing or development coordinators, publication and on-line writers and editors, and media relations specialists.

**Suggested minors/option areas/second majors:** Students should discuss with an adviser the potential areas within Liberal Arts, Natural Sciences and Business. The Economics course requirement may

instead be used in Core Curriculum Category IIIC (Social and Behavioral Sciences requirement). Business provides limited access to students outside of the College of Business. These business courses are generally available to JTC students: CIS 150, ACT 205, BUS 205, FN 305, MKT 305, MGT 305. Students are encouraged to consider a minor in business. Students satisfying this requirement with business courses still have to meet the overall requirement of 65 credits in Liberal Arts and Natural Sciences, which may mean extra coursework. These should be discussed with your adviser.

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### **Specialized Communication Concentration**

**Focus:** Students in the Specialized Communication Concentration typically share their interest in communication with interest in a specialized technical or science area. They learn to produce specialized technical information useful to diverse audiences. Such information can be related to health, environment, biological and physical sciences, business and economics, computer and information sciences, or a range of other specialties. This flexible concentration enables students to learn to write, edit, and produce such specialized content for magazines and other publications, manuals, Web sites, electronic and other media. The unique feature of this concentration is its emphasis on greater student knowledge of a specialized content area so that graduates can communicate more effectively about that area. Students choose a 21-credit option area in the area of their interest or complete a second major in the specialized area.

**Career Opportunities:** Typically, graduates of the specialized communication concentration are employed in agricultural, business, environmental, health, information technology, and related fields. They work as environmental communicators, health and medical communicators, science writers and editors, magazine writers and editors, Web and multimedia designers, technical writers and editors and related positions. In these positions, graduates explain and translate specialized information for specific and general audiences.

**Suggested Option Areas:** Option area recommendations include: Agricultural Sciences; Business; Engineering; Forestry and Natural Resources; Applied Human Sciences; Veterinary Medicine; Biomedical Sciences; Economics; Natural Science or Computer Science. These should be discussed with your adviser.

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### **Television News and Video Communication Concentration**

**Focus:** The Television News and Video Communication concentration prepares students for careers in television writing, producing, camera work and video editing. Students learn the techniques and practices necessary to create quality, information-based television programming for genres such as television news, sports, documentary and corporate video. Students also learn to critically evaluate content, style and use of the television medium. The concentration focuses first on basic production techniques, expanding into specific courses where students develop production expertise and learn how to tailor programming for specialized audiences.

**Career Opportunities:** Students graduating from this concentration often become television news reporters, anchors, photographers, producers and editors; sports television producers and managers; producers for corporate video departments; and video freelancers who work in a wide range of television arenas.

**Suggested minors/option areas/second majors:** Examples include Political Science; History; Economics; Business; Speech Communication; Computer Science. These should be discussed with your adviser.

## Advising

Technical Journalism majors are assigned to a faculty member who will advise and assist them each semester. Our 19 faculty members have extensive professional and teaching experience and are a wonderful resource for your questions about coursework, career paths, independent study opportunities, and more. Students are required to meet with their adviser once per semester before registration begins to discuss future coursework and receive an advising code needed to complete the Registration Ready process on RamWeb. Advisers help students select courses and chart directions to meet interests and objectives. Faculty advisers are an invaluable aid in helping students understand University policies and addressing specific career plans. Student must use a check sheet for a specific concentration to track their progress throughout their academic career. As a reference, adviser assignments are listed on RamWeb under “My Adviser” and outside Clark C-227.

### Student Responsibility

Final responsibility for fulfilling requirements of the University and the Department of Journalism and Technical Communication rests with you. To this end, students must familiarize themselves with the information in this manual and the University General Catalog, and keep complete and accurate records of the courses taken and credits received toward fulfilling university and departmental requirements. Neither students nor faculty advisers may make changes in the course work outlined in the manual without department approval. Since the program was designed by the faculty and endorsed at various university levels, such approval is rarely given.

### Degree Audit Report (DARS)

The Degree Audit Report (DARS) is a degree audit tool used for verification of university, program, minor, and interdisciplinary requirements. The report is available on RamWeb and provides a dynamic and concise report, viewed in hard copy, on-line, or over the web, that is used for advising as well as for final certification. Students are encouraged to use DARS in addition to department checksheets to track their progress.

## Technical Journalism Graduation Requirements

### University Graduation Requirements

- 120 minimum credits
- 2.0 minimum cumulative GPA
- 42 minimum upper-division credits
- 30 minimum upper-division credits at CSU
- 15 of the last 30 credits must be taken at CSU (Senior Year Requirement)

### Department Graduation Requirements

- 36-40 credits in JTC (no more than 7 credits in JTC 484, JTC 487 or JTC 495)
- 80 credits outside JTC
- 65 of the 80 credits outside JTC must be in Liberal Arts or Natural Sciences
- C or better in every required JTC course

## The faculty

The Department of Journalism and Technical Communication has 18 faculty members who have extensive professional and teaching experience. The faculty includes:

### Joseph Champ, Ph.D.

Assistant Professor. B.A. Journalism, University of Wisconsin-Madison; M.A. Journalism and Mass Communication, University of Wisconsin-Madison; Ph.D. Journalism and Mass Communication, University of Colorado-Boulder  
**Professional experience:** Television journalist: news anchor/reporter (short and long form)/videographer/editor/producer. Weekly newspaper writer/photographer. Public Relations representative.  
**Specialty areas:** Communication theory and qualitative research methods. environmental and natural resource communication; religion and media studies; and traditional and new media application and impacts.

### Cindy Christen, Ph.D.

Associate Professor. B.A. Mass Communication, California State University-Hayward; M.S. Technical Communication, Colorado State University; Ph.D. Mass Communication, University of Wisconsin-Madison  
**Professional experience:** Technical writer, marketing manager and program manager for aerospace/defense corporations; marketing manager and public relations outreach specialist for federal natural resource agencies and environmental consulting firms.  
**Specialty areas:** Public relations, negotiation and conflict resolution. Media influences on public opinion estimates. Environmental communication and natural resource management.

### Kirk Hallahan, Ph.D.

Professor. B.A. Mass Communications, UCLA; M.A. Journalism, University of Wisconsin-Madison; Ph.D. Mass Communications, University of Wisconsin-Madison  
**Professional experience:** Executive in charge of public affairs for two California banks and a major state trade organization; account supervisor for firm serving, among others, the Pasadena Tournament of Roses and the Academy of Motion Picture Arts and Sciences; Fellow, Public Relations Society of America.  
**Specialty Areas:** Public relations; publicity; integrated marketing communication; media sociology.

### Pam Jackson, Ph.D.

Instructor. B.A. Broadcast Journalism, Colorado State University; M.S. Journalism and Technical Communication, Colorado State University; completing work for Ph.D. Economics, Colorado State University  
**Professional experience:** News writer, package producer, news producer, television station manager.  
**Specialty areas:** Media economics, market journalism

### Jangyul Kim, Ph.D., APR

Assistant Professor, B.A., English Language and Literature, Sogang University, M.A., Public Relations, Sogang University, Ph.D., Mass Communication, University of Florida. Professional Experience : Public relations consultant; founder and CEO of KorCom Porter Novelli; consulted multinational firms in consumer, healthcare, corporate, finance, and information technology, as well as nonprofit organizations including government and non- government organizations.  
**Speciality Areas:** Public relations, persuasion theory, international public relations, crises/issues communications, reputation management, and public health campaigns.

### Minjong Kim, Ph.D.

Coming soon...

- Kris Kodrich, Ph.D.** Associate Professor. B.A. Mass Communications, University of Wisconsin-La Crosse; M.A. Journalism, Ohio State University; Ph.D. Mass Communications, Indiana University.  
**Professional experience:** City Hall editor; feature reporter; general assignment reporter; City Hall reporter; Senior Staff writer.  
**Specialty areas:** Advanced reporting; international communication; media and society issues.
- James C. Landers, Ph.D.** Associate Professor. B.A. Mass Communications-Journalism, Southern Illinois University; M.S. Iowa State University; Ph.D. Mass Communications, University of Wisconsin-Madison  
**Professional experience:** Editor and reporter with Des Moines Register and Milwaukee Journal; other daily newspapers; editor/co-publisher city magazine, St. Louis.  
**Specialty areas:** Journalism history; opinion writing; specialty reporting.
- Marilee Long, Ph.D.** Professor. B.A. Technical Journalism, Colorado State University; M.S. Agricultural Journalism, University of Wisconsin-Madison; Ph.D. Mass Communications, University of Wisconsin-Madison  
**Professional experience:** Technical editor; health writer; freelance technical writer and editor.  
**Specialty areas:** Science communications; public understanding of science; specialized article writing; technical editing.
- Jack Lovelace, M.S.** Instructor. B.J. Journalism, University of Missouri; M.S. Technical Journalism, Colorado State University  
**Professional experience:** Newspaper reporter; sports and news editor; publisher; radio public affairs; freelance public relations writing; business writing.  
**Specialty areas:** Reporting; writing; news; feature and public information.
- Greg Luft, M.A.** Professor and Department Chair. B.A. Technical Journalism, Colorado State University; M.A. Broadcast Journalism/Public Affairs, The American University  
**Professional experience:** Reporter, photojournalist, producer and anchor for television; independent producer of documentaries, industrial videos.  
**Specialty areas:** Television news; video production.
- Rosa Mikeal Martey, Ph.D.** Assistant Professor. B.A. Regional Economics, University of Pennsylvania; M.A. Regional Economics, University of Pennsylvania; Ph.D. ABD Communication, Annenberg School for Communication, University of Pennsylvania  
**Professional experience:** International advertising and marketing: consumer research design/analysis. Website development and design, non-profit and corporate. Community and entrepreneurial development manager.  
**Specialty areas:** New technologies and social/economic impact; gender and media; social constructions of identity and media; gaming game culture; and media and community participation.
- Garrett O’Keefe, Ph.D.** Professor. B.A. Distributed Studies, University of Colorado; M.S. Technical Journalism, Iowa State University; Ph.D. Mass Communications, University of Wisconsin-Madison  
**Professional experience:** Public information campaign strategies and evaluation; technical and science writing; news editing.  
**Specialty areas:** Uses and effects of information campaigns; communication research methods; technical and science writing.
- Jonna Pearson, Ph.D.** Assistant Professor. B.S. Public Relations/Journalism, Syracuse University; M.S. Technical Communication, Colorado State University, Ph.D. Sociology, Colorado State University  
**Professional experience:** Newspaper reporter and editor; developer and manager of numerous public relations/public information programs; advertising and marketing manager for the Denver Regional Council of Governments.

**Specialty areas:** Public and corporate relations.

**Patrick Plaisance, Ph.D.**

Assistant Professor. B.J. Journalism, University of Missouri-Columbia; M.A. English and Literature, College of William and Mary; Ph.D. Mass Communications, Syracuse University

**Professional experience:** Daily newspaper reporter, feature writer and copy editor.

**Specialty areas:** Media ethics, history and sociology; philosophy of communication and newspaper research.

**Donna Rouner, Ph.D.**

Professor. B.A. Journalism, University of Iowa; M.A. Journalism, Ball State University; Ph.D. Mass Communications, University of Wisconsin-Madison

**Professional experience:** Daily newspapers; non-profit public relations.

**Specialty areas:** Mass media use and effects; political communication; socialization and the media; promotional communication.

**Peter Seel, Ph.D.**

Associate Professor. B.F.A. Photography, San Francisco Art; M.A. Educational Technology, San Francisco State University; Ph.D. Mass Communications, Indiana University

**Professional experience:** Documentary producer; video producer; audio-visual specialist.

**Specialty areas:** High-definition television; new communication technology; telecommunications policy.

**Jamie Switzer, Ed.D.**

Associate Professor. B.S. Journalism, Texas Christian University; M.S. Technical Communication, Colorado State University; Ed.D. Educational Technology, Pepperdine University

**Professional experience:** Technology director; television producer/writer/talent; radio producer/writer/talent; distance learning specialist; instructional designer.

**Specialty areas:** New media; multimedia; virtual communication; broadcasting; copyright in new media.

**Craig Trumbo, Ph.D.**

Associate Professor. B.A. Journalism, Iowa State University; M.S. Journalism, Iowa State University; Ph.D. Mass Communication, University of Wisconsin-Madison

**Professional experience:** 10 years as a photojournalist, *Florida Times-Union* and the *Providence Journal*. Research in the intersection of health, risk and the environment including: How individuals interact with information as they form and modify perceptions of risk from suspected environmental cancer hazards, and behavioral intention concerning water conservation, and news media coverage of climate change.

**Specialty areas:** Photojournalism, mass media effects, mass and interpersonal communication theory, research methods and applied statistics, communication of science and technology, and risk communication.

**Donald Zimmerman, Ph.D.**

Professor. B.S. Biological Sciences, Kansas State University; M.S. Technical Journalism, Kansas State University; Ph.D. Mass Communications, University of Wisconsin-Madison

**Professional experience:** Writer, editor, photographer for state and federal natural resource agencies; university agricultural communications; freelance newspaper writer.

**Specialty areas:** Technical and scientific journalism; photography; communication theory and research methods; information design; World Wide Web, and usability testing/evaluation.

## Cooperative programs between the department and journalism profession

The Department works closely with professional journalists to ensure that qualified students receive practical, on-the-job training and work experience. Through internships, class projects, and independent study, journalism students gain valuable professional experience before graduation.

**Internships:** Advanced students may undergo supervised, practical training in conjunction with academic assignments at professional communications organizations such as newspapers, television or radio stations, magazines, public relations, advertising firms, or corporate communications offices. For internship information, contact JoAnn Cornell, Internship Director, at joann.cornell@colostate.edu or (970) 491-5421.

- Students work in areas related to their program concentration.
- Qualified students who meet appropriate requirements may receive pay and/or academic credit for their work as media interns.
- Student responsibilities include academic work in addition to regular on-the-job requirements. Academic assignments acquaint interns with audience characteristics of the medium in which they are employed, general issues facing the population of the area, and general problems and concerns within the field.
- Upon completion, sponsoring organizations and students review and evaluate the internship.

**Class Projects:** Students work with practicing professionals, but their activities are part of a class project supervised by the professor. Normally such work is done on campus, although it may be off campus. Examples of class projects include production of special sections for area newspapers, video production for an organization, or creation of public relations or a research program.

**Independent Projects:** Students may choose to work on short-term projects that are directed by professionals. Typically students prepare brochures or newsletters, carry out public relations assignments, or create and edit video programs. When credit is given, it must be agreed upon before the assignment and usually varies from one to three credits.

## Technology in the Department

The department takes pride in being able to share the most up-to-date communications technology with students. Whether they use cameras and editing consoles in video courses or publication design equipment in print courses, students gain familiarity with cutting-edge communication tools. The department features four state-of-the-art computer labs equipped with software currently being used by industry and government. Among applications available are In Design, Photoshop, PageMaker, Corel Draw!, HTML Pro, Dreamweaver, Final Cut Pro, Microsoft Windows and a network that connects students to available databases and the Internet. Scanners, laser printers, and other peripherals are also available to students.

Students majoring in Television News and Video Communication produce scripts and programs using a wide range field, video editing, and studio equipment. A fully-equipped non-linear video editing lab and six editing suites allow student to produce award-winning programs.

The Department's usability laboratory is equipped with video cameras for remote viewing and recording of participants' actions and comments while using multimedia, software, and Web sites. The three computer laboratories provide statistical analysis software in addition to the standard software suites.

## **Student Media, student organizations and on-campus opportunities**

### **Student Media**

Journalism students can prepare for the future by working in related jobs on campus. The Student Media Department (970-491-1683) offers volunteer and paid positions through *The Rocky Mountain Collegian*, Campus Television (CTV), KCSU-FM, the *Collegian.com* and *College Avenue* magazine. Students also can gain experience through opportunities with the Associated Students of CSU public relations department, the University's Media Relations department or with the Sports Information office.

The Student Media Department offers a highly respected educational experience.

*The Rocky Mountain Collegian* was recently named one of the top five student newspapers in the country by College Media Advisors, as well as placed among the top 10 percent of university student newspapers by the Columbine Scholastic Press Association.

Campus Television (CTV) has won more than a dozen regional Emmy Awards. In addition, the student newscast was recently named best in the country by the Society of Professional Journalists, College Media Advisors and the National Association of College Broadcasters. CTV also earned the "Best in Television" distinction from the Rocky Mountain Collegiate Media Association five times during the 1990's.

KCSU-FM radio was recently named Fort Collins' favorite radio station in polls conducted by the *Fort Collins Coloradoan* newspaper and *The Rocky Mountain Collegian*.

### **Student organizations**

All student organizations provide excellent networking opportunities for locating internships, part time and full time professional work.

Students interested in public relations and marketing communication may join the active Public Relations Student Society of America (PRSSA). The group runs its own public relations agency and works closely with the Denver Professional chapter of the Public Relations Society of America in bringing top professional speakers to campus.

Those interested in broadcast and print journalism may join the CSU chapter of the Society of Professional Journalists (SPJ). The organization regularly brings professional journalists to campus and also organizes social events. A weekend workshop covering a current journalism topic is presented each spring.

# Scholarships

Journalism majors compete well for national, university and college-level scholarships. Information on most national journalism scholarships is available in the annual *Journalism Career and Scholarship Guide*, published by Dow Jones Newspaper Fund, P.O. Box 300, Princeton, NJ 08543-0300. University scholarship information is available through Student Financial Services at <http://sfs.colostate.edu> or 970-491-6321. Information on scholarships offered by the College of Liberal Arts is available from the dean's office, C-130 Clark or <http://www.colostate.edu/Colleges/LibArts/>.

Department scholarships are awarded in spring (for the next academic year). Information on application procedures and eligibility is available on the College of Liberal Arts website <http://www.colostate.edu/Colleges/LibArts/>.

**Bob Peck Memorial Scholarship** - Friends, former colleagues, family, and National Football League teams established this scholarship to honor the last publicist for the Denver Broncos. Awards vary between \$500 and \$1,000 and are awarded to an outstanding public relations major with interest and background in sports information.

**Cecil B. Neth Scholarship** - Awarded to outstanding news-editorial majors, the Neth Scholarship permits awards of \$1,000 or more. This scholarship was established by friends, former colleagues and students to honor the late associate editor of the *Chicago Sun-Times* and former teacher in the department.

**Charles J. Perk Memorial Scholarship** - Awarded to a sophomore or junior student majoring in Journalism and Technical Communication and a member of the *Rocky Mountain Collegian* staff. This scholarship was established by the parents of Charles J. Perk—a former CSU journalism student and *Rocky Mountain Collegian* reporter.

**Clark/Eynon Scholarship** - Awarded to outstanding journalism majors, this scholarship honors former professors David Clark and Derry Eynon. This scholarship awards \$500 to \$1,000 to a student in the department.

**Clyde E. Moffitt Memorial Fund** - This scholarship honors the memory of the late publisher of the *Fort Collins Coloradoan*. Family, friends, and former colleagues of Mr. Moffitt have placed approximately \$35,000 in the endowment, interest from which permits a number of awards ranging from \$500 to \$1,000.

**Coloradoan Diversity Scholarship**- Awarded to a junior or senior news editorial journalism student who has completed beginning newswriting and editing classes. The \$1,000 scholarship is often combined with an internship at the *Coloradoan*.

**Journalism Faculty Scholarships** – Awards range from \$500 to \$1,000 to journalism majors who have completed the basic introductory courses in journalism and have a minimum GPA of 3.0.

**Robert A. Schenkein Scholarship** - The Robert A. Schenkein public relations scholarship is an annual \$750 student scholarship awarded to a Colorado State University junior or senior. This scholarship honors Bob Schenkein, president/CEO of Schenkein in Denver ([www.schenkein.com](http://www.schenkein.com)). Applicants must have an emphasis in public relations and demonstrate academic achievement, community involvement and the desire to pursue a career in a public relations agency. Finalists are required to participate in an interview with Bob Schenkein.

**Rowene C. Danbom Scholarship** – Endowed by family, friends, colleagues and former students of a distinguished public relations practitioner and former professor in the department. This scholarship awards \$1,000 or more.

## **Responsibility of the student: Sharing the load**

### **Important information for every student**

Final responsibility for fulfilling requirements of the University and the Department of Journalism and Technical Communication rests with you.

To this end, familiarize yourself with the information in this manual and the university catalog, and keep complete and accurate records of the courses you take and credits received toward fulfilling university and departmental requirements. Use the check sheet for your concentration at the back of this manual to track your progress.

You will be assigned an academic adviser and are strongly encouraged to see him/her every semester. Your adviser will help you select courses and chart directions to meet your interest and objectives. Your adviser is an invaluable aid in helping you understand University policy and helping you make specific career plans.

It will take *at least* four semesters to complete the course work for this major. Skill courses must be taken in *sequence* within each concentration. Because each skills course builds on the courses that precede it, you cannot condense the length of time spent earning this degree by taking courses concurrently. Be sure to see your adviser if you have questions about any university or department requirement.

Several courses are offered only once per year. Therefore, plan your schedule well in advance so you can make schedule adjustments with relative ease should time conflicts arise with required or desired course. A senior student, for example, who has not fulfilled requirements because of last minute conflicts or poor planning must remain enrolled until such requirements are met.

Beginning spring, 2004, all students will be required to earn a minimum grade of C (C- is NOT acceptable) in each course with the JT, JTC or JTCC prefix.

Failing to complete composition or math requirements within the first 60 credits of your course work will result in a *hold* on your registration and will stop your access to classes.

Neither you nor your adviser may make changes in the course work outlined in the manual without department approval. Since the program was designed by the faculty and endorsed at various university levels, such approval is rarely given.

### **Challenging a course**

Departmental policy permits the challenge of the content of individual Journalism courses by examination. Procedures for applying to challenge a course by examination are explained in the University General Catalog. Examinations will be prepared and read by professors whose primary teaching responsibilities involve the course being challenged. In the case of challenges to reporting courses, a committee of professors will prepare and read the exams. The academic standards committee of the department will administer challenge exams at least two weeks prior to pre-registration. Consult other departments for their policies on course challenges.

# Undergraduate Journalism Courses

F-offered Fall Semester

S-offered Spring Semester

SS-offered Summer Session

Note: Every attempt is made to offer courses in the semester listed; occasionally we are unable to offer a course during a specific semester.

**JTC 100 Media in Society** — 3 cr., F, S. Role of media in American democracy; impact of media in individuals and society.

**JTC 200 Professional Writing** — 3 cr., Semesters vary. Prerequisite: CO 150 or HONR 193. Basic elements of writing for professional and specialized audiences.

**JTC 210 Newswriting** — 3 cr., F, S, SS. Prerequisite: Satisfactory performance on typing and diagnostic test. Credit not allowed for both JTC 210 and JTC 192. Theory and practice in newswriting.

**JTC 211 Computer-Mediated Visual Communication** — 3 cr., F, S. Prerequisite: JTC 210. Theory and techniques for using computer-related techniques for visual presentation of news, specialized, and technical information.

**JTC 250 Advertising** — 3 cr., F, S. Advertising principles and techniques used to develop effective advertising campaigns.

**JTC 300 Professional and Technical Communication** — 3 cr., F, S, SS. Prerequisite: CO 150 or HONR 193. Professional writing and presentation skills applied to students' major fields. This course is not available to Technical Journalism majors.

**JTC 301 Business Communication** — 3 cr., semesters vary. Prerequisite: CO 150 or HONR 193. Principles and practice of effective business communication with emphasis on written professional reports.

**JTC 310 Copy Editing** — 3 cr., F, S. Prerequisite: JTC 100 and JTC 210. Theory of copy preparation and editing.

**JTC 311 History of Media** — 3 cr., F, SS. Media development, growth, trends within context of political, social, and economic change. Restriction: Junior or senior standing.

**JTC 316/ETST 316 Multiculturalism and the Media** — 3 cr., F, S. Credit not allowed for both JTC 316 and ETST 316. Media and multiculturalism with emphasis on race, ethnicity and other protected groups. Restriction: Junior or senior standing.

**JTC 320 Reporting** — 3 cr., F, S. Prerequisite: JTC 210. Theory, methods, and practice of gathering information and reporting news.

**JTC 326 Online Writing and Information** — 3 cr., F, S. Prerequisite: JTC 210 and JTC 211. Website and message design and creation for media practitioners based on understanding of online attributes and technological context of journalism.

**JTC 328 Feature Writing** — 3 cr., F, S. Prerequisite: JTC 210. Theory, methods and practice of reporting and writing feature stories, including human-interest, travel/adventure, reflective and in-depth articles.

**JTC 335 Digital Photojournalism** — 3 cr., F, S. Prerequisite: JTC 211. Fee: \$60. Basic photojournalistic theory and practice using analog and digital cameras, and digital image processing technology. Access to 35mm camera required.

**JTC 340 Video Editing** — 3 cr., F, S. Prerequisite: JTC 210. Special Fee: \$85. Theory and technique of editing pictures and sound on analog and digital platforms.

**JTC 341 Broadcast News** — 3 cr., F, S. Prerequisite: JTC 210. Special Fee: \$30. Practical application of principles, theory and methods used in broadcast newswriting, reporting and producing.

**JTC 342 Writing for Specialized Electronic Media** — 3 cr., F. Prerequisite: JTC 210. Audience and subject research; script structure and development; narrative techniques; visual story and role of visual media as change agents.

**JTC 343 Advanced Television News Production** — 3 cr., F. Prerequisite: JTC 341. Special Fee: \$60. Advanced theory and practice of reporting and producing television news; basics of broadcast news management.

**JTC 345 Electronic Field Production** — 3 cr., F, S. Prerequisite: JTC 340. Special Fee: \$85. Theory, techniques of video field production emphasizing news, current affairs and special interest programs.

**JTC 350 Public Relations** — 3 cr., F, S. Public relations principles and practices of business, industry, education, and public agencies.

**JTC 351 Public Relations Practices** — 3 cr., F, S. Prerequisite: JTC 211 and JTC 350. Planning, preparation, and application of public relations techniques.

**JTC 353 Public Relations Campaigns** — 3 cr., F, S. Prerequisite: JTC 350. Development of professional public relations programs and campaigns, including analysis and research, strategy, implementation and evaluation.

**JTC 361 Writing for Specialized Magazines** — 3 cr., F, S. Prerequisite: JTC 210. Writing articles for agriculture, business, hobby, technical, trade, and other specialized periodicals whose readers use information to make decisions. Restriction: Junior or senior standing.

**JTC 365 Computer-Mediated Communication Foundations** — 3 cr. F. Prerequisite: Junior or senior journalism majors. Issues and research in computer-mediated communication relating to individuals, groups, community, and society. Restriction: Junior or senior standing.

**JTC 371 Publications Design and Production** — 3 cr., F, S. Prerequisite: JTC 211. Principles of producing publications for print and electronic delivery, including newspapers, magazines, newsletters, brochures, and printed ephemera.

**JTC 372 Website Design and Management** — 3 cr., F, S. Prerequisite: JTC 211. Design, development, and management of World Wide Web content.

**JTC 373 Digital Promotion Management** — 3 cr., semesters vary. Prerequisite: JTC 211. How organizations use digital technologies for advertising, publicity, promotional and informational purposes.

**JTC 411 Media Ethics and Issues** — 3 cr., F, S. Professional ethics, issues of media performance and of the relation of media systems to the social systems. Restriction: Junior or senior standing.

**JTC 412 International Mass Communication** — 3 cr., F, S. Media communications systems, their roles throughout the world; news flow; propaganda in national development; role of foreign correspondents. Restriction: Junior or senior standing.

**JTC 413 New Communication Technology and Society** — 3 cr., F, S. Political, economic, social, philosophical, legal and educational impacts of new technologies. Restriction: Junior or senior standing.

**JTC 414 Media Effects** — 3 cr., F, S. Perspectives on audience processes and media effects on individuals and society. Restriction: Junior or senior standing.

**JTC 415 Communication Law** — 3 cr., F, S. Constitutional, statutory law of political speech, obscenity, advertising, libel, privacy, copyright, information ownership and access. Restriction: Junior or senior standing.

**JTC 420 Advanced Reporting** — 3 cr., F, S. Prerequisite: JTC 211, JTC 310 and JTC 320. Advanced techniques for gathering and evaluating information; interpretive reporting of public affairs issues. Restriction: Senior standing.

**JTC 433 Advanced Video Editing** — 3 cr., S. Prerequisite JTC 345. Professional video editing practices, theories, and techniques with practical application using current hardware and software.

**JTC 435 Documentary Video Production** — 3 cr., F. Prerequisite: JTC 345. Special Fee: \$85. Writing, directing and editing of long-form television documentaries.

**JTC 440 Advanced Electronic Media Production** — 3 cr., F, S. Prerequisite: JTC 341 and JTC 345. Special Fee: \$60. Techniques and concepts used in advanced media production for television. Restriction: Senior standing.

**JTC 450 Public Relations Cases** — 3 cr., F, S. Prerequisite: JTC 351, JTC 353, and JTC 371 or JTC 372 or JTC 373. Preparation of materials, use of media to achieve objectives with target audiences; work with nonprofit organizations in actual campaigns. Restriction: Senior standing.

**JTC 456 / LB 456 Documentary Film as a Liberal Art** — 3 cr., F. Prerequisite: Senior Standing. Credit not allowed for both JTC 456 and LB 456. Documentary film and its role in human history, culture, and social interaction. Restriction: Junior or senior standing.

**JTC 460 Media Development** — 3 cr., S. Prerequisites: JTC 211, JTC 310, and JTC 371 or JTC 372. Creation, design, production, and management of media.

**JTC 461 Writing about Science, Health & Environment** — 3 cr., F. Prerequisite: JTC 210. Writing about sciences, health and the environment for lay audiences from a journalistic perspective. Restriction: Junior or senior standing.

**JTC 464 Technical Writing** — 3 cr., F. Prerequisite: JTC 310 and JTC 361. Writing technical information for a variety of media. Restriction: Junior or senior standing.

**JTC 465 Specialized and Technical Editing** — 3 cr., S. Prerequisite: JTC 211; JTC 310; JTC 361; JTC 371 or JTC 372; JTC 461 or JTC 464. Editorial purpose, techniques and evaluation of specialized and technical print and online information. Restriction: Senior standing.

**JTC 468 Convergence and Hypermedia** — 3cr., S. Prerequisite: JTC 310, JTC 365, and 9 credits selected from JTC 326, JTC 372, JTC 373, or JTC 487. Applications of theories of convergence, hypermedia, and social practices in computer-mediated communication. Development of a professional portfolio. Restriction: Senior standing.

**JTC 471 Communication Research Methods** — 3 cr., F. Prerequisite: One statistics course. Credit not allowed for both JTC 471 and JTC 500. Quantitative, qualitative methods of analyzing process and effects of mass and interpersonal communication. Restriction: Junior or senior standing.

**JTC 484V Supervised College Teaching** — variable 1-3 cr., F, S. Prerequisite: Written consent of instructor.

**JTC 487V Internship** — variable 1-3 cr. Prerequisite: Written consent of internship coordinator.

**JTC 490V Workshop** — variable 1- 3 cr. Prerequisite: Written consent of instructor. Courses are offered intermittently on special topics and will be announced when appropriate.

**JTC 495A-G Independent Study** — variable 1-3 cr. Prerequisite: Written consent of instructor. This course allows you to pursue a project or area of study that is not available in an existing course. A)Television News or Television Production, B)Editing, C)Photojournalism, D)Public Relations, E)Readings, F)Reporting, G)Technical Communication.

**JTC 496A-G Group Study** — variable 1-3 cr. Prerequisite: Written consent of instructor.

(A total of 3 credits from any combination of the following classes can be used to fulfill the JTC elective credit requirement: JTC 484, JTC 487, JTC 490, JTC 495 and JTC 496. A total of 7 credits from any combination of the following can be used to fulfill the university degree requirements: JTC 496, JTC 487, JTC 490, JTC 495 and JTC 496).