

## JOURNALISM

## JRN

**School of Journalism  
College of Communication Arts  
and Sciences**
**108 Introduction to Mass Media**

Fall, Spring. 3(3-0)

History, function, economics and audience uses of mass media including newspapers, television, and magazines. News and content decision making. Special legal and ethical issues.

**200 News Writing and Reporting I**

Fall, Spring, Summer. 4(2-4) Summer: W. K. Kellogg Biological Station and Detroit. P: Completion of Tier I Writing Requirement RB: Designated score on school language/composition skills test.

Basic reporting and newswriting skills, information gathering and development of news judgment. News style, structure and readability in alternative delivery methods. Independent sources and interviewing techniques in a lab setting.

**203 Introduction to Information Graphics**

Fall, Spring. 3(1-4) RB: STA 110 and JRN 336 R: Approval of department.

General theory and practice in designing information graphics that visualize content by combining text and images such as photos, diagrams, maps, and charts.

**205 Writing for Media**

Fall, Spring, Summer. 3(1-4) P: Completion of Tier I writing requirement. R: Not open to freshmen. Not open to students in the School of Journalism.

Forms of writing for mass media, including print and broadcast journalism and public relations.

**300 News Writing and Reporting II (W)**

Fall, Spring, Summer. 4(3-2) P: (JRN 200) and completion of Tier I writing requirement R: Not open to freshmen.

Reporting and newswriting emphasizing public affairs reporting. Electronic data retrieval, survey research, public records and documents, and the Freedom of Information Act. Developing independent news sources and beat specialties. Alternative delivery methods, including digital storytelling.

**303 News Graphics and Public Affairs**

Fall, Spring. 4(2-4) P: STA 110 and JRN 203 and JRN 336 R: Approval of department.

Advanced information graphics for news media including Geographic Information Systems (GIS) mapping, statistical analyses and visual reporting.

**305 News Editing**

Fall, Spring. 3(0-6) P: JRN 300 R: Open only to juniors or seniors.

Evaluation and processing of news. Copy and picture editing, headline writing, and basic page layout and design. Use of graphs and charts. Editorial decision making.

**306 Broadcast News I (W)**

Fall, Spring, Summer. 4(3-2) P: (JRN 200) and completion of Tier I writing requirement R: Not open to freshmen.

Gathering, writing, editing, producing, and delivering news stories, features, and documentaries. Broadcast style. Basics of TV news.

**308 Special Topics in Journalism**

Fall, Spring. 1 to 4 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: JRN 300 or JRN 306

Specialized courses in online, current issues, graphics, broadcast, news writing, and specialized reporting topics.

**310 Photojournalism I**

Fall, Spring. 3(0-6) P: JRN 200 or JRN 205 R: Not open to freshmen.

Press photo theory and content. Camera and darkroom techniques. Ethics.

**322 Literary Journalism**

Fall of odd years. 3(3-0) R: Approval of school.

Critical reading of the most influential magazine writers and editors of the 20th century from Twain and Thoreau to the new journalism of Tom Wolfe and Jon Krakauer.

**325 History of Journalism**

Fall of even years. 3(3-0) R: Open only to juniors or seniors.

Origins and development of news media including newspapers, magazines, television and radio.

**332 Magazine Article Writing**

Fall. 3(2-2) P: JRN 200 or JRN 205 R: Open only to juniors or seniors.

Planning, research, and reporting for magazines. Organizing, writing and rewriting magazine stories. Freelance marketing and selling of articles.

**335 International Press**

Fall of odd years. 3(3-0) R: Open only to juniors or seniors.

Effects of international press systems on the flow of news and information. Press theories and freedoms around the world. Impact of global news. Mass communication, news and development.

**336 Publication Design I**

Fall, Spring. 3(0-6) P: JRN 200 or JRN 205 R: Open only to juniors or seniors.

Theory and practice in visual editing, information graphics, page design, typography, and use of color in publications.

**345 Images and Messages**

Spring. 3(3-0) R: Open only to juniors or seniors.

Analytical, historical, and critical study of visual communication. Role and effects of imagery in news and documentary presentations. Ethics of visual messages. Impact of technology on visual journalism.

**370 Social Groups and the News Media**

Spring. 3(3-0) R: Not open to freshmen or sophomores.

News media coverage of various social groups. Gender, race, ethnicity, sexual orientation, age, and disabilities. Economic, political, and sociological factors affecting coverage. Minority, ethnic, and alternative media outlets.

**391 Current Issues in Journalism**

Fall of even years. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to juniors or seniors.

Selected themes, topics or issues involving emerging practices of journalism and operations of mass media.

**400 Reporting for Online News**

Fall, Spring, Summer. 1(0-2) P: JRN 300 or JRN 303 or JRN 306 or JRN 310 or JRN 403 or JRN 407 or JRN 412 or JRN 418 RB: JRN 438

Information gathering and reporting in multimedia platforms for online news delivery. Online style, text, headline, video, audio and other interactive elements will be used to produce online news packages for publication.

**402 Public Relations Topics in Journalism**

Fall, Spring, Summer. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402, or RET 402. P: (ADV 225 or JRN 200 or JRN 205 or CAS 299) and ADV 260 and (COM 200 or STT 200) R: Approval of department.

Current topics related to the practice of public relations.

**403 Broadcast News II**

Fall, Spring. 3(2-2) P: JRN 306 RB: JRN 200 SA: JRN 386

Gathering and presenting news for television. Reporting, videographing, writing, editing, producing, and delivering news. Foundations of broadcasting ethics.

**406 Broadcast News III**

Fall, Spring. 3(2-2) P: JRN 403 R: Open only to juniors or seniors or graduate students.

Gathering, writing, producing, and editing TV news stories. Organizing, producing, and delivering TV newscasts. Production of TV news investigative series. TV documentaries and public affairs programs.

**407 Computer-Assisted Journalism**

Fall, Spring of odd years. 3(2-2) P: JRN 300 or JRN 306 R: Open to juniors or seniors or graduate students.

Electronic information gathering using online databases, videotex, bulletin boards, and public records. Research and reporting strategy. Development of computerized news gathering.

**408 Topics in Specialized Reporting and Writing**

Fall, Spring. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 300 or JRN 306

Reporting and writing on selected topics such as investigative reporting, opinion writing, or science reporting.

**409 Topics in Advising Student Publications**

Spring, Summer. 3 to 12 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: Completion of Tier I Writing requirement R: Open to juniors or seniors or graduate students and approval of school.

Selected themes and issues concerning student publications such as staff organization and policies, finance, law, photography, design, and the role of the student press.

**410 Photojournalism II**

Spring. 3(2-2) P: JRN 310 R: Open only to juniors or seniors or graduate students.

Photographic reporting and editing; advanced technical and aesthetic skills; photographic design; social documentation.

## Journalism—JRN

- 412 Environmental Reporting**  
Spring. 3(2-2) P: JRN 300 or JRN 306 RB: Sciences courses recommended  
Writing on environmental issues. History of environmental journalism. Discussions of reporting and writing techniques. Critiques of articles written by students.
- 418 Sports Writing**  
Fall. 3(2-2) P: JRN 300 or JRN 306 RB: Participated in an internship and/or worked in the field.  
Interaction with professionals from a variety of sports journalism fields. Participation in road trips. Writing sports stories. Deadlines, columns, police reporting, Freedom of Information Act (FOIAs), and other topics.
- 420 Capital News Service**  
Fall, Spring. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. P: JRN 300 or JRN 306 R: Approval of school.  
Supervised professional experience in covering politics and state government as correspondents for selected media.
- 422 Literary Journalism: American Century**  
Spring of even years. 3(3-0) P: (JRN 322 or concurrently) and completion of Tier I writing requirement  
Critical reading of the most influential magazine writers of the last half of the twentieth century from the New Journalism to contemporary magazine editors and writers.
- 430 News and the Law**  
Spring, Summer. 3(3-0) R: Open only to juniors or seniors or graduate students.  
Law of news gathering and dissemination. First amendment principles of press freedom. Libel, invasion of privacy, prior restraint, access to information. Electronic media content regulation.
- 432 Advanced Magazine Writing**  
Spring of even years. 3(2-2) P: JRN 332 R: Approval of school.  
Group workshop to develop individual portfolios. Original magazine reporting projects through independent work and instructor supervision and group dynamics of discussion, critique and cooperative support.
- 436 Publication Design II**  
Fall, Spring. 3(0-6) P: JRN 336 R: Open only to juniors or seniors or graduate students.  
Layout, design and production of printed materials, including newsletters, brochures, magazines, newspapers and special reports.
- 438 Online Publishing: Design for the Web**  
Fall, Spring. 3(0-6) RB: JRN 200 R: Open to students in the School of Journalism or approval of school.  
Theory of and practice in designing online (Web) publications. Content gathering, including text, digital images and multimedia elements. Information, interaction, and presentation design.
- 440 Business News Reporting**  
Fall of even years. 3(3-0) P: JRN 300 or JRN 306  
Basics of business and business news coverage. How companies and the business press function. Firsthand reporting projects and interviews with experts in the field.
- 455 News Media Management**  
Spring of odd years. 3(3-0) R: Open only to juniors or seniors or graduate students. SA: JRN 355  
Economics and management of news organizations. Motivation, leadership, communication, and regulations. Ownership and competition of news organizations.
- 471 Wilderness Experience and Environmental Writing**  
Fall. 1(0-2) P: JRN 200  
Experiential course in which students examine historic nature journals and develop writing skills about nature.
- 472 Investigative Environmental Reporting**  
Fall of odd years. 3(2-2) P: JRN 300 or JRN 306  
Investigative team reporting, semester long analysis project on one environmental project.
- 473 Reporting on Health, Science and the Environmental Controversies**  
Fall of even years. 3(3-0) P: JRN 300 or JRN 306  
Analysis of news media's coverage of famous, scientific, environmental and health incidents
- 475 International News Media**  
Spring of even years. 3(3-0) R: Open only to juniors or seniors or graduate students.  
Seminar covering concepts and practices of journalism around the world. International flow of news. Press freedom law and theory. News agencies and their sources. Work of foreign correspondents. Freedom of information. Problems of 3rd World coverage.
- 476 Environmental Video Storytelling**  
Fall, Spring. 3(2-2) P: JRN 300 or JRN 306  
Basics of producing an environmental documentary television program suitable for broadcast on TV stations.
- 480 Ethics and the News Media**  
Fall, Spring, Summer. 3(3-0) R: Open to seniors or graduate students in the School of Journalism or in the Journalism major.  
Seminar covering moral issues in the gathering and reporting of news. Professional standards of news organizations.
- 482 Reporting in the British Isles**  
Summer. 6(3-6) R: Approval of school.  
Study abroad. Reporting, interviewing and writing skills and exposure to Print and broadcast media of the United Kingdom and Ireland. Seminars, discussions, site visits, readings, and analytical assignments.
- 483 Photo Communication in Europe**  
Summer. 6(3-6) R: Approval of school.  
Study abroad. Introduction to contemporary photographers and curators. Visits to historical collections of photography, museums, galleries, and newspapers. Structured travel to historical and cultural sites.
- 484 Australia: Media, Tourism, Environment and Culture**  
Summer. 4(2-4) R: Approval of school.  
Study abroad. Multidisciplinary study of the press and other media, ecotourism, and environmental and cultural issues and controversies in Australia.
- 490 Independent Study**  
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Open only to juniors or seniors or graduate students. Approval of school.  
Supervised individual study in an area of journalism.
- 492 Seminar in Mass Media**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 300 or JRN 306 R: Open only to seniors or graduate students. Approval of school.  
Issues and problems in contemporary mass media. Effects of news and practices of journalists.
- 493 Journalism Internship**  
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. P: JRN 300 or JRN 306 R: Open to juniors or seniors or graduate students in the School of Journalism. Approval of school.  
Supervised professional experience as a working staff member with a newspaper, magazine, newsletter, broadcast station, online, or other communication organization.
- 808 Specialized Topics in Journalism**  
Fall, Spring. 1 to 4 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: JRN 815  
Selected topics in journalism such as online media systems, media management, opinion writing, and digital reporting.
- 809 Topics in Scholastic Journalism Advising**  
Summer. 1 to 14 credits. A student may earn a maximum of 14 credits in all enrollments for this course. R: Open to educational specialists in the College of Education or in the Department of Teacher Education or in the Journalism major or in the Journalism Secondary Teaching Major and open to graduate students in the College of Education or in the Department of Teacher Education or in the Journalism Disciplinary Teaching Minor or approval of school.  
Specialized course offerings for teachers. Topics may include digital reporting, digital content delivery, information graphics, student press law, and typography.
- 810 Visual Journalism**  
Fall of even years. 3(3-0)  
Theoretical, conceptual, ethical, philosophical and historical approaches to visual information. Use of visual elements in journalism.
- 812 Advanced Environmental Writing**  
Fall. 3(2-2) RB: JRN 300 or JRN 306  
Resources and experts for information gathering on environmental issues for media stories.
- 815 Seminar in Press and Society**  
Fall. 3(3-0)  
Role and performance of news media as organizations and as institutions in society.
- 816 Documentary Research in Journalism**  
Fall. 3(3-0)  
Historical methods, document sources, and computer data base searches. Topics include freedom of information, court records and congressional documents, and investigative reporting.

- 817 Quantitative Research in Journalism**  
Spring. 3(3-0)  
Content analysis, survey research, experimental design, statistical methods, and other methods.
- 823 Government and Mass Communication**  
Spring of odd years. 3(3-0)  
Government restrictions, administrative policy, and informal limits placed on mass communication. Constitutional and regulatory problems.
- 824 Health and Science Writing**  
Spring of even years. 3(2-2) RB: (JRN 300) or newswriting experience.  
Advanced reporting on technical issues related to health, medicine, and the natural sciences.
- 825 History of Journalism**  
Fall of odd years. 3(3-0)  
Development of mass media with emphasis on their impact and roles. Variable time periods.
- 830 Theories of the First Amendment**  
Spring of even years. 3(3-0)  
History of adoption of First Amendment. Theories and principles affecting judicial and societal interpretations of freedom of speech and freedom of the press.
- 842 Reporting in the British Isles**  
Summer. 6(3-6) R: Approval of school.  
Development of reporting, interviewing, and writing skills and familiarity with the print and broadcast media of the United Kingdom and Ireland through seminars, discussions, site visits, readings, and analytical assignments.
- 882 Advanced Reporting in the British Isles**  
Summer. 6(3-6) R: Approval of school.  
Advanced reporting, interviewing, and writing for print and broadcast media in the British Isles. Research, seminars on British news media, and site visits.
- 883 Documentary Photography and Visual Culture in Europe**  
Summer. 6(3-6) R: Approval of school.  
Study abroad. Introduction to contemporary photographers and museum curators. Examine historical collections of photography in museums, galleries, and newspapers. Research, photograph, and write documentary photography project.
- 884 Media Coverage of Culture and Environment in Australia**  
Summer. 4(2-4) R: Approval of school.  
Research on the impact of Australian media coverage on environment and culture. Contrasting coverage of similar issues by the American media.
- 890 Independent Study**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to graduate students in the School of Journalism. Approval of school.  
Individualized study under faculty direction.
- 892 Seminar in Journalism**  
Fall, Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to graduate students in the School of Journalism.  
Topics vary.
- 896 Professional Project in Journalism**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 25 credits in all enrollments for this course. R: Approval of School.  
Individualized research and production of in-depth journalism projects.
- 899 Master's Thesis Research**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Open only to master's students in the School of Journalism. Approval of school.  
Master's thesis research.
- 900 Theory Building in Media and Information Studies**  
Fall. 3(3-0) Interdepartmental with Advertising and Telecommunication. Administered by Advertising.  
Concepts and issues relating explanation, scientific inquiry, theory building and applications to interdisciplinary studies in media and information.
- 916 Qualitative Research Methods**  
Spring. 3(3-0) Interdepartmental with Advertising and Telecommunication. Administered by Journalism. R: Open only to doctoral students in the College of Communication Arts and Sciences or Department of Communication.  
Qualitative research in mass and specialized communication systems. Topics include documentary, bibliographic, case study and participant observation methods.
- 921 Media Theory**  
Fall. 3(3-0) Interdepartmental with Advertising and Telecommunication. Administered by Advertising. R: Open only to doctoral students in College of Communication Arts and Sciences or the Department of Communication.  
Process and effects of mediated communication. Audiences, socialization, and persuasion. Macrosocietal, and intercultural perspectives. Theory construction.
- 930 Law and Public Policy of the Media**  
Fall. 3(3-0) Interdepartmental with Advertising and Telecommunication. Administered by Journalism. R: Open only to doctoral students in the Media and Information Studies major.  
Philosophical, legal, political, and statutory principles underlying law and public policy applied to media. Selected issues involving constitutional law, common law, statutes, and administrative policy.
- 960 Media and Technology**  
Spring. 3(3-0) Interdepartmental with Advertising and Telecommunication. Administered by Telecommunication. R: Open only to doctoral students in the Communication Arts and Sciences-Media and Information Studies major or Communication major or approval of department.  
Theoretical frameworks concerning media and communication processes, and their interactions with technology. Social, organizational, critical, and economic perspectives.
- 965 Media Economics**  
Spring. 3(3-0) Interdepartmental with Advertising and Telecommunication. Administered by Telecommunication. R: Open only to doctoral students in the Communication Arts and Sciences-Media and Information Studies major or Communication major or approval of department.  
Economic theory and analysis relevant to the mass media. Economic structure and performance of mass media and advertising industries. Competition among media and within related industries.
- 975 Quantitative Research Design**  
Fall. 3(3-0) Interdepartmental with Advertising and Telecommunication. Administered by Advertising. RB: One graduate-level research design or statistics course. R: Open only to doctoral students in the Media and Information Studies major.  
Survey, experimental and content-analytic techniques applied to the study of media. Academic and applied research methods. Univariate and multivariate techniques.