

# JOURNALISM

# JRN

## School of Journalism College of Communication Arts and Sciences

- 101 Special Skills for Journalists**  
Fall, Spring. 1(1-0) Fall: Upper Peninsula. Spring: Upper Peninsula. A student may earn a maximum of 4 credits in all enrollments for this course. RB: Must be high school junior or senior. Students must have GPA of 3.5 or higher or school permission. R: Approval of school.  
An introductory course for high school juniors and seniors through their school districts to learn basic reporting skills for the 21st Century.
- 108 The World of Media**  
Fall, Spring. 3(3-0)  
Introduction to traditional and new media and their content. Decision-making, information gathering, content dissemination and activities. History, development and current structure of the media. Society and careers; law and ethics.
- 200 Writing and Reporting News I**  
Fall, Spring, Summer. 3(1-4) P: Completion of Tier I Writing Requirement R: Approval of school.  
Basic news and reporting writing skills. Storytelling with news judgment, information gathering, readability. News styles and structure in alternative delivery methods. Independent sources and interviewing techniques in a lab setting. Writing news across platforms.
- 203 Visualizing Information**  
Fall, Spring. 3(3-0) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
Basic visualization of information and storytelling. Content gathering and exploring traditional and current methods and technologies.
- 218 Sports in Contemporary Media**  
Fall. 3(3-0) P: Completion of Tier I Writing Requirement  
Introduction to today's media coverage of sports, including college and professional major and Olympic sports. Survey of development of traditional and new media reporting. Legal, and ethical issues, including contracts and copyrights of sports media.
- 300 Writing and Reporting News II (W)**  
Fall, Spring, Summer. 3(1-4) P: {(CAS 110 and CAS 111 and CAS 112) or JRN 203} and (JRN 200 and completion of Tier I writing requirement)  
Community and public affairs news coverage using different forms such as text, visual, video, audio, etc., for multiple news platforms. Developing independent news sources and beat specialties. Stories shall be published on public news websites.
- 306 Introduction to Radio and TV News**  
Fall, Spring. 3(2-2) P: JRN 300 and CAS 201 and CAS 202 RB: Basic knowledge of video and audio equipment recommended.  
Introduction to shooting, recording and editing for audio and video broadcast with emphasis on history of broadcasting, radio and television journalism. Instruction in basic electronic reporting skills, use of multi-media platforms, writing, scripting and research.
- 310 Photojournalism**  
Fall, Spring. 3(2-2) P: JRN 200 and CAS 205  
Storytelling using digital photography. Editing and production techniques including basic audio for photo packages and slideshows.
- 336 Designing for Print and Online**  
Fall, Spring. 3(2-2) P: {JRN 203 or (CAS 110 and CAS 111 and CAS 112)} and (JRN 200 and CAS 203)  
Theory and practice in typography, visual editing, alternative story forms, hierarchy and use of color in online and print publications.
- 338 Information Graphics I**  
Fall, Spring. 3(2-2) P: (JRN 336 or CAS 111) and (CAS 206 and CAS 207) R: Open to undergraduate students in the Documentary Studies Specialization or in the Journalism major or in the Design Specialization.  
Theory, application and production of information graphics using still images and animation for multi-media packages and data presentations.
- 375 International Journalism and Media**  
Fall. 3(3-0) SA: JRN 335  
Survey of journalism and communications systems around the world. Press theory and effects on press freedom and media independence. Growth of communications technology and changing ecology of international communications. Foreign correspondence reporting. Impact of news flows on communications traffic on development.
- 400 Spartan Online Newsroom**  
Fall, Spring. 3(1-4) A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 300 R: Open to undergraduate students or graduate students in the School of Journalism.  
Storytelling: writing, reporting, producing and visually communicating news and information on special projects. Student work is published in the Spartan Online Newsroom website.
- 402 Public Relations Topics in Journalism**  
Fall, Spring. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402. R: Open to undergraduate students in the Public Relations Specialization.  
Current topics related to the practice of public relations.
- 403 TV News**  
Fall, Spring. 3(2-2) P: JRN 306  
Gathering, writing, and presenting news for TV news, including long-form video and audio. Emphasis on visual storytelling and multi-media platform.
- 405 Editing for Print and Online**  
Fall, Summer. 3(2-2) P: JRN 200 SA: JRN 305  
Editing different types of journalistic content for accuracy, conciseness, clarity and maximum impact in print and online.
- 406 Advanced TV News**  
Fall, Spring. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 403  
Student work produced in thirty-minute newscasts for TV and online. Advanced reporting, writing, editing and producing electronic news with main emphasis on organizing and producing electronic journalism in field and studio. Use of multi-media platforms.
- 407 Computer-Assisted Reporting**  
Fall. 3(2-2) P: JRN 300  
Finding and analyzing databases for the creation of news stories. Computerized research and reporting strategies. Use of public/government records. Freedom of Information Act.
- 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 and Documentary Photography**  
Spring. 3(2-2) P: JRN 310  
Visual storytelling: documentary stories. Photographic reporting and editing. Advanced technical and aesthetic skills. Social documentation. Audio and photo packages, and slideshows.
- 411 Collaborative Documentary Design and Production (W)**  
Spring. 3(2-2) Interdepartmental with English and Telecommunication and Writing, Rhetoric and American Cultures. Administered by Telecommunication. P: Completion of Tier I Writing Requirement R: Open to students in the Documentary Studies Specialization.  
Design and development of documentaries in a team setting using video and audio, still photography, web design, and print media. Participation in a production cycle including idea generation, research, design, production, and distribution.
- 415 Public Affairs and Business Reporting**  
Fall. 3(3-0) P: JRN 300 SA: JRN 440  
Coverage of public policy, government, politics and business news and issues.
- 417 Sports Reporting**  
Spring. 3(2-2) P: JRN 200 and JRN 218  
Introduction to specialized field of sports journalism; reporting on high school, college and professional major sports and Olympic sports. Interaction with sports journalists from various media; writing and producing sports stories in multi-media formats.
- 418 Advanced Sports Reporting**  
Fall. 3(2-2) P: JRN 300 and JRN 417  
Advanced instruction in specialized field of sports journalism; editing and producing stories on high school, college and professional major sports and Olympic sports. Interaction with sports journalists from various media, including coverage of sporting events; editing and producing sports stories in multi-media formats.
- 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 R: Open to juniors or seniors or graduate students in the School of Journalism.  
Supervised professional experience in covering politics and state government as correspondents for selected media. Student work appears in professional print and online media.

## Journalism—JRN

- 425 Journalism History**  
Fall. 3(3-0) SA: JRN 325  
The development of journalism in the U.S. from colonial to the present; examination of evolving written and visual forms, print, electronic and multimedia. Four themes covered: press function; technology influence; who is a journalist; and what kind of information is "journalism."
- 430 News Media Law and Ethics**  
Fall, Spring, Summer. 3(3-0) R: Open to juniors or seniors or graduate students.  
Legal and ethical nature of news gathering and dissemination. Moral issues in gathering and reporting news. First amendment principles of press freedom. Libel, invasion of privacy, prior restraint, access to information. Objectivity, sensitivity, covering victims, source relations.
- 432 Feature Writing**  
Spring. 3(2-2) P: JRN 300  
Researching, reporting and writing for in-depth feature articles and projects for magazine, online outlets and newspapers.
- 436 Online Publishing: Designing for the Web**  
Fall, Spring. 3(2-2) P: {JRN 336 or (CAS 111 and CAS 112 and CAS 110 and CAS 205 and CAS 203)} and CAS 204  
Theory and practice in designing online publications. Content gathering including text, digital images and multimedia elements. Emphasis on information, interaction and presentation design.
- 438 Information Graphics II**  
Fall, Spring. 3(2-2) P: JRN 338 and CAS 208  
Exploration and use of interactive storytelling with advanced visualization techniques and technologies for communicating online.
- 445 Images and Messages**  
Spring. 3(3-0) SA: JRN 345  
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. Aesthetics of imagery and cultural belief systems associated with the medium of photography.
- 450 Creating and Marketing Journalism Media**  
Spring. 3(3-0) R: Open to juniors or seniors or graduate students in the College of Communication Arts and Sciences.  
Developing journalism innovations that have the potential for commercial enterprise.
- 472 Special Topics Laboratory in Environmental Reporting**  
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits JRN 472 & JRN 473. P: JRN 200  
Topics may include investigative environmental reporting, environmental video storytelling, wilderness experience and environmental writing.
- 473 Special Topics Seminar in Environmental, Health and Science Journalism**  
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits JRN 472 and JRN 473.  
Topics may include news coverage of health, science and environmental events and issues.
- 475 International News and Government Regional Dynamics**  
Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Not open to freshmen.  
Comparative features of media within a regional context: Latin America and the Caribbean, or Africa and the Middle East, or Europe, or Asia and the Pacific. Historical influences and impact of state-press relations and communications technologies.
- 482 Reporting in the British Isles and Ireland**  
Summer. 6(3-6) R: Approval of school.  
Study abroad. Reporting, interviewing, writing and multimedia skills used in individual and Web-based group projects in the United Kingdom and Ireland. Exposure to print, broadcast and online media. Seminars, discussions, site visits, readings, analytical assignments, online blogging and group reporting projects posted to a class online Web site.
- 483 Photo Communication in Europe**  
Summer. 6(3-6) R: Approval of school.  
Study abroad. Introduction to contemporary photographers including those working in documentary, photojournalism, advertising and art. Visits to historical collections of photography, museums, galleries, and studios. Structured travel to historical and cultural sites. Practical experience in digital photography including shooting, editing, storytelling and packaging.
- 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: Approval of school.  
Supervised individual study in an area of journalism.
- 491 Special Topics: News Skills**  
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits in JRN 491 and JRN 492. P: JRN 200 SA: JRN 408  
Application of reporting skills to varying topics.
- 492 Special Topics: Seminar in Journalism**  
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits in JRN 491 and JRN 492.  
Themes, topics or issues involving the practice of journalism and operations of mass media.
- 493 Journalism Professional Field Experience**  
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. P: JRN 200 R: Open to students in the Journalism major. Approval of school; application required.  
Supervised field experience at a professional media organization. Media related issues.
- 800 Multiple Media Reporting I**  
Fall. 3(2-2) R: Open to graduate students.  
Development and practice of professional news judgment, writing, ethics, and skills across media platforms, such as print, online, audio, and video storytelling.
- 801 Multiple Media Reporting II**  
Spring. 3(2-2) P: JRN 800 R: Open to graduate students.  
Investigative and in-depth project reporting across media platforms. Use of databases, documents, financial data, survey data and geographic information systems.
- 803 Introduction to Quantitative Research Methods**  
Fall, Summer. 3(3-0) Interdepartmental with Advertising and Communication and Telecommunication. Administered by Communication. SA: ADV 875, COM 800, JRN 817, TC 802  
Introduction to quantitative social science research methods and applied analyses for understanding research reports and developing graduate level research projects.
- 808 Journalism Education Visual Topics**  
Fall, Spring, Summer. 3(2-2) A student may earn a maximum of 12 credits in all enrollments for this course. RB: Teaching degree. R: Open to graduate students. Approval of school.  
Visual communication topics for teachers who advise student media in middle or high schools. Teaching methods and best practice used in photography, web and print design and video.
- 809 Journalism Education Advising Topics**  
Fall, Spring, Summer. 3(3-0) A student may earn a maximum of 12 credits in all enrollments for this course. RB: Teaching degree. R: 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 classroom management techniques for media advisers, working with diverse audiences, creating necessary curricula that align with state standards.
- 810 Visual Journalism**  
Fall. 3(3-0) R: Open to graduate students.  
Historical, theoretical, conceptual, ethical and technological approaches to the creation, processing and dissemination of visual information in journalism, documentary film, public relations and advertising. Explores both U.S. and international case studies.
- 815 Media, Society and Theory**  
Fall. 3(3-0) R: Open to graduate students.  
Roles, impacts, organization, and performance of the news media in society.
- 816 Applied Research Methods in Journalism**  
Spring. 3(3-0) R: Open to graduate students.  
Exposure to qualitative and quantitative methods of research for journalism. Methods include surveys, content analysis, focus groups, participant observation, historical, visual and document research.
- 818 Media Markets and Managers: Innovative to Traditional Models**  
Fall. 3(3-0) R: Open to graduate students.  
Organizing and running media businesses from small to large and entrepreneurial to traditional. Decision making, product development, business models, and other issues required to start and continue media businesses.
- 821 Social Media News and Information**  
Spring. 3(3-0) R: Open to graduate students.  
New technologies relevant to journalism. Assessing impact on the field. Use of these technologies in their work.

**825 Journalism History and Qualitative Methods**  
 Spring. 3(3-0) R: Open to graduate students.

How journalism and media evolved as they are today. Qualitative methods to research formats, platforms, design, content or policy. Variable time periods, societies and geographies.

**872 Environment, Science and Health Reporting Topics**  
 Fall, Spring. 3(2-2) A student may earn a maximum of 9 credits in all enrollments for this course. P: JRN 800 R: Open to graduate students.

Resources and practical experience in reporting and writing about environment, science and health topics.

**873 Environment, Science and Health Journalism Seminars**  
 Fall, Spring. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to graduate students.

Issues in environment, science and health journalism.

**875 Global Affairs Reporting**  
 Fall. 3(2-2) P: JRN 800 R: Open to graduate students.

Techniques and challenges in covering international events and issues such as economics, security, disasters, and public policy. Understanding international press systems, rights and constraints.

**887 Journalism Study Abroad Topics**  
 Summer. 6(6-0) A student may earn a maximum of 12 credits in all enrollments for this course. R: Open to graduate students. Approval of school.

Topics vary. Blend of lectures, visits to media organizations, and fieldwork.

**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 Journalism Special Topics**  
 Fall, Spring, Summer. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to graduate students.

Topics vary.

**896 Journalism Professional Project**  
 Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 25 credits in all enrollments for this course. R: Open to masters students in the Journalism major. Approval of school.

Individualized research, writing 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 6 credits in all enrollments for this course. R: Open to masters students in the Journalism major. 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. Macro-societal, and intercultural perspectives. Theory construction.

**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.

**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.

**985 Advanced Quantitative Analysis for Media**  
 Spring. 3(3-0) Interdepartmental with Advertising and Telecommunication. Administered by Telecommunication. P: ADV 975 RB: Masters-level research course in addition to ADV 975.

Multivariate research methods for media and information studies research.