

## JOURNALISM

## JRN

**School of Journalism  
College of Communication  
Arts and Sciences**

- 108 The World of Media**  
Fall, Spring, Summer. 3(3-0)  
Introduction to the wide array of the journalism and media industries. Examination of established to emerging media and their content and audiences, content dissemination, policy and management decision-making, theory, history, development and current structure of the media. Role and impact of media on society and vice-versa, careers, law and ethics, media literacy and diversity.
- 200 Writing and Reporting News**  
Fall, Spring, Summer. 3(1-4) P: Completion of Tier I Writing Requirement R: Approval of school.  
Basic reporting and writing skills. Storytelling with news judgment, information gathering, readability and ethics. News styles and structure in alternative delivery methods. Independent sources and interviewing techniques in a lab setting. Writing news across platforms. AP style.
- 203 Visual Storytelling**  
Fall, Spring, Summer. 3(3-0) R: Open to undergraduate students in the College of Communication Arts and Sciences.  
Explorations of visual storytelling techniques and technologies, including photography, audio, video, information graphics, alternative story forms and social media.
- 206 Video Storytelling with Phones**  
Fall, Spring, Summer. 3(2-2)  
Fundamentals of video storytelling using phone cameras. Basics of shooting and editing video. Video aesthetics. Natural sound. Audio and microphones. Interviewing. Journalism news gathering and ethics.
- 211 Documentary Film History and Theory**  
Fall. 3(1-4) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. R: Open to students in the School of Journalism or in the Department of Media and Information or in the Department of Writing, Rhetoric and American Cultures or in the Film Studies major.  
Documentary history and theory from its origins to the present.
- 212 2D Animation Storytelling**  
Fall, Spring. 3(3-0)  
Theory and production practice of creating 2D animation in cultural storytelling and education.
- 213 Animation, Comics, Culture and Graphic Novels in Media**  
Summer. 3(3-0)  
Study of the development and relevance of comics and graphic novels from around the world to cultural and historical issues and events. Creation of digital and interactive comics to market work for trans-media publication. Special emphasis is put on creating short comics around news issues and events, educational and instructional comics, interactive, animated and experimental comic styles.
- 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.
- 265 International Journalism and Media**  
Fall. 3(3-0)  
Survey of journalism processes and media systems around the world. Contemporary issues in international journalism. Press theory and effects on press freedom and media independence. Foreign correspondence reporting.
- 300 Multimedia Writing and Reporting (W)**  
Fall, Spring, Summer. 3(1-4) P: (JRN 200 and (JRN 203 or concurrently)) and completion of Tier I writing requirement  
Powerful writing combined with visual communication and social media for multimedia reporting. Developing story ideas and interview techniques for covering public affairs and communities. Stories are published online.
- 303 On-Air Announcing, Interviewing and Hosting**  
Fall, Spring, Summer. 3(2-2)  
Hands-on experience to be comfortable in front of a camera and microphone in a live setting doing interviews or presenting information. Effective host and anchor techniques across various digital platforms for all different styles of programming, including news, sports and entertainment.
- 305 Editing for Print and Digital**  
Fall, Spring, Summer. 3(2-2) P: JRN 200 SA: JRN 405  
Editing for accuracy, brevity and maximum impact to improve one's own writing and that of others for today's media and publication.
- 306 Introduction to Radio, Podcasting and TV News**  
Fall, Spring, Summer. 3(2-2) P: (JRN 300 or concurrently) and JRN 206 or approval of department RB: Basic knowledge of video shooting and editing recommended  
Fundamentals of audio storytelling. Introduction to broadcast style writing; scripting for radio news and podcasting; voice tone and cadence. Exposure to professional cameras for video stories.
- 310 Photojournalism**  
Fall, Spring. 3(2-2) R: Open to students in the School of Journalism.  
Beginning photographic storytelling and editing for media. Principles and ethics of non-fiction visual communication, camera operation and software editing.
- 311 Introduction to Documentary Filmmaking**  
Spring. 3(2-2) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. P: MI 211 R: Open to students in the Documentary Production Minor. SA: TC 233  
Introduction to documentary production using accessible and affordable digital technology.
- 312 Stop Motion Animation Storytelling**  
Summer. 3(3-0)  
Creation of digital stop motion animation sequences to tell a narrative story or recreate a historical or current world event. History of stop motion animation, character rigging and kinetics, storyboarding, plot and sequence development.
- 313 Political Cartoons**  
Summer. 3(3-0)  
Survey and critique of political cartoons from around the world from ancient Egypt through today. Impact the cartoons can have on society as well as the techniques to research, create, and market political cartoons.
- 317 Sports Journalism**  
Fall, Spring. 3(2-2) P: JRN 200 SA: JRN 417  
Introduction to the specialized field of sports journalism. Reporting on high school, college, Olympic, and professional major sports. Interaction with sports journalists from various media; writing and producing sports stories in multi-media formats. Ethical decision-making.
- 325 Journalism History**  
Fall. 3(3-0) SA: JRN 425  
Development of journalism in the United States from colonial to the present; examination of evolving written, aural, visual and multimedia forms and relevant media technology. Journalism's history has impacted and influenced U.S. history in interesting ways.
- 336 Designing for Media**  
Fall, Spring. 3(2-2)  
Creating and composing visual communication design for digital and print publications. Theory and practice in typography, visual editing, alternative story forms, hierarchy and use of color.
- 338 Information Graphics**  
Fall, Spring. 3(2-2) P: JRN 203 or approval of school  
Information graphics, or infographics, are graphic visual representations of information used to make information clearer and more understandable, accessible and engaging. Theory, application and production of print, animated and interactive information graphics using visual tools, like maps, charts, diagrams and illustrations.
- 345 Images and Messages**  
Spring. 3(3-0) SA: JRN 445  
Visual communication through analytical, historical and critical views. Role and effects of imagery in storytelling, 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.
- 365 International News and Government Dynamics**  
Spring, Summer. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course. SA: JRN 335  
Explores the importance of journalism in the process of building governments in different countries. Compares features of global media and coverage in international contexts. Regions rotate each year: Latin America and the Caribbean; Africa and the Middle East; Asia and the Pacific; and Europe. Historical influences and impact of government-media relations and types of media and technology outlets.

## Journalism—JRN

- 372 Environment, Science and Health Journalism Special Topics**  
Fall, Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course.  
Analyze and understand the context of environment, science and health events and issues for news coverage.
- 375 International Journalism and Media**  
Fall. 3(3-0) SA: JRN 335  
Survey of media and journalism news systems around the world. Contemporary issues in international journalism. Press theory and effects on press freedom and media independence. Foreign correspondence reporting.
- 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 students in the Journalism Major or in the Public Relations Minor.  
Current and rotating topics related to the practice of public relations.
- 403 TV News**  
Fall, Spring. 3(2-2) P: JRN 306 or approval of department R: Open to students in the School of Journalism.  
Creating video news stories for TV and digital platforms. Entry-level producing and anchoring for regular short newscasts. Introduction to broadcast style writing for video. Multi-media reporting for TV news broadcasts.
- 406 Advanced TV News Storytelling and Producing**  
Fall, Spring. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 403 or approval of department  
Announcing, reporting, and producing newscasts for TV and digital platforms, honing skills in video, audio, broadcast writing, TV news storytelling, interviewing and reporting. Advanced producing techniques, social media strategies for journalism and create a professional portfolio for future employers.
- 407 Advanced Reporting**  
Fall. 3(2-2) P: JRN 300  
Developing indepth news stories, using traditional and innovative investigative reporting skills and techniques. Finding and analyzing databases. Following up with interviews and sources. Visualizing data. Employing the Freedom of Information Act to obtain public/government records.
- 409 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.  
Themes and issues to oversee successful student publications such as staff organization and policies, finance, law, photography, design and role of the student press.
- 410 Advanced Photojournalism: Documentary**  
Spring. 3(2-2) P: JRN 310 or approval of school  
Advanced photographic storytelling and editing for media. Social documentary/long-form photography and layout. Technical and aesthetic skills. Studio and strobe lighting. Build a portfolio.
- 411 Collaborative Documentary Design and Production (W)**  
Spring. 3(2-2) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. P: Completion of Tier I Writing Requirement R: Open to students in the Documentary Production Minor. SA: TC 411  
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.
- 411A Advanced Documentary Filmmaking I (W)**  
Fall. 3(2-2) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. P: (MI 311) and Completion of Tier I Writing Requirement R: Open to undergraduate students in the Documentary Production Minor. SA: MI 411  
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.
- 411B Advanced Documentary Filmmaking II (W)**  
Spring. 3(2-2) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. P: (MI 411A) and completion of Tier I writing requirement R: Open to undergraduate students in the Documentary Production Minor. SA: MI 411  
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.
- 412 Scoring for Moving Pictures**  
Fall, Spring, Summer. 3(2-2)  
Approaches during the process of scoring for moving pictures in support of emotion, narrative, ethics and culture.
- 413 3D Animation Storytelling**  
Summer. 3(3-0)  
Character development in regard to culture and story. Advanced relationship of physics between character and the environment through micro facial expressions, body language of walk and gesture.
- 416 Sports Multimedia Content Management**  
Fall, Spring, Summer. 3(2-2) P: JRN 300 and JRN 317  
Packaging, editing, and making ethical decisions in sports newsrooms. Making strong content choices, from SEO to visual to broadcast to print. Editing, content choice, and coverage on ethical/diversity levels.
- 417 Sports Reporting**  
Fall, 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, Spring. 3(2-2) P: JRN 300 and JRN 317  
Upper-level exploration of issues in sports journalism and directed professional work experiences at outlets.
- 420 Capital News Service**  
Fall, Spring. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course.  
Supervised professional experience in covering Michigan politics and state government as correspondent. Student work and bylines appear in professional print and online media, preparing them for the industry.
- 430 News Media Law and Ethics**  
Fall, Spring, Summer. 3(3-0)  
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 Magazine, Feature and Freelance Writing**  
Spring. 3(2-2) P: JRN 300  
Storytelling for long-form narratives for magazines and other media outlets. Delve into the human interest angle when developing stories to educate and/or entertain. Learn how to pitch stories to get published.
- 436 Design for Web and Mobile Devices**  
Fall, Spring. 3(2-2) P: JRN 336  
Theory and practice in designing online publications. Content gathering including text, digital images and multimedia elements. Emphasis on information, interaction and presentation design. Includes coding such as HTML and CSS.
- 438 Advanced Information Graphics**  
Fall, Spring. 3(2-2) P: JRN 338 or approval of school  
Creating visual storytelling with advanced techniques and technologies for communicating information online and across media. Using graphics, animation and other methods to represent data simply to various audiences.
- 450 Media Innovation and Entrepreneurship**  
Spring. 3(3-0) P: JRN 200 and JRN 300 R: Open to students in the College of Communication Arts and Sciences.  
Developing and marketing innovations in journalism media that have the potential for commercial enterprise. Building blocks of entrepreneurship to know how to test markets, prototype, and develop audiences.
- 465 International Reporting**  
Spring. 3(2-2) P: JRN 265 and JRN 300 or approval of school  
Writing and reporting significant and innovative stories on international and global affairs. Understanding varying degrees of press freedom in different cultures, and reporting with a sensitivity to diversity and cultural contexts.

- 472 Environmental, Science and Health Reporting**  
Fall, Spring, Summer. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course.  
Investigative reporting on environment, science and health. Text, video, audio stories published on GreatLakesEcho.org and other venues. Analyzing environment, science and health events and issues for news coverage.
- 475 International News and Government 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 global media and coverage within regional contexts that rotate each year: Latin America and the Caribbean; Africa and the Middle East; Europe; or Asia and the Pacific. Historical influences and impact of state-press relations and communications technologies.
- 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.
- 484 Sports Journalism Education Abroad**  
Summer of even years. 6(6-0) P: JRN 200 or approval of school  
Examine European sporting cultures (ancient and modern) in Paris and Rome. Study how sports journalism operates in both cities through experiential learning by attending tours, guest lectures, experiencing live sporting events and seeing sports journalism in action.
- 485 Environmental Communication Education Abroad**  
Summer. 6(6-0) R: Approval of school.  
Local environmental problems and the ways in which they are connected to political, economic, social, and ecosystemic dynamics at a global scale. Explore the ways in which diverse stakeholders involved in environmental decision-making use communication strategies to achieve their goals and objectives.
- 486 British and Irish Mass Media Education Abroad**  
Summer. 3(3-0) R: Approval of school.  
Examine the rapidly changing world of media and communication in London, Scotland, Ireland, and Wales. Themes studied are traditional and digital media, marketing and advertising, journalism, broadcasting and public relations.
- 487 Creative Journey Education Abroad**  
Summer. 6(6-0) Summer: Abroad. R: Approval of school.  
Visual communication for the transfer of ideas, knowledge and data. Visual tools including videos, infographics, color, typography, and photography.
- 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.
- 492 Journalism Special Topics**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course.  
Various issues, skills or themes relating to journalism.
- 493 Journalism Professional Field Experience**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 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.
- 802 Journalism ProSeminar**  
Fall. 1(1-0) R: Open to graduate students or master's students in the College of Communication Arts and Sciences or in the School of Journalism or approval of school.  
Seminar on professional and academic issues and careers in journalism. Specific discussion topics selected by faculty.
- 803 Introduction to Quantitative Research Methods**  
Fall, Summer. 3(3-0) Interdepartmental with Advertising and Communication and Media and Information. 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.
- 804 Journalism Studies Seminar**  
Fall. 3(3-0)  
Wider social and cultural contexts within which journalism is practiced, and reviews the variety of ways in which journalism has been understood as an object of study and research.
- 805 Disruptions in Journalism**  
Fall. 3(3-0)  
Key changes in technology, society, economic models, political forces, diversity, science and the environment, and arts and culture by exploring how these forces shape and reshape journalism principles and practices.
- 806 Contemporary Issues in Journalism**  
Spring. 3(3-0)  
Contemporary global challenges, controversies and changing dynamics in journalism and the news media. Obstacles to and opportunities for independent journalism. Journalistic professional practices, standards and ethics.
- 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.
- 820 Capital News Service**  
Fall, Spring. 3(1-4) P: JRN 800 or approval of school R: Open to master's students in the College of Communication Arts and Sciences or in the School of Journalism or in the Journalism Major or approval of school.  
Supervised professional experience in covering politics and state government as correspondents for selected media. Student work appears in professional print and online media.
- 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.
- 872 Environment, Science and Health Reporting Topics**  
Fall, Spring. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course.  
Resources and practical experience in reporting and writing about environmental, science and health topics for GreatLakesEcho and other venues.
- 873 Environment, Science and Health Journalism Seminar**  
Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course.  
Issues in environmental, 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.

## Journalism—JRN

- 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. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course.  
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 master's 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 master's 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 Media and Information. 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 Media and Information. Administered by Journalism. R: Open to doctoral students in the College of Communication Arts and Sciences.  
Qualitative research in mass and specialized communication systems. Topics include documentary, bibliographic, case study and participant observation methods.
- 921 Theories of Media and Information**  
Fall. 3(3-0) Interdepartmental with Advertising and Communication Arts and Sciences and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college. SA: ADV 921  
Overview of the relations between information theory, communication theory, and media theory, and an understanding of how these theories have evolved over time and which competing approaches coexist.
- 960 Media and Technology**  
Spring. 3(3-0) Interdepartmental with Advertising and Media and Information. Administered by Media and Information. R: Open to doctoral students in the Communication Major or in the Media and Information Studies Major or approval of department. SA: TC 960  
Theoretical frameworks concerning media and communication processes, and their interactions with technology. Social, organizational, critical, and economic perspectives.
- 975 Introductory Methods**  
Fall. 3(3-0) Interdepartmental with Advertising and Communication Arts and Sciences and Media and Information. Administered by Communication Arts and Sciences. RB: One graduate-level research design or statistics course. R: Open to doctoral students.  
A survey of qualitative and quantitative research design including validity and reliability, hypothesis formation, sampling, ethics, survey, experimental, ethnographic, observational and mixed methods.
- 985 Advanced Quantitative Analysis for Media**  
Spring. 3(3-0) Interdepartmental with Advertising and Media and Information. Administered by Media and Information. P: ADV 975 RB: Masters-level research course in addition to ADV 975.  
Multivariate research methods for media and information studies research.
- 990 Independent Study**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. Interdepartmental with Advertising and Communication Arts and Sciences and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.  
Independent research under faculty direction.
- 991 Ways of Knowing**  
Fall, Spring. 3(3-0) Interdepartmental with Advertising and Communication Arts and Sciences and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.  
Ways humans acquire, convey, organize and shape knowledge and information, and are shaped and influenced by it. Neurological, psychological linguistic, philosophical, cultural, and logical dimensions of human knowledge.
- 992 Doctoral Seminar**  
Fall, Spring. 3(3-0) A student may earn a maximum of 15 credits in all enrollments for this course. Interdepartmental with Advertising and Communication Arts and Sciences and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.  
Topics on theoretical and research issues in communication and mass media.
- 993 Research Practicum in Information and Media**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. Interdepartmental with Advertising and Communication Arts and Sciences and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.  
Directed research collaboration with a faculty member or a team of students/faculty.