Department of Journalism

Program Requirements

University Requirement:
- UNIV LIB University Library Information Course (Non-credit. Fee required. Offered online)

Required courses for all journalism students:
- JRN 610 Advanced New Media Journalism (3)
  Professional principles and practices of journalistic story-telling within emerging digital media environments. Research, gather, interview, write and edit stories for multiple media platforms. Newsgathering and field craft, including coverage of local, state and national politics, press conferences and public affairs reporting, court reporting, statistical reporting, and international and humanitarian story coverage.
- SCA 542: Digital Media Writing (3)
  Examines the principles, aesthetics and professional practices of writing for multi-media, interactive and related digital formats. Students will engage the principles and practices of writing and storytelling for video, audio, and text-based formats in digital media. A full range of professional writing will be explored, and students will engage in some associated creative production that will help develop their integrated multi-media writing skills. Further, students will seek to develop and publish some of their work during the course.
- SCA 550 Digital Content Development (3)
  Study and application of leading tools and concepts used in the production of digital media content. Class is applicable to the fields of journalism, communication studies, cinema-television and related digital content production milieu. Participants learn to use web authoring and graphic design software, and gain an understanding of the design principles necessary to develop effective interactive web content. Design software includes Adobe Photoshop and Dreamweaver. Prior knowledge or experience in web develop is not required.
- COM 600 Communication Ethics and Worldview (3)
  Various Christian historical, theoretical and ethical perspectives and their application to the communication field, professions and media, to understand the role of media and communication in the development of one's own worldview and the worldviews existent within our culture.
- JRN 613 Feature Writing for Publications (3)
  Acquaints the student with the varieties of feature articles used by both secular and Christian magazines and newspapers and to help develop skills in producing these articles. Students will write feature stories and research scholarly articles on the topics covered during the course. A 45-hour lab experience in magazine and newspaper media is required.
- SCA 505 Being Digital: Past, Present, Future (3)
  The process that produces news, information, and entertainment for a multi-cultural global marketplace through exploration of historical context, discussion of current issues, and evaluation of primary trends and technologies integral to the future of mediated content.
- SCA 641 Law, Policy & Ethics in the Interactive Age
  Analysis of the legal and ethical principles related to creating all forms of content for mass and interactive communication, including issues of intellectual property, freedom of the press,
production contracts, music licensing, obscenity, privacy, unions, guilds, libel, and trends emerging from the changing relationship between producer and consumer.

- **SCA 628 Leadership Issues in Media (3)**
  Leadership and communication theory specifically applied to media industry environments in an effort to prepare students for executive and management positions upon graduation.

- **JRN 615 Editorials, Columns & Essays (2)**
  Acquaints students with the area of personal journalism, i.e., those forms of journalism that serve as forums for the expression of opinion and personal views. The course will examine the style and tone of editorials, columns and essays, giving special attention to some of the nation’s leading journalists and publications. Designed to help the student marshal ideas and write compelling pieces for publication.

- **SCA 507 Digital Media Marketing (3)**
  Current and emerging digital media marketing theories, principles, strategies, and evaluation methods that are applicable for film, television, journalism, theatre arts, and other fields, including research and marketing through websites, search engines, social network platforms, blogs, virals, mobile media and other digital media marketing vehicles and its effects.

**Required course for distance students:**
- **JRN 634 Journalism as Literature (3)**
  Comprehensive study of engaging works of journalism that deserve to be classified as literature because they contain all of the same elements (plot, theme, characterization, setting, tension and narrative techniques) found in the genres of fiction and drama. Examination of literary criticism from Aristotle to the present to establish a list of criteria for evaluating journalistic prose as literature. Stories by journalists during the past two centuries will be examine, including Dickens, Twain, Crane, Churchill, London, Steinbeck, Orwell, Dos Passos, Parker, Hemingway, Pyle, Mailer, Vidal, Bragg, Moehringer and other Pulitzer Prize laureates. Required for distance students and is taught only online. It may be an elective for on-campus students.

**Required course for on campus students:**
- **JRN 633 Audio-Video Reporting & Producing**
  Professional principles, aesthetics, ethics, and practices of journalistic audio-video reporting, producing, and field production, in order to apply journalistic principles studied in the classroom during field and project exercises.

**Culminating Activity:**
- **JRN 597 Comprehensive Examination (1)**
  The comprehensive exam is a written examination with an oral option that serves as a culminating activity. (Pass/No Pass) accompanied by

- **JRN 595 Internship (2)**
  The internship gives the student an opportunity to apply classroom learning to professional work situations. (Pass/No Pass). All MFA or M.A. internships have the 95 designation.
  Or

- **JRN 599 Thesis (3)**
  The thesis is valuable for those considering advanced graduate or doctoral studies leading to a career in higher education. Students writing a thesis must demonstrate a good understanding of research
methods and the ability to apply those methods to a research project. (Pass/No Pass). All MFA or M.A. theses have the 99 designation. Doctoral dissertations are designated COM 799.

Or

- **JRN 598 Portfolio (3)**
  The portfolio is designed to demonstrate professional competence and creativity in the student’s specific area of study. Portfolios should be done close to the end of the program of study. (Pass/No Pass) All portfolios, whether MFA or M.A., have the 98 designation.

**Recommended Electives:**

- **JRN 685 Seminars, varied topics (1-3)**
  Seminars are courses offered on a variety of current journalism-related topics. Upon faculty approval, students may also enroll in seminars offered by other departments in the School of Communication & the Arts.

- **SCA 551 Advanced Internet and WWW Technologies (3)**
  Designed to provide practical "hands on" experience with digital web technologies and leading Internet applications used in the creation and distribution of multi-media media content. Applicable to the fields of journalism, communication studies, cinema-television and related digital content production environments. Students are introduced to chief WEB 2.0 technologies such as Flash, CSS, Audio and Video streaming and database mining. Emphasis is placed on interactive web concepts and the distribution of digital media content across all platforms, ranging from social networks to mobile applications.

- **CTV 505 Aesthetics for the Contemporary Communicator (3)**
  Aesthetic experience in various media, including the relationships between morality and art, between beauty and truth seen through the lens of the Christian faith, provide an emergent media literacy.

- **CTV 526 Producing for the 21st Century (3)**
  An advanced study of the business side of the television and digital media industries integrating programming content strategies to effectively communicate the powerful Truths of the Gospel of Jesus Christ to a postmodern audience. This is not a “Christian TV” course, but rather an effort to provide an apologetic for the integration of the praxis of excellence and innovation into the converged world of digital media production and programming.

- **JRN 589 Workshops, varied topics (1-3)**
  Workshops are offered to provide specialized knowledge and skills in the journalism field.