

JOURNALISM AND MASS COMMUNICATION (JOURN)

JOURN 150 – INTRODUCTION TO SPORTS COMMUNICATION

3 credits.

Explore the central activities and concepts related to various communication professions involved in the realm of sports. These activities include sports journalism, sports broadcasting, sports marketing communications, and sports public relations. Consider major social issues that impinge upon these professions including how sports and media intersect with concerns associated with race and gender. Explore strategies to build careers in sports communications and beyond.

Requisites: None

Course Designation: Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Identify and explain the core concepts and principles that are part of the practice of sports journalism, broadcasting, advertising and public relations.

Audience: Undergraduate

2. Recognize the importance of strategic, creative and ethical thinking as applied to context of sports communications.

Audience: Undergraduate

JOURN 162 – MASS MEDIA IN MULTICULTURAL AMERICA

3 credits.

An introduction to the roles and functions of print, film, electronic and digital media in multicultural America. International comparisons highlight differences and commonalities in the social and cultural position of mass media in societies with racially and ethnically diverse populations.

Requisites: None

Course Designation: Ethnic St - Counts toward Ethnic Studies requirement

Breadth - Social Science

Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Differentiate the concept of "race" from "ethnicity" and examine how they have been socially defined in the US context.

Audience: Undergraduate

2. Connect the histories of racial and ethnic minorities and majorities to their current representations in various forms of mass media.

Audience: Undergraduate

3. Summarize the roles and functions of mass media in multicultural societies.

Audience: Undergraduate

4. Analyze the different ways in which mass media create and perpetuate stereotypes of racial and ethnic minorities and majorities, how these images circulate in mass mediated culture, and what impact they may have on individuals and societies.

Audience: Undergraduate

5. Investigate mass media to differentiate patterns of representation of people, cultures, and ideas.

Audience: Undergraduate

6. Recognize and question cultural assumptions and knowledge claims as they relate to race, ethnicity, and media.

Audience: Undergraduate

JOURN 163 – GENDER AND SEXUALITY IN MASS COMMUNICATION

3 credits.

Exploration of the role that gender and sexuality both play in media representation, production, reception, and activism.

Requisites: None

Course Designation: Breadth – Either Humanities or Social Science Level – Elementary

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Develop an understanding of the different definitions of gender that currently exist.

Audience: Undergraduate

2. Compare the difference between gender and sexuality.

Audience: Undergraduate

3. Describe the way that sexuality is connected to our social and personal identities.

Audience: Undergraduate

4. Examine how the mass media represent gender and sexuality.

Audience: Undergraduate

5. Determine the ways in which gender and sexuality inform the practice of media production.

Audience: Undergraduate

6. Demonstrate how gender and sexuality impact media reception.

Audience: Undergraduate

7. Articulate the way media activism campaigns specifically address issues of gender and sexuality.

Audience: Undergraduate

8. Apply the knowledge gained in the course in order to design a media activism campaign that focuses on gender, sexuality, or both.

Audience: Undergraduate

JOURN 175 – MEDIA FLUENCY FOR THE DIGITAL AGE

3 credits.

An introduction to digital media and how it influences – and is impacted by – society, culture, politics, and the economy. Create on-trend digital media content and critically examine digital mediums, messages, and audiences.

Requisites: None

Course Designation: Breadth – Either Humanities or Social Science Level – Elementary

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Understand what it means to be digitally fluent.

Audience: Undergraduate

2. Understand key media fluency terms and know why they are important.

Audience: Undergraduate

3. Critically examine how digital media forms are both consumed and produced in society – and how this affects society, culture, politics, and the economy.

Audience: Undergraduate

4. Apply media fluency knowledge and skills to produce fun and interesting, yet critical and thought-provoking digital media across a variety of forms – including podcasts, video, blogs, Wikipedia content, and other forms of social media.

Audience: Undergraduate

5. Be aware of ethics, policies, and industry standards surrounding content production in the digital space.

Audience: Undergraduate

JOURN 176 – SPECIAL TOPICS IN MASS COMMUNICATION

1-3 credits.

Special focus on a specific conceptual issue or topic involving mass communication.

Requisites: None

Course Designation: Breadth - Social Science

Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026

Learning Outcomes: 1. Think critically about their own societies and the larger global community.

Audience: Undergraduate

2. Recognize one or more methodologies related to mass communication.

Audience: Undergraduate

3. Identify one or more theoretical approaches related to the study of mass communication.

Audience: Undergraduate

4. Synthesize and apply social science concepts.

Audience: Undergraduate

5. View issues from multiple perspectives.

Audience: Undergraduate

JOURN 201 – INTRODUCTION TO MASS COMMUNICATION

4 credits.

How the mass media are organized and how they function in modern society; their technological basis, economic and political foundations, and social implications.

Requisites: Freshman, sophomore, or junior standing only

Course Designation: Gen Ed - Communication Part B

Breadth - Social Science

Level - Elementary

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Appraise the consumption, production, and transmission of media.

Audience: Undergraduate

2. Summarize empirical research testing the effects of media and critique claims about what media can and cannot do.

Audience: Undergraduate

3. Explain the role of mass communication in democratic government.

Audience: Undergraduate

4. Identify ongoing changes in the media system and summarize their long-term implications.

Audience: Undergraduate

5. Characterize ethical issues related to media production and distribution.

Audience: Undergraduate

JOURN 202 – MASS COMMUNICATION PRACTICES

6 credits.

Build increasingly sophisticated communication skills, including writing, editing, gathering information, working with data, and presenting stories through varying media forms. Develop an appreciation of how different media influence message design by communicators and reception by audiences. Develop a complex toolkit of conceptual and practical skills for media work in journalism, strategic communication, and hybrids. Build writing skills and critical thinking abilities, two elements common to success in any field.

Requisites: Declared in a Journalism undergraduate program and JOURN 201 and concurrent enrollment in JOURN 203

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Write clearly, concisely, effectively and efficiently for a variety of media platforms and formats

Audience: Undergraduate

2. Think critically (asking the right questions in interviews, collecting and analyzing information, and assembling ideas)

Audience: Undergraduate

3. Review and synthesize information and develop appropriate messages

Audience: Undergraduate

4. Create professional, ethical work that uses proper grammar and style

Audience: Undergraduate

5. Work well in collaboration with other students and instructors

Audience: Undergraduate

6. Speak and write clearly about current events and trends by integrating knowledge across subject matter arenas and incorporating multiple sources

Audience: Undergraduate

7. Meet deadlines and manage competing demands

Audience: Undergraduate

8. Evaluate how to best present stories in a variety of formats, including audio, video and online, and produce those forms

Audience: Undergraduate

JOURN 203 – INFORMATION FOR COMMUNICATION

3 credits.

Develop information skills - information collection, information verification, information analysis, and information presentation (the CVAP approach) - that are used by professionals in journalism and strategic communication. Includes practical techniques that enhance basic skills related to the collection, evaluation, analysis and presentation of information. These skills will provide a foundation for the major and in journalism and mass communication careers.

Requisites: Concurrent enrollment in JOURN 202

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Develop knowledge of the various information sources used by professional journalists and marketing professionals, as well as working knowledge of how to use the most important information sources.

Audience: Undergraduate

2. Cultivate and practice critical skills for evaluating the validity of different forms of information used by journalists and marketing professionals, and to judge its quality and veracity.

Audience: Undergraduate

3. Explore different forms of analyzing and presenting information in forms that are useful to journalists and strategic communication professionals, including data visualization techniques.

Audience: Undergraduate

4. Practice skills and strategies for accomplishing group tasks and engaging in peer learning.

Audience: Undergraduate

JOURN/COM ARTS/RP & SE 312 – DISABILITY AND THE MEDIA

3 credits.

Examines the interaction between disability and media in modern society. Explore representations of disability in various forms of mass media, including television and film, social media, advertising, and others. Analyze how these representations affect disabled people directly, including the development of their identities, as well as how they influence disability attitudes and stigma throughout society. Discuss overt and casual ableism within media, as well as how the disability community uses media for activism. Discuss issues of access for disabled people (e.g., assistive technology, captions, audio descriptions), as well as the future of disability representations within media.

Requisites: Sophomore standing**Course Designation:** Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No**Last Taught:** Spring 2026

Learning Outcomes: 1. Identify key concepts and terminology for understanding the intersection of disability and the media, including the medical and social models of disability, definitions and conceptualizations of disability, ableism, stigma, disability justice, disability identity development, and others.

Audience: Undergraduate

2. Identify how disability is represented within various forms of media, and how these representations affect disabled people both directly and indirectly.

Audience: Undergraduate

3. Describe how technology can facilitate access to media for disabled people

Audience: Undergraduate

4. Discuss how the media is and can be utilized in pursuit of disability justice.

Audience: Undergraduate

JOURN 335 – PRINCIPLES AND PRACTICES OF REPORTING

4 credits.

Basic reporting for print and electronic media. Bring together technical and conceptual skills by creating a variety of print, audio, and web-based news stories on a current public issue.

Requisites: JOURN 202 or graduate/professional standing**Course Designation:** Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2026**Learning Outcomes:** 1. Determine what is newsworthy (What is a story?).

Audience: Both Grad & Undergrad

2. Report stories accurately and thoroughly.

Audience: Both Grad & Undergrad

3. Write stories clearly and correctly.

Audience: Both Grad & Undergrad

4. Produce stories to fit different media.

Audience: Both Grad & Undergrad

5. Revise, responding to editorial feedback for the purposes of publishing.

Audience: Both Grad & Undergrad

6. Report and write a major feature story within a group.

Audience: Both Grad & Undergrad

7. Evaluate traditional journalism practices and content.

Audience: Both Grad & Undergrad

8. Critique traditional journalism with more sophisticated analysis techniques.

Audience: Graduate

JOURN 345 – PRINCIPLES AND PRACTICE OF STRATEGIC COMMUNICATION

4 credits.

Introduction to strategic communication for students interested in advertising, public relations, health communications, and political campaigns.

Requisites: JOURN 202 or graduate/professional standing

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Understand the professional and social overview of the field as a single exposure to strategic communication.

Audience: Both Grad & Undergrad

2. Develop a foundation for higher-level courses for those interested in pursuing a career in strategic communication.

Audience: Both Grad & Undergrad

3. Learn content concerning research and account planning, campaign management, creative message development, conventional and digital media buying and planning, as well as public relations, promotions, and event planning.

Audience: Both Grad & Undergrad

4. Learn the fundamentals of the academic study of strategic communication in society, its history, laws and ethics, and the application of these principles to social, health and political campaigns, as well as career trajectories that involve the use of these principles beyond brand marketing.

Audience: Both Grad & Undergrad

5. Demonstrate a higher-order synthesis of concepts related to strategic communications.

Audience: Graduate

6. Develop an of application of these principles to a designated health or political campaign.

Audience: Graduate

JOURN 350 – SPORTS MARKETING COMMUNICATIONS

3 credits.

Explore various activities related to the promotion domain of sports marketing including marketing research, sports branding, image management, advertising promotion, event promotion, sports sponsorships, and public relations. Examine each of these activities, and focus on the marketing communications associated with each of these activities.

Requisites: JOURN 150

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Understand the basic concepts and principles that are part of the practice of sports marketing communications.

Audience: Undergraduate

2. Produce a strategically grounded, creatively inspired plan for various activities related to sports marketing.

Audience: Undergraduate

3. Persuasively pitch these activities to an audience.

Audience: Undergraduate

JOURN/POLI SCI/URB R PL 373 – INTRODUCTION TO SURVEY RESEARCH

3-4 credits.

Theory and practice of survey research; questionnaire design, sampling, data visualization, statistical analysis.

Requisites: Sophomore standing

Course Designation: Breadth - Social Science
Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Formulate and construct logical arguments about political phenomena and evaluate those arguments using survey research

Audience: Undergraduate

2. Explain the theoretical components of survey research

Audience: Undergraduate

3. Interpret survey results in general with a particular focus on political polling

Audience: Undergraduate

4. Design and assess political surveys, including questionnaire design, question wording, survey mode, sample size, nonresponse, survey experiments, standard error, and margin of error

Audience: Undergraduate

5. Demonstrate statistical analysis skills in the context of political surveys including: hypothesis testing, confidence intervals, difference of means tests, data visualization and linear regression

Audience: Undergraduate

6. Recognize ethical issues in survey research

Audience: Undergraduate

7. Assess the state of a body of scholarly literature related to course themes, identify gaps in that literature, and formulate an original research question in the context of those gaps.

Audience: Graduate

JOURN 401 – IN-DEPTH REPORTING

4 credits.

Advanced reporting with emphasis on critical evaluation of evidence and on recognizing the complex effects of government actions. Explore and develop community context stories that originate in a range of venues from the courts to the schools.

Requisites: JOURN 335 or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2023

Learning Outcomes: 1. Write in a crisp, clear style.

Audience: Both Grad & Undergrad

2. Identify important current events and trends in the Madison area, as well as across Wisconsin and the nation.

Audience: Both Grad & Undergrad

3. Construct a deep understanding of an issue by covering a beat.

Audience: Both Grad & Undergrad

4. Identify and interpret documents and records to develop stories.

Audience: Both Grad & Undergrad

5. Generate stories and messages across platforms, including text, audio, video and social media.

Audience: Both Grad & Undergrad

6. Compile a set of stories to anchor their portfolio of reporting and writing work.

Audience: Graduate

JOURN 405 – CREATIVE NONFICTION

4 credits.

Creative elements of non-fiction story telling to develop skills necessary for writing across the journalistic spectrum, from newspapers to magazines to books.

Requisites: JOURN 335 or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2024

Learning Outcomes: 1. Explain what creative nonfiction is – and what it is not.

Audience: Both Grad & Undergrad

2. Explore a wide variety of different kinds of creative nonfiction by wonderful reporters and writers.

Audience: Both Grad & Undergrad

3. Exchange, practice and revise creative writing in group workshops.

Audience: Both Grad & Undergrad

4. Analyze and critique creative nonfiction.

Audience: Both Grad & Undergrad

5. Cultivate trust to report these kinds of stories.

Audience: Both Grad & Undergrad

6. Produce creative nonfiction projects.

Audience: Both Grad & Undergrad

7. Critique traditional creative nonfiction with more sophisticated analysis techniques.

Audience: Graduate

JOURN 411 – MULTIMEDIA DESIGN

4 credits.

Visual communication and graphic design in multimedia contexts. Build design and production techniques to relay creative messages through print and digital media. Content explores design theory and techniques, as well as the effects and ethics of visual media messages.

Requisites: JOURN 335, 345, or graduate/professional standing

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Express a sense of creative vision.

Audience: Both Grad & Undergrad

2. Demonstrate an understanding of principles of effective design.

Audience: Both Grad & Undergrad

3. Show a working knowledge of production software.

Audience: Both Grad & Undergrad

4. Produce work under deadline pressure.

Audience: Both Grad & Undergrad

5. Acknowledge and apply constructive critiques and redesign.

Audience: Both Grad & Undergrad

6. Devise multimedia designs within sets of more sophisticated parameter.

Audience: Graduate

JOURN 415 – SCIENCE AND ENVIRONMENTAL JOURNALISM

4 credits.

Instruction and practice in strategies for communicating science to the public. Emphases include (1) how to explain difficult concepts and processes; (2) skills for telling interesting and artful stories; and (3) strategies for making reasonable judgments about scientific evidence.

Requisites: JOURN 335 or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Report accurately on scientific, environmental, and health topics using credible sources and clear explanations suited to public audiences.

Audience: Both Grad & Undergrad

2. Analyze the social, political, and ethical contexts that shape how science and environmental stories are produced and received.

Audience: Both Grad & Undergrad

3. Evaluate the credibility of scientific information and data presented in journalistic, governmental, and industry sources.

Audience: Both Grad & Undergrad

4. Develop and pitch original story ideas that translate complex scientific concepts into accessible, engaging narratives.

Audience: Both Grad & Undergrad

5. Write and revise science and environmental stories that demonstrate clarity, accuracy, and narrative quality.

Audience: Both Grad & Undergrad

6. Apply principles of ethical science reporting, including accuracy, transparency, and fairness in sourcing and framing.

Audience: Both Grad & Undergrad

7. Synthesize and critique scholarly and journalistic literature to situate their reporting within broader debates about science communication, policy, and public understanding.

Audience: Graduate

JOURN 417 – MAGAZINE PUBLISHING

4 credits.

Integrated, in-depth approach to magazine management, writing, editing and design. Covers the magazine industry from both the editorial and business ends, bringing together journalism and strategic communication students. Includes production of Curb magazine in print, online and mobile formats.

Requisites: JOURN 335, 345, or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Cite knowledge of magazine history, operations and effects.

Audience: Both Grad & Undergrad

2. Produce exceptional work working in small and large groups.

Audience: Both Grad & Undergrad

3. Demonstrate time management skills and the ability to analyze and complete multiple tasks under intense deadline pressure.

Audience: Both Grad & Undergrad

4. Develop clean, clear and engaging magazine stories, designs and multimedia pieces.

Audience: Both Grad & Undergrad

5. Show a familiarity with print layout and web editing software.

Audience: Both Grad & Undergrad

6. Devise written and visual magazine narratives within sets of more sophisticated parameter.

Audience: Graduate

JOURN 420 – INVESTIGATIVE REPORTING

4 credits.

Techniques of investigative and long-form enterprise reporting. Includes extensive reporting in the field and a final project.

Requisites: JOURN 335 or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Critique investigative journalism.

Audience: Both Grad & Undergrad

2. Produce publishable investigative journalism.

Audience: Both Grad & Undergrad

3. Investigate, illustrate, and prove evidence for this kind of journalism.

Audience: Both Grad & Undergrad

4. Execute interviews.

Audience: Both Grad & Undergrad

5. Critique traditional investigative journalism with more sophisticated analysis technique.

Audience: Graduate

JOURN 425 – VIDEO JOURNALISM

4 credits.

Video journalism is widespread, thanks to online news and sources such as YouTube. Create news stories using the techniques of videography, digital editing, writing and producing. Video journalism is unique in its language, requiring engaging material, a fast start, sharp focus, short narrative and natural voices. Focus on capturing stories with strong visuals and ambient sound of the people affected by issues and events.

Requisites: JOURN 335 or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Write for broadcast and digital media and understand the difference between the two.

Audience: Both Grad & Undergrad

2. Draw on a basic set of photojournalism and video editing skills.

Audience: Both Grad & Undergrad

3. Handle tight deadline pressure to produce content quickly and skillfully.

Audience: Both Grad & Undergrad

4. Recognize and adapt to programmatic needs to prepare material for broadcast.

Audience: Both Grad & Undergrad

5. Devise video and multimedia narratives within sets of more sophisticated parameters.

Audience: Graduate

JOURN 426 – COMMUNITY-BASED REPORTING

4 credits.

Provides advanced, targeted instruction in reporting that pays close attention to neighborhoods or very small communities (subcommunities), also known as hyperlocal reporting. These small communities can be defined by geographic boundaries or boundaries of shared topical interest. Locate community-based reporting's place in the larger media ecology of mainstream media (newspapers, TV, weekly papers, magazines, independent websites, etc.), and investigate how local journalism's place in changing media ecologies helps (or discourages) people from becoming active citizens in a democracy.

Requisites: JOURN 335**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No**Last Taught:** Fall 2019**Learning Outcomes:** 1. Explore and critique local, community-based journalism.

Audience: Undergraduate

2. Produce publishable community journalism.

Audience: Undergraduate

3. Investigate, illustrate, and prove evidence for this kind of journalism.

Audience: Undergraduate

4. Execute and conduct interviews and listening sessions.

Audience: Undergraduate

5. Exchange, practice and revise creative writing in group workshops.

Audience: Undergraduate

JOURN 445 – CREATIVE CAMPAIGN MESSAGES

4 credits.

Introduction to the creative aspects of message development for advertising, public relations, and other strategic communications.

Requisites: JOURN 345 or graduate/professional standing**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Fall 2025**Learning Outcomes:** 1. Investigate the basic concepts and principles that are part of the practice of creative messaging.

Audience: Both Grad & Undergrad

2. Produce strategically grounded creative plans capable of achieving campaign objectives.

Audience: Both Grad & Undergrad

3. Create messages for print, radio, television and social media that achieve campaign objectives.

Audience: Both Grad & Undergrad

4. Persuasively pitch the strategy and executions of a creative plan.

Audience: Both Grad & Undergrad

5. Produce campaigns within sets of more sophisticated parameters.

Audience: Graduate

JOURN 447 – STRATEGIC MEDIA PLANNING

4 credits.

Introduction to media planning for students interested in careers in advertising, public relations, or other forms of strategic communication.

Requisites: JOURN 345 or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2025

Learning Outcomes: 1. Investigate contemporary media planning issues as well as current events and trends in the advertising and media industries.

Audience: Both Grad & Undergrad

2. Evaluate methods for developing diverse, inclusive media plans.

Audience: Both Grad & Undergrad

3. Express how advertising and the use of paid media are integrated into a company's overall marketing mix.

Audience: Both Grad & Undergrad

4. Explain language/terminology and mathematical formulas related to media planning.

Audience: Both Grad & Undergrad

5. Explore the benefits and drawbacks of advertising via different online and offline media channels.

Audience: Both Grad & Undergrad

6. Interpret data from data sources used in media analysis, such as Simmons Market Research.

Audience: Both Grad & Undergrad

7. Assess how marketing and advertising objectives relate to media objectives and strategies.

Audience: Both Grad & Undergrad

8. Develop a complete media plan.

Audience: Both Grad & Undergrad

9. Organize and present information to a client.

Audience: Both Grad & Undergrad

10. Produce media plan strategies within sets of more sophisticated parameters.

Audience: Graduate

JOURN 449 – ACCOUNT PLANNING AND STRATEGY

4 credits.

Process of planning, implementing, and analyzing strategic communication campaigns.

Requisites: JOURN 345 or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Produce a real marketing communications campaign strategy for a client using insights gleaned from research conducted throughout the semester.

Audience: Both Grad & Undergrad

2. Illustrate the art of presenting and selling strategy and campaign ideas to a client team.

Audience: Both Grad & Undergrad

3. Discriminate between broad research and planning concepts, tools and terminology.

Audience: Both Grad & Undergrad

4. Investigate the role of research and planning in the Strategic Communications Campaigns development process.

Audience: Both Grad & Undergrad

5. Analyze secondary and primary research to develop key consumer insights to develop communications strategy.

Audience: Both Grad & Undergrad

6. Compare and contrast primary and secondary research tools: interviews, ethnographies, surveys, focus groups, social media monitoring, etc.

Audience: Both Grad & Undergrad

7. Produce marketing campaign strategies within sets of more sophisticated parameters.

Audience: Graduate

JOURN 450 – SPORTS REPORTING AND WRITING

4 credits.

Core skills and issues of communicating about sports to a mass audience in a changing media landscape, as well as advice and support in starting a sports communication career including access to professionals in the field. Utilizes professional, historical and theoretical perspectives in helping participants gain proficiency in disseminating information about sports-related events and topics for informative and strategic purposes, while developing a sense of the role of sport in contemporary society.

Requisites: JOURN 150**Course Designation:** Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No**Last Taught:** Fall 2025

Learning Outcomes: 1. Gain an understanding of best practices particular to sports reporting and communication in a variety of media, including event and feature coverage, interviewing, sourcing, investigative techniques, data utilization and sports marketing/public relations.
Audience: Undergraduate

2. Articulate an understanding of the impact of sport on societal issues and attitudes.
Audience: Undergraduate

3. Apply best practices and theoretical understanding through written, discussion, and experiential exercises.
Audience: Undergraduate

JOURN 455 – EMERGING MEDIA AND THE NEWS

4 credits.

Tools and platforms with which to produce professional content for publication. Examples for course topics will include social media, multimedia and other new technologies that professional communicators must master.

Requisites: JOURN 335, 345, or graduate/professional standing**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2019**JOURN 456 – LONG FORM VIDEO**

4 credits.

Develop skills needed to conduct professional-level journalism and strategic communication in long-form video. Produce documentary pieces of covering a contemporary topic of local or regional interest and complete other exercises in video analysis, composition and production.

Requisites: JOURN 335, 345, or graduate/professional standing**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2026

Learning Outcomes: 1. Determine what is newsworthy and pitch stories that reflect news value.
Audience: Both Grad & Undergrad

2. Portray stories accurately through video.
Audience: Both Grad & Undergrad

3. Write clearly for the screen.
Audience: Both Grad & Undergrad

4. Produce work across media platforms.
Audience: Both Grad & Undergrad

5. Extend empathy toward their subjects and audience.
Audience: Both Grad & Undergrad

6. Devise video narratives within sets of more sophisticated parameters.
Audience: Graduate

JOURN 457 – STORYTELLING THROUGH SOUND

4 credits.

Audio storytelling as an art form, with a focus on creating a series of episodic long-form audio storytelling segments. Develop interview and writing skills, as well as field recording and editing techniques. Develop personal style and voice, while learning practical skills necessary to write and produce audio content for over the air or online.

Requisites: JOURN 335, 345, or graduate/professional standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Identify compelling news that make use of the audio medium.

Audience: Both Grad & Undergrad

2. Illustrate field recording and editing techniques to draw audio rich news narratives.

Audience: Both Grad & Undergrad

3. Apply and integrate interview and writing skills to concisely form stylized narrative arcs.

Audience: Both Grad & Undergrad

4. Rethink and compose message creation to publish work for media outlets.

Audience: Both Grad & Undergrad

5. Demonstrate deeper engagement with the principles underlying the learning outcomes.

Audience: Graduate

6. Analyze and apply select concepts related to subject.

Audience: Graduate

7. Apply specific principles to revise and produce an additional project.

Audience: Graduate

8. Demonstrate characteristics of structure and applications that benefits the message.

Audience: Graduate

JOURN 463 – DIGITAL MEDIA STRATEGIES

4 credits.

Provides an overview of digital media from an objective, strategy, and tactical planning perspective within strategic communication media and promotion campaigns.

Requisites: Declared in a Journalism undergraduate program and JOURN 345

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Develop a real digital media campaign for a real client.

Audience: Undergraduate

2. Express and sell integrated digital media campaign ideas to a client team.

Audience: Undergraduate

3. Distinguish digital media from other management and communications functions.

Audience: Undergraduate

4. Develop digital media objectives and strategies that link to an overall communication strategy.

Audience: Undergraduate

5. Analyze and identify digital media audiences, problems and opportunities.

Audience: Undergraduate

6. Investigate the latest technology-enabled digital media tools.

Audience: Undergraduate

7. Integrate digital media into a strategic communications campaign.

Audience: Undergraduate

8. Compare and contrast the 'biggest' facets of digital media: social media (paid and unpaid), websites, content strategy, SEM, SEO, online advertising, email marketing, and other technologies.

Audience: Undergraduate

JOURN 464 – PUBLIC RELATIONS STRATEGIES

4 credits.

Provides an overview of public relations from an objective, strategy, and tactical planning perspective within strategic communication campaigns. Investigates one core element of a strategic communications campaign and provides an in-depth study into the topic area of public relations.

Requisites: JOURN 345**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No**Last Taught:** Spring 2026**Learning Outcomes:** 1. Develop public relations objectives and strategies that link to an overall communication strategy.

Audience: Undergraduate

2. Analyze public relations audiences, influencers, and stakeholders.

Audience: Undergraduate

3. Identify PR problems and opportunities.

Audience: Undergraduate

4. Prove use of the latest technology-enabled PR tools to develop a real Public Relations campaign for a real client.

Audience: Undergraduate

5. Compare and contrast the 'biggest' facets of public relations: crisis communications, media relations, social and digital communications, corporate communications, brand/consumer PR, Purpose and Impact PR, and employee communications.

Audience: Undergraduate

6. Develop creative elements for a client's PR plan.

Audience: Undergraduate

7. Express and sell integrated PR campaign /ideas to a client team.

Audience: Undergraduate

JOURN 465 – SOCIAL MEDIA MARKETING COMMUNICATIONS

4 credits.

Provides an overview of social media marketing planning and buying from an objective, strategy, and tactical perspective within strategic communication campaigns. Investigate one core element of a strategic communications campaign, and provides an in-depth study into the topic area of digital media.

Requisites: Declared in a Journalism undergraduate program and JOURN 345**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No**Last Taught:** Spring 2026**Learning Outcomes:** 1. Distinguish social media from other strategic communications management and communications functions.

Audience: Undergraduate

2. Integrate social media into a broader strategic communications campaign.

Audience: Undergraduate

3. Strategically analyze social media audiences and influencers.

Audience: Undergraduate

4. Critically evaluate ethics and legalities of social media, and how social media plays a role in both creating and solving public relations crises.

Audience: Undergraduate

JOURN 475 – SPECIAL TOPICS IN ADVANCED CONCEPTS AND SKILLS

1-4 credits.

Exploration of a particular set of concepts and skills in more depth. Subject will vary.

Requisites: JOURN 335, 345, or graduate/professional standing**Course Designation:** Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions**Last Taught:** Spring 2026**Learning Outcomes:** 1. Explore and critique journalism and/or strategic communication.

Audience: Both Grad & Undergrad

2. Produce publishable journalism and/or strategic communication.

Audience: Both Grad & Undergrad

3. Produce key messages that resonate with target audiences.

Audience: Both Grad & Undergrad

4. Critique traditional journalism and/or strategic communication with more sophisticated analysis techniques.

Audience: Graduate

JOURN/HISTORY 560 – HISTORY OF U.S. MEDIA

4 credits.

Evolution of the mass media in the United States in the context of political, social, and economic change.

Requisites: Junior standing

Course Designation: Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Identify and explain important people, themes, events, and technologies that shaped media history.

Audience: Both Grad & Undergrad

2. Identify and explain historical arguments in secondary literature.

Audience: Both Grad & Undergrad

3. Analyze primary sources and know what questions to ask to be able to do that.

Audience: Both Grad & Undergrad

4. Produce original historical knowledge through research in primary and secondary sources.

Audience: Both Grad & Undergrad

5. Produce research suitable for submission to an academic journal or history magazine.

Audience: Graduate

JOURN 561 – MASS COMMUNICATION AND SOCIETY

4 credits.

Relationships between mass communications and society; analysis and evaluation of media performance and of suggestions for change.

Requisites: Junior standing; not open to special students

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2025

Learning Outcomes: 1. Critique how communication and society shape each other by examining social structure - how society works - and how it fits with the general structures of communication and media.

Audience: Both Grad & Undergrad

2. Characterize what social and communication structures make the democratic way of life sustainable and ask whether they are still strong enough in a networked society.

Audience: Both Grad & Undergrad

3. Evaluate how communication and community do and do not work together.

Audience: Both Grad & Undergrad

4. Explain what community means, how it is changing, whether communication is necessary for community, and whether community is necessary for a democratic society.

Audience: Both Grad & Undergrad

5. Appraise the networked society and ask how it transforms all these previous themes - society, democracy, and community.

Audience: Both Grad & Undergrad

6. Critically evaluate ideas from different sources, integrating (or contrasting) different theories, deriving new testable hypotheses, or develop variations on theoretical models.

Audience: Graduate

JOURN 562 – MASS MEDIA AND RACIAL DIVERSITY

4 credits.

Delves deeply into the concepts and theories related to the subject of mass media and racial diversity. Key concepts such as race, ethnicity, stereotypes, and white privilege are examined and analyzed in the news, advertising, digital media and social media and their intersection with African Americans, Native Americans, Asian Americans, Latinx Americans, and Arab Americans. Different social and cultural roles assumed by mainstream media and alternative media are also explored.

Requisites: Junior standing**Course Designation:** Ethnic St - Counts toward Ethnic Studies requirement

Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Fall 2025**Learning Outcomes:** 1. Differentiate the spectrum of race and race representation within mass and social media.

Audience: Both Grad & Undergrad

2. Use social scientific and critical research methods to identify current challenges faced by media professionals.

Audience: Both Grad & Undergrad

3. Recognize the origins of stereotyping in mass communication.

Audience: Both Grad & Undergrad

4. Appraise various stereotypes across the intersections of oppressive social systems.

Audience: Both Grad & Undergrad

5. Describe how marginalized groups use alternative and social media to tell their own stories.

Audience: Both Grad & Undergrad

6. Critically evaluate ideas from different sources and integrate or contrast race and media communication theories to produce research suitable for submission to an academic journal.

Audience: Graduate

JOURN 563 – LAW OF MASS COMMUNICATION

4 credits.

Freedom of speech and press with particular emphasis on major legal issues confronting media practitioners; introduction to such areas of law as censorship, libel, invasion of privacy, access to information, regulation of electronic media and commercial speech.

Requisites: Junior standing**Course Designation:** Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2026**Learning Outcomes:** 1. Interpret legal principles and doctrines related to free expression in general and press freedom specifically.

Audience: Both Grad & Undergrad

2. Identify theories, principles and doctrines and determine how they apply to practical situations.

Audience: Both Grad & Undergrad

3. Compare and contrast past and emerging controversies involving news media and the law.

Audience: Both Grad & Undergrad

4. Solve legal problems involving journalism and strategic communication.

Audience: Both Grad & Undergrad

5. Acquire the ability to collaborate effectively with other students in developing mastery of concepts and applying them.

Audience: Both Grad & Undergrad

6. Critically evaluate ideas from different sources, integrating (or contrasting) different theories, principles, and doctrines related to free expression.

Audience: Graduate

JOURN 564 – MEDIA AND THE CONSUMER

4 credits.

Advertising and other mass media content from the consumer's viewpoint; consumer's need and opportunities for information, and use of opportunities; consumer evaluation of media performance, guidelines for effective use; alternative means for obtaining information; implications of consumer movement.

Requisites: Junior standing

Course Designation: Breadth – Social Science

Level – Advanced

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Grad 50% – Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Critique market theory principles as applied to the evaluation of advertising forms and practices.

Audience: Both Grad & Undergrad

2. Describe the basic issues and research conclusions pertaining to the economics of advertising.

Audience: Both Grad & Undergrad

3. Recognize the historical evolution of advertising and strategic communication practices.

Audience: Both Grad & Undergrad

4. Evaluate the fundamental psychological and social effects raised by advertising's critics.

Audience: Both Grad & Undergrad

5. Investigate the pros and cons of various mechanisms that protect consumers from harmful effects.

Audience: Both Grad & Undergrad

6. Incorporate various research techniques used to study advertising content and consumer behavior.

Audience: Both Grad & Undergrad

7. Critically evaluate ideas from different sources, integrating (or contrasting) different theories, deriving new testable hypotheses, or develop variations on theoretical models.

Audience: Graduate

JOURN 565 – EFFECTS OF MASS COMMUNICATION

4 credits.

Use and effects of mass communication for individuals and societies. Examines who is affected, what effects occur and how much, what different media content is involved and what situations make effects more or less likely.

Requisites: Junior standing

Course Designation: Breadth – Social Science

Level – Advanced

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Grad 50% – Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Explain how media audiences process media.

Audience: Both Grad & Undergrad

2. Compare/contrast theoretical approaches to media effects.

Audience: Both Grad & Undergrad

3. Explain how individual differences moderate the impact of media on audiences.

Audience: Both Grad & Undergrad

4. Evaluate common misconceptions about media effects.

Audience: Both Grad & Undergrad

5. Utilize media effects research to design a media literacy intervention.

Audience: Both Grad & Undergrad

6. Synthesize prior research and develop theory-driven hypotheses.

Audience: Graduate

JOURN 566 – COMMUNICATION AND PUBLIC OPINION

4 credits.

The role of the mass media of communication in the formation of public opinion. Propaganda goals of government, political, economic, and social groups.

Requisites: Junior standing

Course Designation: Breadth – Social Science

Level – Advanced

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Grad 50% – Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Describe the political and social history of the concept of public opinion.

Audience: Both Grad & Undergrad

2. Identify the major media effects theories that explain public opinion change.

Audience: Both Grad & Undergrad

3. Investigate the different methods for studying public opinion.

Audience: Both Grad & Undergrad

4. Conduct communication and public opinion research.

Audience: Both Grad & Undergrad

5. Critically evaluate ideas from different sources, integrating (or contrasting) different theories, deriving new testable hypotheses, or develop variations on theoretical models.

Audience: Graduate

JOURN 567 – MASS MEDIA AND GLOBAL COMMUNICATION

4 credits.

Introduces key concepts and issues in mass media and global communication studies. Covers broad trends, key topics, and critical debates in media and communication studies under global contexts and standpoints.

Requisites: Junior standing

Course Designation: Breadth – Social Science

Level – Advanced

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Grad 50% – Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2025

Learning Outcomes: 1. Identify and explain key concepts and urgent issues in mass media and global communication studies.

Audience: Both Grad & Undergrad

2. Acquire different theoretical and methodological approaches to study global communication.

Audience: Both Grad & Undergrad

3. Examine various mechanisms of communication networks, media flows, media industries, and digital platforms across global contexts.

Audience: Both Grad & Undergrad

4. Learn interview skills and produce theoretically informed analysis of media consumption patterns and networks.

Audience: Both Grad & Undergrad

5. Analyze global media phenomena and produce research papers that rigorously engage with key concepts and issues covered in the course.

Audience: Both Grad & Undergrad

6. Recognize and understand critical connections between global changes, local issues, and personal lives.

Audience: Both Grad & Undergrad

7. Critically evaluate ideas from different sources and integrate (or contrast) different global communication theories to produce research suitable for submission to an academic journal.

Audience: Graduate

JOURN 601 – COLLOQUIUM IN PROFESSIONAL COMMUNICATION CAREERS

1 credit.

Explores a wide variety of post-undergraduate communication career options available in Journalism. Topics related to job hunting, resume writing, and networking are also covered. Focuses on opportunities and challenges in a wide variety of communication fields, from advertising and public relations to radio, newspapers and TV broadcasting. Guest speakers or panelists will span different sectors (agencies, corporations, nonprofits, higher education, government, etc.).

Requisites: Declared in a Journalism undergraduate program

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Expand knowledge about possible communications career paths, across a variety of industry sectors
Audience: Undergraduate

2. Use practical and specific tools to help obtain a 'first job' after graduation
Audience: Undergraduate

3. Network with communications industry experts
Audience: Undergraduate

4. Reflect on possible future career paths and opportunities
Audience: Undergraduate

JOURN/MARKETNG 605 – DIGITAL BRAND BUILDING

3 credits.

Provides an overview of the rapidly changing digital landscape and its role and importance in the marketing mix. Explores the digital revolution and its impact on building brands in today's digital first environment. Examines themes of the revolution and their effects on how organizations market their brands and, more broadly, on culture.

Requisites: MARKETNG 300, JOURN 201, or declared in the Business Exchange program

Course Designation: Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Explain how the digital marketing landscape has evolved over time, including specific disruptions and revolutions that have made the greatest impact.
Audience: Undergraduate

2. Articulate how brand marketers adapted their strategies to compete in a changing digital ecosystem.
Audience: Undergraduate

3. Develop critical thinking and communication skills that will require analysis and synthesis of class lessons and topics.
Audience: Undergraduate

JOURN/COM ARTS/HDFS 616 – MASS MEDIA AND YOUTH

3 credits.

Children's and adolescents' use of mass media and mass media effects on them. Particular attention is given to changes in comprehension and other cognitive activities that give insights into media use and effects.

Requisites: JOURN 202, COM ARTS 325, HDFS 262 (or HDFS 362 prior to Fall 2023), ED PSYCH 320, PSYCH 460, LSC 251, or graduate/professional standing

Course Designation: Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Explain how children and youth process media
Audience: Undergraduate

2. Compare/contrast the impact of different types of media content on development
Audience: Undergraduate

3. Explain how individual differences moderate the impact of media on development
Audience: Undergraduate

4. Describe moderating effects of the context in which media use occurs
Audience: Undergraduate

5. Read, interpret, evaluate, and discuss social scientific reports of findings in this area
Audience: Undergraduate

6. Synthesize and interpret research in this area for a lay audience
Audience: Undergraduate

7. Explain with nuance how children and youth process media
Audience: Graduate

8. Compare/contrast the impact of different types and formats of media content on development, with reference to key developmental milestones
Audience: Graduate

9. Explain how individual differences and social contexts moderate the impact of media uses and interpretations on development
Audience: Graduate

10. Synthesize and interpret research in this area and identify a research gap for future work
Audience: Graduate

JOURN/COM ARTS/LSC 617 – HEALTH COMMUNICATION IN THE INFORMATION AGE

3 credits.

Examines the role of communication in health, how the revolution in information technology has affected health communication, and the assumptions about health information and communication that drive current efforts to use technologies.

Requisites: Junior standing

Course Designation: Breadth – Social Science

Level – Advanced

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Grad 50% – Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Demonstrate their understanding of major theories, approaches, concepts, and current research findings in the area of health communication

Audience: Both Grad & Undergrad

2. Gain a sense of the methodological issues involved in the construction and evaluation of health communication

Audience: Both Grad & Undergrad

3. Demonstrate their understanding of the connections between the environment (e.g., physical, social, media), cognition, and behavior

Audience: Both Grad & Undergrad

4. Communicate effectively through written reports, oral presentations and discussion

Audience: Both Grad & Undergrad

5. Evaluate ideas from different sources critically

Audience: Graduate

6. Derive new testable hypotheses by integrating or contrasting different theories

Audience: Graduate

7. Develop variations on theoretical models or ideas such as contingent conditions or mediating factors

Audience: Graduate

JOURN 618 – MASS COMMUNICATION AND POLITICAL BEHAVIOR

4 credits.

Interrelationships of news media, political campaigning, and the electorate. Impact of media coverage and persuasive appeals on image and issue voting, political participation and socialization.

Requisites: Junior standing

Course Designation: Breadth – Social Science

Level – Advanced

L&S Credit – Counts as Liberal Arts and Science credit in L&S

Grad 50% – Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Explain the major theories, approaches, concepts, and current research findings in the area of health communication.

Audience: Both Grad & Undergrad

2. Characterize the methodological issues involved in the construction and evaluation of health communication.

Audience: Both Grad & Undergrad

3. Recognize the connections between the environment (e.g., physical, social, media), cognition, and behavior.

Audience: Both Grad & Undergrad

4. Communicate effectively through written reports, oral presentations and discussion.

Audience: Both Grad & Undergrad

5. Evaluate ideas from different sources critically.

Audience: Both Grad & Undergrad

6. Derive new testable hypotheses by integrating or contrasting different theories.

Audience: Both Grad & Undergrad

7. Develop variations on theoretical models or ideas such as contingent conditions or mediating factors.

Audience: Both Grad & Undergrad

8. Integrate and critique academic theories and empirical studies to propose new directions or questions for research on political communication.

Audience: Graduate

JOURN 620 – INTERNATIONAL COMMUNICATION

4 credits.

Historical, political, economic and cultural trends in global mass communication systems.

Requisites: Junior standing

Course Designation: Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Identify news networks like China's CGTN, Al Jazeera English, and Africanews.

Audience: Both Grad & Undergrad

2. Evaluate how these networks impact (and are impacted by) globalization.

Audience: Both Grad & Undergrad

3. Chart the impact of digitization, on global news networks.

Audience: Both Grad & Undergrad

4. Identify the changing systems of cultural meaning that are related to changes in international news.

Audience: Both Grad & Undergrad

5. Critically evaluate ideas from different sources, integrating (or contrasting) different theories, deriving new testable hypotheses, or develop variations on theoretical models.

Audience: Graduate

JOURN 622 – THE IMPACT OF EMERGING MEDIA

3 credits.

Provides an introduction to the literature and research on emerging communication technologies (e.g., blogs, social media, massively multiplayer games, mobile devices) and the effects of these technologies on the individual and societal levels. Illuminates the psychological, social, political, industrial, and policy implications of the use of emerging communication technologies. Become equipped with a basic social and scientific understanding of the interplay between technology, individuals, and society, and recurring issues concerning the adoption and usage of new communication technologies. Emphasizes empirical approaches to understanding these relationships, delving into contexts such as journalism, strategic communication, and the place of digital media in politics and society.

Requisites: Junior standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2024

Learning Outcomes: 1. Discuss some of the social and technical forces that interact to shape the emergence of new media technologies.

Audience: Both Grad & Undergrad

2. Identify emerging media technologies and trends that have had a significant impact on individual and societal levels.

Audience: Both Grad & Undergrad

3. Describe some of the major impacts of various types of emerging media at the individual and societal levels.

Audience: Both Grad & Undergrad

4. Conduct and synthesize research on emerging media using scholarly and professional sources, identifying major ideas, trends, and gaps in the literature.

Audience: Both Grad & Undergrad

5. Communicate complex findings about emerging media clearly and accessible to non-expert audiences.

Audience: Both Grad & Undergrad

6. Assess emerging technologies and reflect on one's own media use to make informed and ethical decisions about technology engagement.

Audience: Both Grad & Undergrad

7. Integrate and critique academic theories and empirical studies to propose new directions or questions for research on emerging media.

Audience: Graduate

JOURN 649 – BRAND STRATEGY IN ADVERTISING & INTEGRATED COMMUNICATIONS

4 credits.

Provides a comprehensive introduction to classical consumer packaged goods brand management by exploring the intersection of marketing, advertising, and strategy to grow sales profitably over time with winning products and effective campaigns. Illuminates the foundational concepts, frameworks, and tools brand management professionals use to drive awareness, consideration, trial and repeat of their offerings to increase market share and establish long-lasting brand equity with target consumer groups. Engages leadership and positioning principles to cultivate and communicate one's professional and personal brand in any career or life path.

Requisites: Sophomore standing**Course Designation:** Breadth - Social Science

Level - Intermediate

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No**Last Taught:** Spring 2026

Learning Outcomes: 1. Possess a basic understanding of the consumer packaged goods industry and the core concepts behind the work brand management professionals do to drive profitable sales growth in their product categories.

Audience: Undergraduate

2. Apply key brand and marketing management frameworks, calculations and approaches for handling specific business opportunities and problems.

Audience: Undergraduate

3. Know the project management cycles of short and long term initiatives including new product innovation and strategic campaign development.

Audience: Undergraduate

4. Formulate a complete and compelling strategy recommendation memo for use in future internship and full-time professional job roles (particularly in the advertising, marketing, and brand management fields).

Audience: Undergraduate

5. Present knowledge, analysis and thought leadership to a large audience.

Audience: Undergraduate

6. Recognize how fundamental brand principles can be applied to enhance one's personal-professional "brand."

Audience: Undergraduate

JOURN/ART HIST/HISTORY/L I S 650 – HISTORY OF BOOKS AND PRINT CULTURE IN EUROPE AND NORTH AMERICA

3 credits.

History of books and print culture in the West from ancient times to the present. Focus on the influence of reading and writing on social, cultural, and intellectual life. Methodologies, theories, and sources for study of book and print culture history.

Requisites: Graduate/professional standing**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2025

Learning Outcomes: 1. Identify and explain important people, themes, and events in print and book culture in North America and Europe.

Audience: Both Grad & Undergrad

2. Identify and explain historical arguments in secondary sources.

Audience: Both Grad & Undergrad

3. Analyze primary sources and know what questions to ask to be able to do that.

Audience: Both Grad & Undergrad

4. Produce original historical knowledge through research in primary and secondary sources.

Audience: Both Grad & Undergrad

5. Critically evaluate ideas from primary and secondary sources, integrating (or contrasting) different historical perspectives and develop new historical perspectives.

Audience: Graduate

JOURN 651 – COMMUNICATING SPORTS CONTROVERSIES

3 credits.

Exploration of prominent controversies that pervade the realm of sports and engage the activities of sports communication professionals (such as sports journalists, broadcasters, marketers, and public relations specialists). Discuss the issues involved in these controversies and pay special attention to the way they impinge upon professional practices.

Requisites: JOURN 150, 162, 201, or junior standing**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No**Last Taught:** Spring 2026

Learning Outcomes: 1. Examine the core concepts and principles that are involved in today's most salient sports controversies.

Audience: Undergraduate

2. Explore the perspectives and practices of sports communication professionals with respect to these controversies.

Audience: Undergraduate

JOURN 657 – UNDERSTANDING RESEARCH DESIGN & STATISTICS IN MASS COMMUNICATION

4 credits.

Covers fundamental thinking skills necessary for the critical evaluation and presentation of arguments in mass communication, especially those based upon quantitative information. Introduces generic logic and quantitative reasoning concepts through analysis and discussion of specific cases drawn from research reported in the mass media (e.g., health and business news, public opinion polls), research on the media (e.g., the impact of media violence), and research for the media (e.g., audience research). Logical and quantitative reasoning skills will be improved through a variety of "hands on" projects.

Requisites: Junior standing**Course Designation:** Breadth - Social Science

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2025

Learning Outcomes: 1. Gain a sense of the methodological issues involved in the construction and design of mass communication research studies, giving them the ability to critically evaluate the various types of reliability and validity.

Audience: Both Grad & Undergrad

2. Understand how to analyze and interpret survey data in mass communication research contexts (e.g., confidence intervals, t-tests, correlations, etc.) using various programs (e.g., Excel, R).

Audience: Both Grad & Undergrad

3. Critically evaluate and summarize information related peer reviewed mass communication research articles.

Audience: Both Grad & Undergrad

4. Communicate effectively through written reports, oral presentations and discussion on topics in mass communication.

Audience: Both Grad & Undergrad

5. Critically evaluate ideas from different sources, integrating (or contrasting) different communication theories, deriving new testable hypotheses, developing variations on theoretical models or other ideas such as contingent conditions or mediating factors important in mass communication research.

Audience: Graduate

JOURN 658 – COMMUNICATION RESEARCH METHODS

4 credits.

Survey of methods for investigating mass communication process and effects.

Requisites: Junior standing**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2026

Learning Outcomes: 1. Explain the logic of scientific inquiry in communication research, including the role of theory and the key steps in designing and conducting a study.

Audience: Both Grad & Undergrad

2. Differentiate among major research methods used in journalism and communication, including survey, experiment, and content analysis, and distinguish quantitative from qualitative approaches.

Audience: Both Grad & Undergrad

3. Analyze and interpret data from communication studies to draw valid conclusions about media, audiences, and messages.

Audience: Both Grad & Undergrad

4. Critically evaluate the design, evidence, and claims presented in communication and media research, including studies published in both scholarly and professional contexts.

Audience: Both Grad & Undergrad

5. Apply ethical principles and disciplinary standards (e.g., informed consent, representation, data integrity) to communication research projects.

Audience: Both Grad & Undergrad

6. Explain how and why communication research can contribute to equity, inclusion, and social justice in media and society.

Audience: Both Grad & Undergrad

7. Design a small-scale communication research project that demonstrates theoretical grounding, methodological rigor, and original scholarly contribution.

Audience: Graduate

JOURN/ASIAN AM 662 – MASS MEDIA AND MINORITIES

4 credits.

Representations of minority groups in U.S. news and entertainment mass media. Historical, social, political, economic, and other factors influencing the mass mediated depictions of minorities.

Requisites: Junior standing**Course Designation:** Ethnic St - Counts toward Ethnic Studies requirement

Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2022**Learning Outcomes:** 1. Articulate how the past has affected present day circumstances regarding race and racial inequalities in the U.S.

Audience: Both Grad & Undergrad

2. Recognize and question cultural assumptions and knowledge claims as they relate to race and ethnicity.

Audience: Both Grad & Undergrad

3. Demonstrate self-awareness and empathy toward the cultural perspectives and worldviews of others.

Audience: Both Grad & Undergrad

4. Apply course concepts to their lives outside the classroom understand the central roles and functions of mass media in multicultural societies.

Audience: Both Grad & Undergrad

5. Critically read mass media to detect patterns in the representation of people, culture, and ideas.

Audience: Both Grad & Undergrad

6. Synthesize prior academic research on race and media and identify its strengths and weaknesses.

Audience: Graduate

JOURN 664 – SOCIAL NETWORKS IN COMMUNICATION

3 credits.

Examines key concepts in social network theory and develops and applies them to the field of communication. Attention is paid to the differences between social and online networks, as well as their relationships. Explores major concepts and questions in social network theory and analysis, including the elements that make up a network; network relationships (e.g. homophily, knowing others like ourselves); the construction of whole social networks out of dyads (two people) and triads (three); strong and weak ties; roles and positions; groups, cliques, and clusters; as well as small worlds and communities. Emphasis will be on what these concepts mean and how they work. There will be minimal introduction to technical network analysis and hands- on work.

Requisites: Junior standing**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2019**JOURN 669 – LITERARY ASPECTS OF JOURNALISM**

3 credits.

Critical reading of the best reporting and writing.

Requisites: Junior standing**Course Designation:** Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No**Last Taught:** Spring 2026**Learning Outcomes:** 1. Explore and critique literary journalism.

Audience: Both Grad & Undergrad

2. Prepare a presentation on a subgenre of literary journalism.

Audience: Both Grad & Undergrad

3. Explore the trajectory of narrative nonfiction as a category of writing.

Audience: Both Grad & Undergrad

4. Critique literary journalism with more sophisticated analysis techniques.

Audience: Graduate

JOURN 675 – TOPICS IN GOVERNMENT AND MASS MEDIA

3 credits.

Analysis of political and legal relationships between mass communication and government with emphasis on current problems and issues.

Requisites: Senior standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026

Learning Outcomes: 1. Describe the issues regarding misinformation/disinformation in the digital age, with an emphasis on the role played by tech platforms.

Audience: Both Grad & Undergrad

2. Describe a wide range of forms of misinformation/disinformation (propaganda, [false] news, conspiracies, rumors) in different contexts (e.g., election interference, political campaigns, influence campaigns around public health issues).

Audience: Both Grad & Undergrad

3. Explain a) where misinformation/disinformation originates and who exploits it; b) how misinformation/disinformation diffuses among the public and how prevalent it is; c) what impact misinformation/disinformation has on the public; and d) what we should do to address misinformation and disinformation.

Audience: Both Grad & Undergrad

4. Perform deliberation and debate on policies regarding misinformation regulations in the digital age.

Audience: Both Grad & Undergrad

5. Critique the current research on misinformation focusing on conceptualization and research design.

Audience: Graduate

JOURN 676 – SPECIAL TOPICS IN MASS COMMUNICATION

1-4 credits.

In-depth analysis of a conceptual mass communication issue.

Requisites: Junior standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2025

JOURN/LIS 677 – CONCEPTS AND TOOLS FOR DATA ANALYSIS AND VISUALIZATION

3 credits.

An introduction to information and data visualization: introduction to major concepts, instruction in specific tools for data analysis and visualization, and application of skills in a final project.

Requisites: None

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Investigate practical and ethical challenges of collecting, managing, analyzing and presenting data.

Audience: Both Grad & Undergrad

2. Summarize the basic grammar and principles for data visualization.

Audience: Both Grad & Undergrad

3. Handle the R language for managing data and creating visualization.

Audience: Both Grad & Undergrad

4. Compute basic statistical concepts in data analysis and visualization.

Audience: Both Grad & Undergrad

5. Practice handling and visualizing tabular, textual (e.g., social media posts), and geospatial data.

Audience: Both Grad & Undergrad

6. Develop a research study.

Audience: Graduate

JOURN 678 – LEGAL & ETHICAL DIMENSIONS OF EMERGING MEDIA

3 credits.

Examines the legal and ethical questions surrounding digital media and their effects on society and individuals.

Requisites: Junior standing

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

JOURN 681 – SENIOR HONORS THESIS

3 credits.

Mentored individual research and study for students completing Honors in the Major.

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Honors - Honors Only Courses (H)

Repeatable for Credit: No

Last Taught: Fall 2025

JOURN 682 – SENIOR HONORS THESIS

3 credits.

Mentored individual research and study for students completing Honors in the Major.

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Honors - Honors Only Courses (H)

Repeatable for Credit: No

Last Taught: Spring 2026

JOURN 691 – SENIOR THESIS

3 credits.

Mentored individual research and study for students completing a senior thesis.

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Fall 2019

JOURN 692 – SENIOR THESIS

3 credits.

Mentored individual research and study for students completing a senior thesis.

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Repeatable for Credit: No

Last Taught: Spring 2020

JOURN 697 – INTERNSHIP

1-3 credits.

Advanced directed study projects as arranged with a faculty or instructional academic staff member, based on internship experience.

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026

JOURN 698 – DIRECTED STUDY

1-6 credits.

Advanced directed study projects as arranged with a faculty or instructional academic staff member.

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2010

JOURN 699 – DIRECTED STUDY

1-6 credits.

Advanced directed study projects as arranged with a faculty or instructional academic staff member.

Requisites: Consent of instructor

Course Designation: Level - Advanced

L&S Credit - Counts as Liberal Arts and Science credit in L&S

Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026

JOURN 801 – MASS COMMUNICATION AND THE INDIVIDUAL

3 credits.

Theory and research on individuals' use of mass communication and effects of mass communication. Topics include choice, selection and functions of mass media use, attention and cognitive processing, information effects, persuasion and emotion/involvement, and social and behavioral effects.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Compare, contrast, and critique the major theoretical approaches to individual-level media effects.

Audience: Graduate

2. Differentiate the mechanisms underlying media effects theories.

Audience: Graduate

3. Evaluate how individual differences and context moderate media effects processes.

Audience: Graduate

4. Synthesize prior research.

Audience: Graduate

5. Use theory and prior research to develop research hypotheses.

Audience: Graduate

JOURN 802 – MASS COMMUNICATION AND SOCIETY

3 credits.

Examines systematic procedures for theory building and comparison of theories of communication processes between mass media and other societal institutions and their relationships with both individuals and micro-social systems.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2024

Learning Outcomes: 1. Examine the (often unquestioned) models of communication in society that inform our own areas of research.

Audience: Graduate

2. Critique influential works of social theory that have been widely adopted in the study of media and communication, as well as critical perspectives interrogating that work.

Audience: Graduate

3. Explore what role(s) do media and communication play in the argument about how human societies are structured, how they change, how power is reproduced, what variables count in studying society.

Audience: Graduate

4. Compare the conceptual tools theories offer for studying questions of interest to scholars of media and communication.

Audience: Graduate

5. Critically evaluate how different theory's central ideas and assumptions impact research in our own respective subfields, whether political communication, journalism studies, disinformation studies, etc.

Audience: Graduate

JOURN 803 – MASS COMMUNICATION AND CULTURE

3 credits.

Intensive readings focusing on the critical studies and/or cultural studies traditions in mass communication theory and research.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Define and compare major theories of culture, ideology, and hegemony within media and communication scholarship.

Audience: Graduate

2. Analyze how digital and global media reshape power relations, cultural practices, and systems of meaning.

Audience: Graduate

3. Apply political economy frameworks to evaluate media industries and technological change.

Audience: Graduate

4. Critically examine how media represent and reinforce or challenge constructions of gender, sexuality, race, ethnicity, and nationality.

Audience: Graduate

5. Interpret how audiences, users, and participants negotiate identity and power through digital media.

Audience: Graduate

6. Evaluate the relationship between media practices and social movements, activism, and public participation.

Audience: Graduate

7. Synthesize scholarly research to develop an original, theoretically grounded analysis of culture and media in the digital age.

Audience: Graduate

JOURN/HISTORY 808 – MASS COMMUNICATION HISTORY

3 credits.

Intensive reading and discussion designed to introduce literature of mass communication.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2025

Learning Outcomes: 1. Analyze key historical arguments, methodologies, and sources used in the study of journalism and mass communication.

Audience: Graduate

2. Evaluate how historical evidence is constructed, interpreted, and debated within communication scholarship.

Audience: Graduate

3. Conduct original historical research using primary and secondary sources, such as archives, oral histories, or media artifacts.

Audience: Graduate

4. Synthesize historiographical debates to situate their own research within broader scholarly conversations.

Audience: Graduate

5. Produce and present an original, research-based paper or project that demonstrates mastery of historical inquiry and scholarly communication.

Audience: Graduate

JOURN/LSC 811 – CONCEPTUALIZATION AND DESIGN OF MASS COMMUNICATION RESEARCH

2-3 credits.

Assists students in turning research questions into substantive research designs with understanding of the concepts involved. For most students, the final product will be a well-developed thesis or dissertation proposal.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026

Learning Outcomes: 1. Explain key principles of social science research, with a focus on how empirical studies relate to, and contribute to social scientific theory creation and development

Audience: Graduate

2. Identify and explain common modes of empirical research in mass communication and science communication scholarship, including their strengths and weaknesses

Audience: Graduate

3. Assess different kinds of social scientific research for strengths/weaknesses related to increasing understanding of mass communication and/or science communication

Audience: Graduate

4. Articulate and/or evaluate research proposals in mass communication and/or science communication

Audience: Graduate

JOURN 812 – QUALITATIVE COMMUNICATION RESEARCH METHODS

3 credits.

Research methodology. Design research, analyze and interpret evidence, and develop a deeper appreciation of research strategies.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Survey a broad range of qualitative methods.

Audience: Graduate

2. Critique methods in research.

Audience: Graduate

3. Navigate Institutional Review Board protocols.

Audience: Graduate

4. Formulate research questions and selecting the appropriate method for answering them.

Audience: Graduate

5. Write a literature review in relation to research questions.

Audience: Graduate

6. Conduct techniques out in the field.

Audience: Graduate

7. Create qualitative (thematic) "codebooks" and learn how to write analytic memos.

Audience: Graduate

8. Implement analytical frameworks (and talking about how these are different from your theoretical frameworks).

Audience: Graduate

9. Analyze, write up data, once collection is complete.

Audience: Graduate

JOURN 813 – PRACTICUM IN COMMUNICATION RESEARCH

3 credits.

Detailed practicum on conducting and publishing empirical research in mass communication.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2022

Learning Outcomes: 1. Describe how to develop an individual project for journal submission.

Audience: Graduate

2. Develop theoretical arguments and research questions.

Audience: Graduate

3. Demonstrate concept explication.

Audience: Graduate

4. Evaluate measurement approaches.

Audience: Graduate

5. Demonstrate how to analyze data, interpret findings, and discuss implications.

Audience: Graduate

6. Write a manuscript to submit to conferences or journals.

Audience: Graduate

7. Write reviews and responses to reviewers.

Audience: Graduate

JOURN 818 – COMPUTATIONAL APPROACHES TO COMMUNICATION RESEARCH

3 credits.

Surveys major computational approaches and analytical tools that are promising in advancing communication research and practices in the modern digital information environment.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Gain familiarity with major computational methods currently available to social scientists.

Audience: Graduate

2. Develop a conceptual understanding of the core assumptions, modeling strategies, and programming tools associated with each of the surveyed computational method.

Audience: Graduate

3. Critically assess how computational methods could help describe, predict, and explain communication phenomena and improve Interventions.

Audience: Graduate

4. Examine how computational approaches could triangulate with other research methods to help advance communication theory.

Audience: Graduate

5. Collectively build a shared resource library that includes annotated bibliographies, short response papers, and tutorials & codes for a selected set of R packages popular for computational communication research.

Audience: Graduate

6. Gain experiences with applying computational methods to address research questions of your interest.

Audience: Graduate

JOURN 821 – HEALTH COMMUNICATION

3 credits.

Application and integration of theory in understanding the effects of mass media, with close attention to health communication campaign messages.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Describe some of the major theories within the area of mediated health communication.

Audience: Graduate

2. Identify gaps in research literature and propose how those gaps might be filled.

Audience: Graduate

3. Compare and connect ideas across multiple areas of academic literature.

Audience: Graduate

4. Use theory to design research hypotheses.

Audience: Graduate

5. Use prior research and theory to support your arguments.

Audience: Graduate

JOURN 822 – GLOBAL COMMUNICATION

3 credits.

Readings and discussion focussing on global media issues. Topics may include news flow, cultural imperialism, representations, history and political economy, globalization trends, new technologies, mass media and nation building, communication and grassroots politics.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026

Learning Outcomes: 1. Appraise the evolving field of global communication.

Audience: Graduate

2. Identify the key areas of research on global communication.

Audience: Graduate

3. Summarize the relationship between media/political systems and citizenship.

Audience: Graduate

4. Review practical applications of international communication.

Audience: Graduate

5. Appraise research on international communication.

Audience: Graduate

6. Identify the global dynamics impacting (and impacted by) communication practices.

Audience: Graduate

JOURN/ENVIR ST/LSC 823 – SCIENCE AND ENVIRONMENT COMMUNICATION

3 credits.

Tracks the evolution of mass media coverage of science and the environment. Emphasis on how journalists utilize evidence, the influence of scientific and journalistic norms on stories, and the effects of mass media on science and environment messages to the public.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Describe theoretical perspectives relating to science and environmental communication, including a sampling of recent findings and current theoretical model

Audience: Graduate

2. Combine theory and methods to develop and evaluation science and environmental communication efforts

Audience: Graduate

3. Apply research theories and findings to contemporary problems in environmental and science communication

Audience: Graduate

4. Communicate complex environmental and science concepts with scientific and general audiences in oral and written forms

Audience: Graduate

JOURN 824 – RACE, ETHNICITY AND MEDIA

3 credits.

Examines key theoretical and empirical readings in the area of race/ethnicity and media.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2025

Learning Outcomes: 1. Critically analyze the differences and similarities between the concepts of race and ethnicity within media and communication contexts.

Audience: Graduate

2. Evaluate the hidden power and privilege of whiteness and its operation in everyday life and mediated representations.

Audience: Graduate

3. Assess the meanings and implications of multiculturalism and color-blind ideology for social interaction and media production.

Audience: Graduate

4. Examine the varied contexts in which race and ethnicity function as organizing social constructs across media and society.

Audience: Graduate

5. Develop a research project related to race, ethnicity, and media, and conduct a pilot study to explore the topic empirically or conceptually.

Audience: Graduate

JOURN/LSC 825 – LAW AND ETHICS OF COMMUNICATION AND MEDIA

3 credits.

Explores critical questions of media law and ethics within the United States.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2021

Learning Outcomes: 1. Understand the dimensions of legal and ethical philosophies and frameworks as applied to media work.

Audience: Graduate

2. Interpret and critique common elements of media ethics codes and practices.

Audience: Graduate

3. Interpret and critique legal precedents and doctrines

Audience: Graduate

4. Apply philosophy and frameworks to current media concerns and controversies.

Audience: Graduate

5. Rationally defend or critique choices in specific media contexts.

Audience: Graduate

6. Research and write about law and ethics in scholarly or professional publications.

Audience: Graduate

JOURN/LSC 826 – JOURNALISM THEORY

3 credits.

Focus on the content and purposes of journalism, explores cultural values associated with journalism, relationships between journalism and other institutions, and current issues facing journalists at a time when the profession faces many challenges.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2025

Learning Outcomes: 1. Review a wide breadth of scholarship in the fields of media studies and communication pertaining to journalism, both classical and contemporary text.

Audience: Graduate

2. Critique scholarship, journal articles, and journalism.

Audience: Graduate

3. Conduct group discussions on these topics.

Audience: Graduate

4. Write a literature review on these topics.

Audience: Graduate

5. Produce a conference-ready manuscript or other kinds of concepts-based journalistic project.

Audience: Graduate

JOURN/GEN&WS 828 – GENDER AND SEXUALITY IN MASS COMMUNICATION

3 credits.

A scholarly theory overview on gender and sexuality in communication studies.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2025

Learning Outcomes: 1. Explain how cultural theorists have defined "gender," "sexuality," and "intersectionality."

Audience: Graduate

2. Analyze how gender and sexuality are represented in the mass media.

Audience: Graduate

3. Explain how gender and sexuality are relevant to media production, media consumption (media audiences), and media activism.

Audience: Graduate

4. Describe how gender and sexuality inform the creation of media publics.

Audience: Graduate

JOURN/POLI SCI 829 – POLITICAL COMMUNICATION

3 credits.

This course examines the role of communication in American politics.

Topics covered include the communication of politics (e.g., communication by politics elites, effects of mass media and interpersonal communication on political attitudes) as well as the politics of communications (regulation of political communication, policy issues, etc.).

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2024

Learning Outcomes: 1. Describe major conceptual and practical issues in politics in the digital media age.

Audience: Graduate

2. Develop basic analytical skills.

Audience: Graduate

3. Critique conceptualization, data collection and analysis of scientific evidence.

Audience: Graduate

4. Evaluate robustness of scientific findings and logical consistencies.

Audience: Graduate

5. Develop student's own study of the issues regarding political communication.

Audience: Graduate

JOURN/LSC 833 – TECHNOLOGY AND SOCIETY

3 credits.

Considers the effects of new communication technologies on everyday life and political mobilization.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Review trends in the emerging media landscape for production and practice.

Audience: Graduate

2. Review key areas of research.

Audience: Graduate

3. Critique the social implications of emerging communication technologies.

Audience: Graduate

4. Identify and compare global dynamics surrounding communication technologies.

Audience: Graduate

JOURN 835 – NEWS FRAMING AND SOCIAL PROTEST MOVEMENTS

3 credits.

Addresses the multi-disciplinary theory and research that have contributed to our understanding of both the antecedents and consequences of mediated messages as they impinge upon processes related to social protest. Draws from literature in mass communication, political science, sociology, psychology and other disciplines to examine questions about the role of communication media in the dynamics of social protest.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Fall 2024

Learning Outcomes: 1. Master the literature in the areas of framing, framing effects, and news coverage of social movements.

Audience: Graduate

2. Design and execute a research project that contributes to the literature of news framing and social protest.

Audience: Graduate

3. Develop skills in analyzing and presenting their own and others' research.

Audience: Graduate

JOURN 880 – TOPICS IN MASS COMMUNICATION

3 credits.

In-depth investigation of a specific topic in mass communication.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2025

Learning Outcomes: 1. Master the literature in the areas of framing, framing effects, and news coverage of social movements.

Audience: Graduate

2. Design and execute a research project that contributes to the literature of news framing and social protest.

Audience: Graduate

3. Develop skills in analyzing and presenting their own and others' research.

Audience: Graduate

JOURN 901 – COLLOQUIUM IN MASS COMMUNICATION

1 credit.

Research presentations by mass communication scholars, and is designed to acquaint graduate students with theoretical and methodological approaches to the study of communication.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Fall 2025

Learning Outcomes: 1. Describe life as a graduate student in the the field of mass communication.

Audience: Graduate

2. Describe School of Journalism and Mass Communication faculty and instructional staff in terms of their research and teaching areas.

Audience: Graduate

3. Explain various research, teaching, service and career activities relevant to graduate students.

Audience: Graduate

JOURN 902 – GRADUATE TEACHING COLLOQUIUM

1 credit.

Colloquium series in fields related to communication and information studies. Teaching presentations on various theoretical and practical approaches to teaching and learning in the communication and information fields.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

JOURN 903 – PROFESSIONAL MASTER'S COLLOQUIUM

1 credit.

Expands the toolkit of skills and experiences through direct work with working journalists and communication professionals.

Requisites: Graduate/professional standing

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: No

Last Taught: Spring 2026

Learning Outcomes: 1. Gain professional lessons about the craft and industry of journalism and media from those who practice it.

Audience: Graduate

2. Apply skills learned using WordPress and other technology to develop pieces for a professional portfolio.

Audience: Graduate

3. Craft an understanding of the ethics and practice of journalism from a practical and theoretical perspective and demonstrate how to apply them in professional situations.

Audience: Graduate

4. Develop relationships with professionals and mentors to further their careers in journalism.

Audience: Graduate

JOURN 990 – THESIS

1-9 credits.

Advanced level mentored reading and research for students with dissertator status.

Requisites: Consent of instructor

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026

JOURN 999 – INDEPENDENT RESEARCH PROBLEMS

2-4 credits.

Advanced level mentored reading and research for dissertators.

Requisites: Consent of instructor

Course Designation: Grad 50% - Counts toward 50% graduate coursework requirement

Repeatable for Credit: Yes, unlimited number of completions

Last Taught: Spring 2026