

JOURNALISM

JRN

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

108 The World of Media

Fall, Spring, Summer. 3(3-0)

Introduction to the wide array of the journalism and media industries. Examination of established to emerging media and their content and audiences, content dissemination, policy and management decision-making, theory, history, development and current structure of the media. Role and impact of media on society and vice-versa, careers, law and ethics, media literacy and diversity.

200 Writing and Reporting News I

Fall, Spring, Summer. 3(1-4) P: Completion of Tier I Writing Requirement R: Approval of school.

Basic reporting and writing skills. Storytelling with news judgment, information gathering, readability. News styles and structure in alternative delivery methods. Independent sources and interviewing techniques in a lab setting. Writing news across platforms. AP style.

203 Visual Storytelling

Fall, Spring, Summer. 3(3-0) R: Open to undergraduate students in the College of Communication Arts and Sciences.

Explorations of visual storytelling techniques and technologies, including photography, audio, video, information graphics, alternative story forms and social media.

211 Documentary History and Theory

Fall. 3(3-0) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. R: Open to students in the School of Journalism or in the Department of Media and Information or in the Department of Writing, Rhetoric and American Cultures or in the Documentary Studies Specialization or in the Film Studies major.

Documentary history and theory from its origins to the present.

212 2D Animation Storytelling

Fall, Spring. 3(3-0)

Theory and production practice of creating 2D animation in cultural storytelling and education.

213 Animation, Comics, Culture and Graphic Novels in Media

Summer. 3(3-0)

Study of the development and relevance of comics and graphic novels from around the world to cultural and historical issues and events. Creation of digital and interactive comics to market work for transmedia publication. Special emphasis is put on creating short comics around news issues and events, educational and instructional comics, interactive, animated and experimental comic styles.

218 Sports in Contemporary Media

Fall. 3(3-0) P: Completion of Tier I Writing Requirement

Introduction to today's media coverage of sports, including college and professional major and Olympic sports. Survey of development of traditional and new media reporting. Legal, and ethical issues, including contracts and copyrights of sports media.

300 Writing and Reporting News II (W)

Fall, Spring, Summer. 3(1-4) P: ((CAS 110 or concurrently) and (CAS 111 or concurrently)) and (CAS 112 or concurrently)) or (JRN 203 or concurrently)) and JRN 200

Development of story ideas and cover communities, using a wide variety of digital story-telling tools that range from traditional to innovative journalism techniques for various media. Use of tweets, blogs and other social media, as well as text, photos, audio and video podcasts, information graphics and other multi-media to cover news.

306 Introduction to Radio and TV News

Fall, Spring, Summer. 3(2-2) P: JRN 300 or concurrently RB: Basic knowledge of video and audio equipment recommended.

Introduction to shooting, recording and editing for audio and video storytelling for radio, TV and digital media. History of broadcasting, radio and television journalism. Fundamentals of audio and video writing style and scripting, presentation and delivery, reporting and research skills, use of multi-media platforms.

310 Photojournalism

Fall, Spring. 3(2-2) P: JRN 203 or CAS 111 or approval of school

Storytelling using digital photography by learning the principles of content, framing and motion, camera operation and software editing.

311 Introduction to Documentary Production

Spring. 3(2-2) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. P: MI 211 R: Open to students in the Documentary Production Minor. SA: TC 233

Introduction to documentary production using accessible and affordable digital technology.

312 Stop Motion Animation Storytelling

Summer. 3(3-0)

Creation of digital stop motion animation sequences to tell a narrative story or recreate a historical or current world event. History of stop motion animation, character rigging and kinetics, storyboarding, plot and sequence development.

313 Political Cartoons

Summer. 3(3-0)

Survey and critique of political cartoons from around the world from ancient Egypt through today. Impact the cartoons can have on society as well as the techniques to research, create, and market political cartoons.

336 Designing for Print and Digital Media

Fall, Spring. 3(2-2) P: JRN 203 or CAS 111 or approval of school

Theory and practice in typography, visual editing, alternative story forms, hierarchy and use of color in digital and print publications.

338 Visualizing Data with Information Graphics

Fall, Spring. 3(2-2) P: CAS 111 or JRN 203 or approval of school

Information graphics, or infographics, are graphic visual representations of information used to make information clearer and more understandable, accessible and engaging. Theory, application and production of print, animated and interactive information graphics using visual tools, like maps, charts, diagrams and illustrations.

375 International Journalism and Media

Fall. 3(3-0) SA: JRN 335

Survey of media and journalism news systems around the world. Contemporary issues in international journalism. Press theory and effects on press freedom and media independence. Foreign correspondence reporting.

400 Spartan Digital Newsroom

Fall, Spring, Summer. 3(1-4) A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 300 R: Open to seniors or master's students in the School of Journalism.

Storytelling: writing, reporting, designing, producing and visually communicating news and information through special projects. Students work as newsroom teams. In-depth stories are published on multiple platforms, including mobile devices and websites.

402 Public Relations Topics in Journalism

Fall, Spring. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402. R: Open to students in the Journalism Major or in the Public Relations Minor.

Current topics related to the practice of public relations.

403 TV News

Fall, Spring. 3(2-2) P: JRN 306 and CAS 201 and CAS 202

Gathering, writing and presenting video stories for TV, online and digital news, including the use of long-form video and audio. Emphasis on visual storytelling and multi-media platforms.

405 Editing for Print and Digital

Fall, Spring, Summer. 3(2-2) P: JRN 200 SA: JRN 305

Editing for accuracy, brevity and maximum impact to improve one's own writing and that of others for today's media.

406 Advanced TV News

Fall, Spring. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 403

Students host and produce thirty-minute newscasts for TV and online. Advanced video storytelling with reporting, writing, editing, announcing and producing TV and digital news with emphasis on organizing and producing stories in the field and studio. Use of multi-media platforms.

407 Advanced Reporting

Fall. 3(2-2) P: JRN 300

Developing in-depth news stories, using traditional and innovative investigative reporting skills and techniques. Finding and analyzing databases. Following up with interviews and sources. Visualizing data. Employing the Freedom of Information Act to obtain public/government records.

Journalism—JRN

- 409 Advising Student Publications**
Spring, Summer. 3 to 12 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: Completion of Tier I Writing requirement R: Open to juniors or seniors or graduate students and approval of school.
Themes and issues to oversee successful student publications such as staff organization and policies, finance, law, photography, design and role of the student press.
- 410 Photojournalism and Documentary Photography**
Spring. 3(2-2) P: JRN 310
Advanced visual storytelling: Photographic reporting and editing. Social documentary photography. Advanced technical and aesthetic skills. Studio and strobe lighting. Audio and photo packages. Slideshows.
- 411 Collaborative Documentary Design and Production (W)**
Spring. 3(2-2) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. P: Completion of Tier I Writing Requirement R: Open to students in the Documentary Production Minor. SA: TC 411
Design and development of documentaries in a team setting using video and audio, still photography, web design, and print media. Participation in a production cycle including idea generation, research, design, production, and distribution.
- 413 3D Animation Storytelling**
Summer. 3(3-0)
Character development in regard to culture and story. Advanced relationship of physics between character and the environment through micro facial expressions, body language of walk and gesture.
- 415 Business Reporting and Public Affairs**
Fall. 3(3-0) P: JRN 300 SA: JRN 440
An in-depth examination of important stories in business as they relate to government, public affairs and the economy. Understanding that many everyday stories are business-related and how they can affect individuals and society.
- 417 Sports Reporting**
Fall, Spring. 3(2-2) P: JRN 200 and JRN 218
Introduction to specialized field of sports journalism; reporting on high school, college and professional major sports and Olympic sports. Interaction with sports journalists from various media; writing and producing sports stories in multi-media formats.
- 418 Advanced Sports Reporting**
Fall, Spring. 3(2-2) P: JRN 300 and JRN 417
Advanced instruction in specialized field of sports journalism; editing and producing stories on high school, college and professional major sports and Olympic sports. Interaction with sports journalists from various media, including coverage of sporting events; editing and producing sports stories in multi-media formats.
- 420 Capital News Service**
Fall, Spring. 3(0-6) A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 300 or approval of school R: Open to juniors or seniors or graduate students in the School of Journalism.
Supervised professional experience in covering Michigan politics and state government as correspondents for selected media. Student work and by-lines appear in professional print and online media, preparing them for the industry.
- 425 Journalism History**
Fall. 3(3-0) SA: JRN 325
The development of journalism in the United States from colonial to the present; examination of evolving written, aural, visual and multimedia forms and relevant media technology. Journalism's history has impacted and influenced U.S. history in interesting ways.
- 430 News Media Law and Ethics**
Fall, Spring, Summer. 3(3-0)
Legal and ethical nature of news gathering and dissemination. Moral issues in gathering and reporting news. First amendment principles of press freedom. Libel, invasion of privacy, prior restraint, access to information. Objectivity, sensitivity, covering victims, source relations.
- 432 Magazine and Feature Writing**
Spring. 3(2-2) P: JRN 300
In-depth storytelling for long-form narratives for magazines and other media outlets. Delve into the human interest angle when developing stories to educate and/or entertain.
- 436 Designing for the Web and Mobile Devices**
Fall, Spring. 3(2-2) P: JRN 336
Theory and practice in designing online publications. Content gathering including text, digital images and multimedia elements. Emphasis on information, interaction and presentation design. Includes coding, HTML and CSS.
- 438 Advanced Information Graphics**
Fall, Spring. 3(2-2) P: JRN 338 R: Open to undergraduate students or master's students.
Exploration and use of print, animated and interactive storytelling with advanced visualization techniques and technologies for communicating online.
- 445 Images and Messages**
Spring. 3(3-0) SA: JRN 345
Analytical, historical, and critical study of visual communication. Role and effects of imagery in news and documentary presentations. Ethics of visual messages. Impact of technology on visual journalism. Aesthetics of imagery and cultural belief systems associated with the medium of photography.
- 450 Creating and Marketing Media for Journalism**
Spring. 3(3-0) R: Open to juniors or seniors or graduate students in the College of Communication Arts and Sciences.
Developing and marketing journalism innovations that have the potential for commercial enterprise.
- 472 Environmental Reporting**
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits JRN 472 and JRN 473. P: JRN 200 or approval of school
Topics may include investigative environmental and science reporting, environmental writing and video storytelling with a focus on the Great Lakes region of the U.S. and Canada.
- 473 Environmental Journalism Seminar**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits JRN 472 and JRN 473.
Topics may include storytelling and news coverage of health, science and environmental events and issues.
- 475 International News and Government Dynamics**
Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Not open to freshmen.
Comparative features of global media and coverage within regional contexts that rotate each year: Latin America and the Caribbean; Africa and the Middle East; Europe; or Asia and the Pacific. Historical influences and impact of state-press relations and communications technologies.
- 483 Photo Communication in Europe**
Summer. 6(3-6) R: Approval of school.
Study abroad. Introduction to contemporary photographers including those working in documentary, photojournalism, advertising and art. Visits to historical collections of photography, museums, galleries, and studios. Structured travel to historical and cultural sites. Practical experience in digital photography including shooting, editing, storytelling and packaging.
- 490 Independent Study**
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Approval of school.
Supervised individual study in an area of journalism.
- 491 Journalism Skills Topics**
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits in JRN 491 and JRN 492. P: JRN 200 SA: JRN 408
How to apply traditional to innovative journalism techniques and skills to various forms (text, audio, visual, multimedia) and media.
- 492 Journalism Seminar**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits in JRN 491 and JRN 492.
Curious issues, topics or themes involving journalism.

- 493 Journalism Professional Field Experience**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 200 R: Open to students in the Journalism Major. Approval of school; application required. Supervised field experience at a professional media organization. Media related issues.
- 800 Multiple Media Reporting I**
Fall. 3(2-2) R: Open to graduate students. Development and practice of professional news judgment, writing, ethics, and skills across media platforms, such as print, online, audio, and video storytelling.
- 801 Multiple Media Reporting II**
Spring. 3(2-2) P: JRN 800 R: Open to graduate students. Investigative and in-depth project reporting across media platforms. Use of databases, documents, financial data, survey data and geographic information systems.
- 803 Introduction to Quantitative Research Methods**
Fall, Summer. 3(3-0) Interdepartmental with Advertising and Communication and Media and Information. Administered by Communication. SA: ADV 875, COM 800, JRN 817, TC 802
Introduction to quantitative social science research methods and applied analyses for understanding research reports and developing graduate level research projects.
- 808 Journalism Education Visual Topics**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 12 credits in all enrollments for this course. RB: Teaching degree. R: Open to graduate students. Approval of school.
Visual communication topics for teachers who advise student media in middle or high schools. Teaching methods and best practice used in photography, web and print design and video.
- 809 Journalism Education Advising Topics**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 12 credits in all enrollments for this course. RB: Teaching degree. R: Open to graduate students in the College of Education or in the Department of Teacher Education or in the Journalism Disciplinary Teaching Minor or approval of school.
Specialized course offerings for teachers. Topics may include classroom management techniques for media advisers, working with diverse audiences, creating necessary curricula that align with state standards.
- 810 Visual Journalism**
Fall. 3(3-0) R: Open to graduate students. Historical, theoretical, conceptual, ethical and technological approaches to the creation, processing and dissemination of visual information in journalism, documentary film, public relations and advertising. Explores both U.S. and international case studies.
- 815 Media, Society and Theory**
Fall. 3(3-0) R: Open to graduate students. Roles, impacts, organization, and performance of the news media in society.
- 816 Applied Research Methods in Journalism**
Spring. 3(3-0) R: Open to graduate students. Exposure to qualitative and quantitative methods of research for journalism. Methods include surveys, content analysis, focus groups, participant observation, historical, visual and document research.
- 820 Capital News Service**
Fall, Spring. 3(1-4) P: JRN 800 or approval of school R: Open to master's students in the College of Communication Arts and Sciences or in the School of Journalism or in the Journalism Major or approval of school.
Supervised professional experience in covering politics and state government as correspondents for selected media. Student work appears in professional print and online media.
- 821 Social Media News and Information**
Spring. 3(3-0) R: Open to graduate students. New technologies relevant to journalism. Assessing impact on the field. Use of these technologies in their work.
- 825 Journalism History and Qualitative Methods**
Spring. 3(3-0) R: Open to graduate students. How journalism and media evolved as they are today. Qualitative methods to research formats, platforms, design, content or policy. Variable time periods, societies and geographies.
- 872 Environment, Science and Health Reporting Topics**
Fall, Spring. 3(2-2) A student may earn a maximum of 9 credits in all enrollments for this course. P: JRN 800 R: Open to graduate students.
Resources and practical experience in reporting and writing about environment, science and health topics.
- 873 Environment, Science and Health Journalism Seminars**
Fall, Spring. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to graduate students.
Issues in environment, science and health journalism.
- 875 Global Affairs Reporting**
Fall. 3(2-2) P: JRN 800 R: Open to graduate students.
Techniques and challenges in covering international events and issues such as economics, security, disasters, and public policy. Understanding international press systems, rights and constraints.
- 887 Journalism Study Abroad Topics**
Summer. 6(6-0) A student may earn a maximum of 12 credits in all enrollments for this course. R: Open to graduate students. Approval of school.
Topics vary. Blend of lectures, visits to media organizations, and fieldwork.
- 890 Independent Study**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to graduate students in the School of Journalism. Approval of school.
Individualized study under faculty direction.
- 892 Journalism Special Topics**
Fall, Spring, Summer. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to graduate students.
Topics vary.
- 896 Journalism Professional Project**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 25 credits in all enrollments for this course. R: Open to master's students in the Journalism major. Approval of school.
Individualized research, writing and production of in-depth journalism projects.
- 899 Master's Thesis Research**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to master's students in the Journalism major. Approval of school.
Master's thesis research.
- 900 Theory Building in Media and Information Studies**
Fall. 3(3-0) Interdepartmental with Advertising and Media and Information. Administered by Advertising.
Concepts and issues relating explanation, scientific inquiry, theory building and applications to interdisciplinary studies in media and information.
- 916 Qualitative Research Methods**
Spring. 3(3-0) Interdepartmental with Advertising and Media and Information. Administered by Journalism. R: Open to doctoral students in the College of Communication Arts and Sciences.
Qualitative research in mass and specialized communication systems. Topics include documentary, bibliographic, case study and participant observation methods.
- 921 Media Theory**
Fall. 3(3-0) Interdepartmental with Advertising and Media and Information. Administered by Journalism. R: Open to doctoral students. SA: ADV 921
Process and effects of mediated communication. Audiences, socialization, and persuasion. Macro-social, and intercultural perspectives. Theory construction.
- 960 Media and Technology**
Spring. 3(3-0) Interdepartmental with Advertising and Media and Information. Administered by Media and Information. R: Open to doctoral students in the Communication Major or in the Media and Information Studies Major or approval of department. SA: TC 960
Theoretical frameworks concerning media and communication processes, and their interactions with technology. Social, organizational, critical, and economic perspectives.

Journalism—JRN

975 Quantitative Research Design

Fall. 3(3-0) Interdepartmental with Advertising and Media and Information. Administered by Advertising. RB: One graduate-level research design or statistics course. R: Open to doctoral students.

Survey, experimental and content-analytic techniques applied to the study of media. Academic and applied research methods. Univariate and multivariate techniques.

985 Advanced Quantitative Analysis for Media

Spring. 3(3-0) Interdepartmental with Advertising and Media and Information. Administered by Media and Information. P: ADV 975 RB: Masters-level research course in addition to ADV 975.

Multivariate research methods for media and information studies research.