

# JOURNALISM

# JRN

## School of Journalism College of Communication Arts and Sciences

### 108 The World of Media

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

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

### 200 Writing and Reporting News

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

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

### 203 Visual Storytelling

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

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

### 206 Video Storytelling with Cell Phones

Fall, Spring, Summer. 3(2-2)

Fundamentals of video storytelling using cell phone cameras: basics of shooting and editing video; video aesthetics; natural sound: audio and microphones; interviewing; journalism newsgathering and ethics.

### 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.

### 265 International Journalism and Media

Fall. 3(3-0)

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

### 300 Multimedia Writing and Reporting (W)

Fall, Spring, Summer. 3(1-4) P: (JRN 200 and (JRN 203 or concurrently)) and completion of Tier I writing requirement

Powerful writing combined with visual communication and social media for multimedia reporting. Developing story ideas and interview techniques for covering public affairs and communities. Stories are published online.

### 303 On-Air Announcing, Interviewing and Hosting

Fall, Spring, Summer. 3(2-2)

Hands-on experience to be comfortable in front of a camera and microphone in a live setting doing interviews or presenting information. Effective host and anchor techniques across various digital platforms for all different styles of programming, including news, sports and entertainment.

### 305 Editing for Print and Digital

Fall, Spring, Summer. 3(2-2) P: JRN 200 SA: JRN 405

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

### 306 Introduction to Radio, Podcasting and TV News

Fall, Spring, Summer. 3(2-2) P: JRN 300 or concurrently or approval of department RB: Basic knowledge of video shooting and editing recommended

Fundamentals of audio storytelling. Introduction to broadcast style writing; scripting for radio news and podcasting; voice tone and cadence. Exposure to professional cameras for video stories.

### 310 Photojournalism

Fall, Spring. 3(2-2) P: JRN 203 or JRN 483 or approval of school R: Open to students in the School of Journalism.

Photography storytelling by learning the principles and ethics of successful visual communication, 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.

### 317 Sports Journalism

Fall, Spring. 3(2-2) P: JRN 200 SA: JRN 417

Introduction to the specialized field of sports journalism. Reporting on high school, college, Olympic, and professional major sports. Interaction with sports journalists from various media; writing and producing sports stories in multi-media formats. Ethical decision-making.

### 325 Journalism History

Fall. 3(3-0) SA: JRN 425

Development of journalism in the United States from colonial to the present; examination of evolving written, aural, visual and multimedia forms and relevant media technology. Journalism's history has impacted and influenced U.S. history in interesting ways.

### 336 Designing for Media

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

Creating and composing visual communication design for digital and print publications. Theory and practice in typography, visual editing, alternative story forms, hierarchy and use of color.

### 338 Information Graphics

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

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

### 345 Images and Messages

Spring. 3(3-0) SA: JRN 445

Visual communication through analytical, historical and critical views. Role and effects of imagery in storytelling, news and documentary presentations. Ethics of visual messages. Impact of technology on visual journalism. Aesthetics of imagery and cultural belief systems associated with the medium of photography.

### 365 International News and Government Dynamics

Fall, Summer. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course. SA: JRN 335

Explores the importance of journalism in the process of building governments in different countries. Compares features of global media and coverage in international contexts. Regions rotate each year: Latin America and the Caribbean; Africa and the Middle East; Asia and the Pacific; and Europe. Historical influences and impact of government-media relations and types of media and technology outlets.

## JRN—Journalism

- 372 Environment, Science and Health Journalism Special Topics**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. A student may earn a maximum of 12 credits JRN 372 and JRN 472. SA: JRN 473  
Analyze and understand the context of environment, science and health events and issues for news coverage.
- 375 International Journalism and Media**  
Fall. 3(3-0) SA: JRN 335  
Survey of media and journalism news systems around the world. Contemporary issues in international journalism. Press theory and effects on press freedom and media independence. Foreign correspondence reporting.
- 402 Public Relations Topics in Journalism**  
Fall, Spring. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402. R: Open to students in the Journalism Major or in the Public Relations Minor.  
Current and rotating topics related to the practice of public relations.
- 403 TV News**  
Fall, Spring. 3(2-2) P: JRN 306 or approval of department R: Open to students in the School of Journalism.  
Creating video news stories for TV and digital platforms. Entry-level producing and anchoring for regular short newscasts. Introduction to broadcast style writing for video. Multi-media reporting for TV news broadcasts.
- 406 Advanced TV News Storytelling and Producing**  
Fall, Spring. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 403 or approval of department  
Announcing, reporting, and producing newscasts for TV and digital platforms, honing skills in video, audio, broadcast writing, TV news storytelling, interviewing and reporting. Advanced producing techniques, social media strategies for journalism and create a professional portfolio for future employers.
- 407 Advanced Reporting**  
Fall. 3(2-2) P: JRN 300  
Developing 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.
- 409 Advising Student Publications**  
Spring, Summer. 3 to 12 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: Completion of Tier I Writing requirement R: Open to juniors or seniors or graduate students and approval of school.  
Themes and issues to oversee successful student publications such as staff organization and policies, finance, law, photography, design and role of the student press.
- 410 Advanced Photojournalism: Documentary**  
Spring. 3(2-2) P: JRN 310 or approval of school  
Advanced photographic storytelling and editing for media. Social documentary/long-form photography and layout. Technical and aesthetic skills. Studio and strobe lighting. Build a portfolio.
- 411 Collaborative Documentary Design and Production (W)**  
Spring. 3(2-2) Interdepartmental with Film Studies and Media and Information and Writing, Rhetoric and American Cultures. Administered by Media and Information. P: Completion of Tier I Writing Requirement R: Open to students in the Documentary Production Minor. SA: TC 411  
Design and development of documentaries in a team setting using video and audio, still photography, web design, and print media. Participation in a production cycle including idea generation, research, design, production, and distribution.
- 413 3D Animation Storytelling**  
Summer. 3(3-0)  
Character development in regard to culture and story. Advanced relationship of physics between character and the environment through micro facial expressions, body language of walk and gesture.
- 416 Sports Multimedia Content Management**  
Fall, Spring, Summer. 3(2-2) P: JRN 300 and JRN 317  
Packaging, editing, and making ethical decisions in sports newsrooms. Making strong content choices, from SEO to visual to broadcast to print. Editing, content choice, and coverage on ethical/diversity levels.
- 417 Sports Reporting**  
Fall, Spring. 3(2-2) P: JRN 200 and JRN 218  
Introduction to specialized field of sports journalism; reporting on high school, college and professional major sports and Olympic sports. Interaction with sports journalists from various media; writing and producing sports stories in multi-media formats.
- 418 Advanced Sports Reporting**  
Fall, Spring. 3(2-2) P: JRN 416  
Upper-level exploration of issues in sports journalism and directed professional work experiences at outlets such as WKAR's Current Sports (radio/TV/web) and FOX Sports.
- 420 Capital News Service**  
Fall, Spring. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course.  
Supervised professional experience in covering Michigan politics and state government as correspondents for selected media. Student work and bylines appear in professional print and online media, preparing them for the industry.
- 430 News Media Law and Ethics**  
Fall, Spring, Summer. 3(3-0)  
Legal and ethical nature of news gathering and dissemination. Moral issues in gathering and reporting news. First amendment principles of press freedom. Libel, invasion of privacy, prior restraint, access to information. Objectivity, sensitivity, covering victims, source relations.
- 432 Magazine, Feature and Freelance Writing**  
Spring. 3(2-2) P: JRN 300  
Storytelling for long-form narratives for magazines and other media outlets. Delve into the human interest angle when developing stories to educate and/or entertain. Learn how to pitch stories to get published.
- 436 Design for Web and Mobile Devices**  
Fall, Spring. 3(2-2) P: JRN 336  
Theory and practice in designing online publications. Content gathering including text, digital images and multimedia elements. Emphasis on information, interaction and presentation design. Includes coding such as HTML and CSS.
- 438 Advanced Information Graphics**  
Fall, Spring. 3(2-2) P: JRN 338 or approval of school  
Creating visual storytelling with advanced techniques and technologies for communicating information online and across media. Using graphics, animation and other methods to represent data simply to various audiences.
- 450 Media Innovation and Entrepreneurship**  
Spring. 3(3-0) P: JRN 200 and JRN 300 R: Open to juniors or seniors or graduate students in the College of Communication Arts and Sciences.  
Developing and marketing innovations in journalism media that have the potential for commercial enterprise. Building blocks of entrepreneurship to know how to test markets, prototype, and develop audiences.
- 465 International Reporting**  
Spring. 3(2-2) P: JRN 265 and JRN 300 or approval of school  
Writing and reporting significant and innovative stories on international and global affairs. Understanding varying degrees of press freedom in different cultures, and reporting with a sensitivity to diversity and cultural contexts.
- 472 Environment, Science and Health 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 372. R: Approval of school.  
Investigative reporting on environment, science and health. Text, video, audio stories published on GreatLakesEcho.org and other venues. Analyzing environment, science and health events and issues for news coverage.
- 475 International News and Government Dynamics**  
Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Not open to freshmen.  
Comparative features of global media and coverage within regional contexts that rotate each year: Latin America and the Caribbean; Africa and the Middle East; Europe; or Asia and the Pacific. Historical influences and impact of state-press relations and communications technologies.

- 483 Photo Communication in Europe**  
 Summer. 6(3-6) R: Approval of school.  
 Study abroad. Introduction to contemporary photographers including those working in documentary, photojournalism, advertising and art. Visits to historical collections of photography, museums, galleries, and studios. Structured travel to historical and cultural sites. Practical experience in digital photography including shooting, editing, storytelling and packaging.
- 490 Independent Study**  
 Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Approval of school.  
 Supervised individual study in an area of journalism.
- 492 Journalism Special Topics**  
 Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course.  
 Various issues, skills or themes relating to journalism.
- 493 Journalism Professional Field Experience**  
 Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: JRN 200 R: Open to students in the Journalism Major. Approval of school; application required.  
 Supervised field experience at a professional media organization. Media related issues.
- 800 Multiple Media Reporting I**  
 Fall. 3(2-2) R: Open to graduate students.  
 Development and practice of professional news judgment, writing, ethics, and skills across media platforms, such as print, online, audio, and video storytelling.
- 801 Multiple Media Reporting II**  
 Spring. 3(2-2) P: JRN 800 R: Open to graduate students.  
 Investigative and in-depth project reporting across media platforms. Use of databases, documents, financial data, survey data and geographic information systems.
- 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 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.

## JRN—Journalism

### 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.

### 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.