

COURSES

JOURNALISM (Jour)**1. Mass Communications (3)**

Survey of the mass media of communication, including newspapers, magazines, radio and television; related agencies and fields of communicative enterprise, such as press associations, feature syndicates, advertising, and public relations.

2. Interpreting Current Events (3)

Analysis and discussion of major world news events as they occur with readings from periodicals reflecting various shades of opinion; analysis of various media for objectivity, emphasis and political or nationalistic coloration.

5. Basic Editing (2)

Open only to Journalism majors. Required for all journalism majors who fail to pass the basic editing qualification test. Review of basic language skills and editing practice.

6. News Writing (3)

Prerequisite: Jour 5 or pass basic editing qualification test, at least second-semester freshman standing. Preparation of varied news stories with speed and accuracy; introduction to basic news sources; techniques of interviewing; problems encountered by reporters; ethical and legal considerations. (2 lecture, 2 lab hours)

17. Introductory and Publications Photography (3)

Survey and instruction in beginning publications photography; use of camera equipment for black-and-white pictures; pictures taken and films and prints processed in laboratory sessions. (2 lecture, 3 lab hours)

100. Reporting (3)

Prerequisite: Jour 8, pass basic editing qualification test. Analysis of news sources; techniques of interviewing applied to specific reporting situations; coverage of campus and community functions in the preparation of articles for publication. (2 lecture, 2 lab hours)

106. Specialized Publications (3)

Survey, design and editing of specialized publications for advertising, public relations, and technical use. Includes magazines, brochures, fliers and other publications. Field trips to area publishers.

109. Contemporary Problems of the American Press (3)

Prerequisite: Jour 8 or permission of instructor. Advanced reporting problems; news policies and ethics; specialized reporting.

110. Advanced Reporting (3)

Prerequisite: Jour 100. Practice in handling advanced news writing and reporting assignments in a newsroom environment; preparation of interpretative and investigative articles for publication. Department newspaper used for laboratory purposes. (12 hours arranged)

112. School Public Relations (3) (Same as AS 112)

Organization and analysis of a public relations program for elementary and secondary schools.

113. Public Relations (3)

Development of public relations practice; principles and methods; application in business, education, and other fields.

114. Editing of Publications (3)

Prerequisite: Jour 8. Editing copy; writing headlines; using type effectively; handling telegraph copy; making up newspapers, lab use of department newspaper. (2 lecture, 2 lab, 3 hours arranged)