

**2009-10**

# **Undergraduate Studies Handbook**

**SCHOOL OF JOURNALISM  
& MASS COMMUNICATION**

**COLLEGE OF LIBERAL ARTS**

**UNIVERSITY OF MINNESOTA**



## About the SJMC

- Located in one of the nation's top media markets
- Founded in 1922
- Accredited by the ACEJMC
- Located in Murphy Hall, renovated in 1999
- Home to more than 1,000 undergraduate students
- Dynamic faculty and adjunct faculty

### SJMC STUDENT SERVICES CENTER

Linda Lindholm, Coordinator of Student Services  
Maggie Cosgrove, Student Personnel Coordinator  
119 Murphy Hall  
[www.sjmc.umn.edu](http://www.sjmc.umn.edu)  
612-625-0120  
[sjmcugs@umn.edu](mailto:sjmcugs@umn.edu)

Visit [www.sjmc.umn.edu](http://www.sjmc.umn.edu) for SJMC faculty contact information and office hours.  
Office hours and phone numbers for SJMC faculty and instructors are also posted outside 130 Murphy Hall.

Faculty members, adjunct faculty, and teaching assistants have mailboxes in 119 Murphy Hall.

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# WELCOME



**C**ongratulations on becoming a major in the School of Journalism and Mass Communication (SJMC) at the University of Minnesota. Recognized as one of the top Schools of Journalism and Mass Communication in the country, we boast a thriving student body, top-flight faculty, a distinguished group of adjunct instructors, and state-of-the-art facilities in Murphy Hall.

Described as a “jumping-off point for new directions and innovations,” the SJMC is a reflection of its Twin Cities environment. Located in one of the top media markets in the nation, the SJMC draws experts from print, online and broadcast journalism, advertising, public relations and emerging media as speakers for its classes and professional workshops.

The SJMC offers small class sizes with all the perks of being at a large state university. Students obtain hands-on experience in the SJMC’s labs and digital video news studio, and real-world experience in our field-learning classes. Several media organizations host classes on-site, where students work as reporters, editors, and advertising account representatives alongside professionals.

Many of the top media professionals in the Twin Cities are SJMC alums. With a rich history dating back to 1916, SJMC graduates have been pioneers in both the professional media community and academia. Across the nation and the world, the School has a wide-reaching alumni base of more than 10,000 members, including Pulitzer Prize winners, industry leaders and academic innovators. Local alumni serve as mentors and help to provide internships to current students.

The SJMC provides dozens of opportunities to enhance your educational experience. I urge you to take advantage of them during your time in Murphy Hall.

Daniel B. Wackman  
Professor and Director of Undergraduate Studies

# GETTING STARTED ON YOUR MAJOR

Now that you are admitted to the major, here are the steps you will need to take to confirm your admission and officially declare the major with your college advising office.

1. Review the Course Profiles online at: <http://sjmc.umn.edu/profiles>.

Course Profiles are designed to help students better understand how SJMC courses fit together and build upon each other to create an outstanding education for our students. Reviewing the detailed Course Profiles will help you decide which courses to take to fulfill the requirements for the major.

2. Explore minors and secondary interest areas.

Students in the SJMC are strongly encouraged to develop an area of expertise outside of the major to help distinguish you among your peers. Many students in the SJMC pursue second majors or minors, or choose to take a selection of supporting courses from a variety of departments. You can review the complete list of minors at the University at: <http://www.catalogs.umn.edu/programs.html>.

3. Attend the New Major Planning Session.

One of the first things you will do as a new major is confirm your admission by attending a planning session for new majors. At this required meeting you will:

- Confirm your admission and your intent to pursue the major
- Meet other newly admitted students
- Meet SJMC faculty and advising staff
- Get valuable tips and advising help to plan your major courses and timeline for graduation
- Hear from industry professionals and get tips to help you prepare for the career of your choice
- Learn about study abroad opportunities and how to integrate them with your major
- Explore supporting interest areas that may make your academic experience more distinctive

4. Complete a sample Major Program Plan and Timeline.

At the New Major Planning Session new majors will get guidance from faculty and student services staff and will have an opportunity to discuss their specific interests. You will create a sample Major Program Plan and Timeline that will help you prepare to officially declare the major.

5. Declare your major.

After the New Major Planning Session you will have time to refine your sample Major Program Plan and Timeline before submitting the official electronic form to Linda Lindholm for final review. Linda will review your course selections and timeline before declaring you a major.

To declare the major you must submit your Major Program Plan and Timeline to Linda Lindholm via e-mail: [lindh001@umn.edu](mailto:lindh001@umn.edu). If you prefer to submit a paper copy you may bring it to Linda in room 110 Murphy Hall.

# ADVISING TIPS AND RESOURCES

As a journalism major, you have advising support within the SJMC, an adviser in your college advising office and access to career counselors in your college. You are responsible for your own academic progress. Work closely with these advisers to achieve your goals.

## Here are some guidelines for determining the right resource for your questions:

### See SJMC advisers to:

- Ask questions about your academic interests, your major or supporting courses, and your program plan.
- Change any of the courses listed on your Major Program Plan and Timeline. If you take a journalism course before receiving approval to make the amendment, you may not receive credit for the course.
- Find out more information about your field of interest, possible careers, internships, or graduate school.
- Discuss extracurricular opportunities available with campus media outlets and other media organizations.
- Review course prerequisites, registration, or any other questions about SJMC courses.
- Petition for exemptions to an SJMC policy.
- Discuss learning abroad options.

### See College advisers to:

- Discuss degree requirements and graduation. You should meet with your College adviser before your senior year to verify your graduation requirements.
- Find out about liberal education and language requirements.
- Ask questions about course planning,

degree audits, and registration policies or procedures.

- Find out about University resources.
- Get assistance with academic difficulties or nonacademic issues.
- Discuss learning abroad options.
- Petition for exemptions to college or university policies or deadlines.

### See College career counselors to discuss:

- GoldPASS, the U's online job and internship database.
- Resumes and interviewing skills.
- Career exploration and job search strategies
- Graduate school applications and entrance exams.

## SIGN UP FOR THE MURPHY WEEKLY

The Murphy Weekly blog and corresponding e-mail provide students with updated information about special academic opportunities, internship and job opportunities, registration tips and other helpful information to help you make the most of your time in Murphy Hall.

### **Accreditation Requirement**

A minimum of 80 credits in courses outside journalism and mass communication must be completed in a 120-credit degree program. At least 65 credits must be in the basic liberal arts and sciences.

Students who are enrolled in colleges other than CLA (Carlson School of Management, College of Design, etc.), must complete this accreditation requirement.

### **Grades**

SJMC students must take all major courses, including supporting courses, on an A-F grading basis. A grade of C- or higher is required in all major and supporting courses. A minimum GPA of 2.00 in the major and a cumulative GPA of 2.00 are required for graduation.

### **Course Prerequisites**

Check the online class schedule for journalism class prerequisites. If you register for a course and you do not have the prerequisites, you will be required to drop the class.

### **First Day of Class**

You must attend the first day of class. Students who are absent on the first day of class may lose their spots to other students unless approval is obtained in advance from the instructor for an intended absence.

### **Major Project**

For journalism majors, the CLA major project is satisfied by two required courses on the Major Program Plan and Timeline. For the Professional Journalism Track, the two required 4xxx or 5xxx professional skills courses fulfill this requirement.

For the Professional Strategic Communication Track, JOUR 4259 and 4263 fulfill the CLA major project requirement. For the Mass Communication Track, two of the context courses must be taken at the 4xxx or 5xxx level to complete the CLA major project requirement.

### **Grievances**

Students who wish to appeal a grade, appeal non-admission to the major, report discrimination or harassment, or discuss other grievances should submit a written statement describing the grievance or incident to the Director of Undergraduate Studies. Except under unusual circumstances, the formal appeal should be preceded by a discussion with the person or persons involved. Appeals should be timely. Students may also wish to contact the Student Conflict Resolution Center. Visit the SCRC's Web site at [www.sos.umn.edu](http://www.sos.umn.edu) for more information.

### **Independent and Distance Learning (IDL) Courses**

IDL courses will apply to the major if on the approved Major Program Plan and Timeline and if taken for letter grades.

# SJMC MAJOR PROGRAM TRACKS AND MINORS

The SJMC is home to more than 1,000 undergraduate majors and premajors who are pursuing programs in journalism, strategic communication and mass communication. SJMC students earn a B.A. in journalism in one of three program tracks:

## **Professional Journalism**

Prepares students for careers such as news reporting, writing, editing, producing and photo journalism in traditional and emerging media.

## **Professional Strategic Communication**

Prepares students for careers in advertising, public relations, corporate and advocacy communications.

## **Mass Communication**

Prepares students who wish to study the social, political, economic and legal aspects of mass communication.

## **Other SJMC Programs**

### **Mass Communication Minor**

For students who wish to study the social, political, economic and legal aspects of mass communication. This minor is for students who are not pursuing a major program track within the SJMC.

### **New Media Minor**

Study multiple perspectives of how information (content) is created in new media and the role and impact of those media on human communication. Open to SJMC majors.

### **Individualized Degree Programs**

Students may include Mass Communication as a concentration area in an individualized degree program.

# COMMON REQUIREMENTS FOR ALL SJMC MAJOR PROGRAM TRACKS

## Preparatory Course:

JOUR 1001 (or 1001H)

Introduction to Mass Communication

*3 cr; prereq pre-JOUR or non-JOUR major; A-F only.*

Meets social science core and citizenship and public ethics theme requirements. Historical, economic, political, legal, ethical and social aspects of mass communication. Changing media environment of books, magazines, newspapers, records, movies, radio, television and the Internet in global context.

## SJMC Core Course:

JOUR 3004W (or 3004 V)

Information for Mass Communication

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only.*

Information resources for professional/ academic work in mass communication. Techniques for locating, retrieving, appraising and verifying information acquired from public records, libraries, research institutions, databases, the Internet, observation and interviews.

## Visual Communication Requirement (choose one):

- JOUR 3006 (context course)
- JOUR 3102 (professional skills course)
- JOUR 3321 (professional skills course)
- JOUR 3451 (professional skills course)

Tip: Journalism students typically choose JOUR 3102 or JOUR 3451. Strategic Communication students typically choose JOUR 3006 or JOUR 3321. Mass Communication students typically choose JOUR 3006.

## Supporting Course Requirement (12 credits):

All SJMC majors are required to develop an area of expertise outside of journalism through a series of supporting courses that concentrate on a single subject area.

Courses from any university department may be used to meet this requirement if the courses provide the background useful for future work in the profession. For instance, a student might want to build a core of courses focusing on business, politics, or design.

This requirement can be fulfilled by:

- Completing a minor or major in another department
- Concentrating on courses in another department without getting a minor
- Developing a series of courses in different departments but with a common theme
- Participating in a learning abroad program

A collection of courses scattered among departments but with no commonality does not meet this requirement.

# PROFESSIONAL JOURNALISM TRACK

This track prepares students for careers such as news reporting, writing, editing, producing, and photojournalism in traditional and emerging media. Note: Prerequisites for Professional Skills Courses are enforced at registration.

## Required Beginning Professional Course:

JOUR 3101 (3 credits)

## In addition to JOUR 3101, students must take:

- **Five** additional professional courses (15-16 credits) from the list of professional courses on pages 9-11. Two of these courses must be 4xxx or 5xxx level.
- **Four** context courses (12 credits), including one 4xxx or 5xxx level course from the list of context courses on pages 16-19.

One optional course (professional or context) is allowed for a maximum of 40 journalism credits.

**Journalism majors must complete 80 non-journalism credits (including 65 credits in the basic liberal arts and sciences) in a 120-credit degree program.**

Every SJMC professional journalism student should have familiarity with basic technology skills behind today's media platforms, including blogging software, audio slideshows and video. Instructors of basic reporting courses will encourage multiplatform storytelling through assignments, in-class instruction and direction to outside resources. Students should discuss with advisers the best way to acquire that technology literacy.

Full course profiles are online at:  
<http://sjmc.umn.edu/profiles>.

## LEGEND FOR SYMBOLS

B BEGINNING PROFESSIONAL COURSE

I INTERMEDIATE PROFESSIONAL COURSE

A ADVANCED PROFESSIONAL COURSE

# APPROVAL OF THE INSTRUCTOR IS REQUIRED FOR REGISTRATION.

? APPROVAL OF THE DEPARTMENT OFFERING THE COURSE IS REQUIRED FOR REGISTRATION.

@ APPROVAL OF THE COLLEGE OFFERING THE COURSE IS REQUIRED FOR REGISTRATION.

## PROFESSIONAL COURSES

### JOUR 3101 (or 3101 H)

#### News Reporting and Writing **B**

*3 cr; prereq 3004 or concurrent registration [JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major], typing skill; A-F only*

Basic news gathering, journalistic writing. Developing story ideas. Problems associated with handling of news/features. Professional standards/responsibilities.

### JOUR 3102

#### Convergence Journalism **B**

*(A-F only; prereq [3004W or 3004V or Concurrent registration is required (or allowed) in 3004W or Concurrent registration is required (or allowed) in 3004V], [3101 or 3101H or Concurrent registration is required (or allowed) in 3101 or Concurrent registration is required (or allowed) in 3101H], [Jour major or approved IDIM major or ICP major or BIS major])*

Introduction to assembling journalistic content for distribution across integrated media platforms. Audio slideshows, video with sound, computer-based management of photos/video, Web-related skills. Media platforms.

### JOUR 3121

#### Intermediate News Reporting

*3 cr; prereq 3004, 3101, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Reporting news that is fundamental to the basic beats in most news organizations. Crime, government, politics, environment, health, in-depth profiles, issues relating to civic life.

### JOUR 3155

#### Publications Editing **I**

*3 cr; prereq 3004, 3101, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Improving news/information copy through stylistically correct copyediting/rewriting. Selection/editing of news editorial content for newspapers, magazines and online services. Hands on experience using news judgment to present information in print and on the Web.

### JOUR 3173W

#### Magazine Writing **I**

*3 cr; prereq 3004, 3101, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Writing feature articles for consumer/trade publications. Market freelance methods.

### JOUR 3451

#### Electronic News Writing and Reporting **I**

*3 cr; prereq 3004, 3101, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

News writing, reporting, video photography/ editing, on-air delivery.

### JOUR 3990, 4990, 5990

#### Special Topics in Mass Communication **I**

*3 cr [max 6 cr]; prereq JOUR major or approved IDIM major or ICP major or BIS major; A-F only*

Special professional topics courses provide a professional skills learning opportunity not regularly offered by the School. Topics offered in any semester are specified in the class schedule.

# PROFESSIONAL JOURNALISM TRACK

## PROFESSIONAL COURSES, CONTINUED

JOUR 4171

Capstone: Covering the Arts

I

*3 cr; prereq 3004, 3101, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Assignments may follow flow of Twin Cities arts/entertainment scene, including its controversies or may trace the journey of a particular arts organization (e.g., Jungle Theater) through its season. Weekly writing assignments, readings, field trips, guest lectures from artists/arts journalists.

JOUR 4193

Walter H. Brovald and

I

John Cameron Sim Community Newspaper Practicum

*3 cr; prereq [3004, 3101] or [3004, 3201], [JOUR major or approved IDIM major or ICP major or BIS major], A-F only*

Field-based practicum at community newspaper in metropolitan area. Students work directly with editors, reporters or advertising staff to produce news, features or advertising material. Weekly meetings with instructor about newspaper through assignments, readings, projects or guest lectures.

JOUR 4302

Electronic Photojournalism

I

*3 cr; prereq 3004, 3102, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Practice of photojournalism in contemporary digital environment. Visual storytelling, digital processing, professional/ethical issues.

JOUR 4303

Capstone: Documentary Photojournalism

A

*3 cr; prereq 3004, 4302, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Students conceptualize, research and produce documentary projects consisting of edited photographs and accompanying text. Projects presented in print or online. Examples of differing approaches, exemplary documentary work.

JOUR 4451

Capstone: Advanced Electronic News Writing and Reporting

A

*3 cr; prereq, 3004, 3101, 3121, 3451, [JOUR major or approved IDIM or ICP major or BIS major]; A-F only*

Researching, reporting, shooting, writing and editing TV news packages. Lecture, lab.

JOUR 4452

Capstone: Electronic Newscast Producing

A

*3 cr; prereq 3004, 3101, 3121, 3451, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Planning, writing and producing live TV newscasts. Lecture, lab.

JOUR 4992

Capstone: Field Based Practicum

A

*3 cr [max 6 cr]; prereq JOUR major; A-F only*

Special field-based practicum courses provide a professional skill-learning experience on-site at a media organization. Practicum courses offered in any semester are specified in the class schedule.

### JOUR 5131

#### Capstone: In-depth Reporting A

*3 cr; prereq 3004, 3101, 3121, [JOUR major or approved IDIM major or ICP major or BIS major], or grad student; A-F only*

Techniques/issues of special project stories.

Explanatory, investigative, civic and literary or ethnographic journalism. Topics (e.g., civil rights, governmental malfeasance, health care problems) typically involved in these stories.

### JOUR 5155

#### Capstone: Database Reporting A

*3 cr; prereq 3004, 3101, 3121, [JOUR major or approved IDIM major or ICP major or BIS major], or grad student; A-F only*

Obtaining/analyzing digital data for computer-assisted reporting that can be published on various media platforms. Using spreadsheets/databases to manage information, find new stories, and produce maps/graphics.

### JOUR 5174

#### Capstone: Magazine Editing and Production A

*4.0 cr; prereq 3004, 3101, [3155 or 3173 or 3321 or 4302], [JOUR major or approved IDIM major or ICP major or BIS major], or grad student; A-F only*

Writing, editing, illustration, design, layout and photocomposition of print or Web magazine.

Emphasizes reporting, telling substantive stories. Students work in groups with varying specializations.

## COURSE PROFILES AVAILABLE ONLINE

Detailed Course Profile information is available at [www.sjmc.umn.edu/profiles](http://www.sjmc.umn.edu/profiles).

Each Course Profile includes a complete course description and information about competency goals, assignments and activities, prerequisites, and workload.

# PROFESSIONAL STRATEGIC COMMUNICATION TRACK

This track prepares students for careers in advertising, public relations, corporate and advocacy communications. Note: Prerequisites for Professional Skills Courses are enforced at registration.

## Required Beginning Professional Course:

JOUR 3201 or JOUR 3202 (3 credits)

## In addition to either JOUR 3201 or JOUR 3202, students must take:

- **Five** additional professional courses (16 credits) from the list of professional strategic communication courses on pages 13-14. Three of these courses are required: JOUR 3251, JOUR 4259, and JOUR 4263 (10 credits).
- **Four** context courses (12 credits), including one 4xxx or 5xxx level course from the list of context courses on pages 16-19.

One optional course (professional or context) is allowed for a maximum of 40 journalism credits.

**Journalism majors must complete 80 non-journalism credits (including 65 credits in the basic liberal arts and sciences) in a 120-credit degree program.**

Full course profiles are online at:  
<http://sjmc.umn.edu/profiles>.

## LEGEND FOR SYMBOLS

B BEGINNING PROFESSIONAL COURSE

I INTERMEDIATE PROFESSIONAL COURSE

A ADVANCED PROFESSIONAL COURSE

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## PROFESSIONAL COURSES

JOUR 3201

Principles of Strategic Communication: Advertising **B**

*3 cr; prereq 3004 or concurrent registration, JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only*

Market analysis, positioning, creative/ media strategies, evaluation. Structure of advertising industry. Economic, social and regulatory contexts influencing advertising.

JOUR 3202

Principles of Strategic Communication: Public Relations **B**

*3 cr; prereq 3004 or concurrent registration, JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only*

History/development of public relations practice/principles. Professional writing assignments in various institutional settings. Analysis/critique of public relations in contemporary society.

JOUR 3241

Creative Strategy and Copywriting **I**

*3 cr; prereq 3004, 3201, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Advertising appeals/strategy. Advertising for print/broadcast. Individual/group projects.

JOUR 3251

Strategic Communication Research **I**

*3 cr; prereq 3004, [3201 or 3202], [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Introduction to applied quantitative/qualitative research methods in advertising/ public relations campaign development, management and evaluation.

JOUR 3279W

Public Relations Writing and Campaign Tactics **I**

*3 cr; prereq 3004, [3201 or 3202], [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Public relations tactics. Emphasizes professional skills in writing for various audiences/purposes.

JOUR 3321

Basic Media Graphics **I**

*3 cr; prereq 3004 or concurrent registration, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Relationships between text, type and image in communicating information. Typical individual or group projects include creating a Web site, experimenting with images/ text, creating a basic layout and new media image-making/storytelling.

JOUR 3990, 4990, 5990

Special Topics in Mass Communication: Professional **I**

*3 cr [max 6 cr]; prereq JOUR major or approved IDIM major or ICP major or BIS major; A-F only*

Special professional topics courses provide a professional skills learning opportunity not regularly offered by the School. Topics offered in any semester are specified in the class schedule.

# PROFESSIONAL STRATEGIC COMMUNICATION TRACK

## PROFESSIONAL COURSES, CONTINUED

JOUR 4242

Advertising Portfolio Development **A**

*3 cr; prereq 3004, 3201, 3241, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Creative development, conceptual thinking. Students develop creative ideas based on strategies. Emphasizing print. Applying creative thought to advertising ideas. How to put a book together.

JOUR 4259

Cases in Strategic Planning and Thinking **A**

*3 cr; prereq 3004, [3201 or 3202], 3251, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Strategic communication cases related to campaigns or issues in business, government, education or community.

JOUR 4261

Advertising: Media Strategy **A**

*3 cr; prereq 3004, [3201 or 3202], 3251, [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Strategic elements of media planning, media consumption patterns/trends. Context/role of media plan within marketing/advertising. Information resources, terminology and tools used in media planning and negotiations.

JOUR 4263

Capstone: Strategic Communication Campaigns **A**

*4.0 cr; prereq 3004, [3201 or 3202], 3251, Mktg 3001, [3241 or 3279 or 4259 or 4261], [JOUR major or approved IDIM major or ICP major or BIS major]; A-F only*

Developing campaign strategy/tactics. Emphasizes planning/decision-making skills. Students

work in groups with varying specializations.

JOUR 4992

Capstone: Field Based Practicum **A**

*3 cr [max 6 cr]; prereq JOUR major; A-F only*

Special field-based practicum courses provide a professional skill-learning experience on-site at a media organization. Practicum courses offered in any semester are specified in the class schedule.

### COURSE PROFILES AVAILABLE ONLINE

Detailed Course Profile information is available at [www.sjmc.umn.edu/profiles](http://www.sjmc.umn.edu/profiles).

Each Course Profile includes a complete course description and information about competency goals, assignments and activities, prerequisites, and workload.

# MASS COMMUNICATION TRACK

The mass communication track is for students who wish to study the social, political, economic, and legal aspects of mass communication.

## Required Courses (12 credits):

**History** (choose one): JOUR 3007, JOUR 3614, JOUR 3615, JOUR 5601W, JOUR 5606W, JOUR 5615

**International/Multicultural** (choose one): JOUR 3552, JOUR 3741, JOUR 4801

**Media Effects** (choose one): JOUR 3005, JOUR 3006, JOUR 3008, JOUR 4272, JOUR 5251, JOUR 5501, JOUR 5541

**Media and Society** (choose one): JOUR 3551, JOUR 3745, JOUR 3771, JOUR 3776, JOUR 3796, JOUR 4274W, JOUR 4551, JOUR 4721, JOUR 5552, JOUR 5725, JOUR 5771, JOUR 5777

In addition to the four required courses (one context course from each category above), students must take:

- **Six** additional context courses (18 credits) from the list of context courses on pages 16-19. Students may replace up to three context courses (9 credits) with professional skills courses (pages 9-14), provided prerequisites have been met. Context courses used to meet the history, international/multicultural, media effects, or media and society requirement cannot be used again to meet this 18-credit requirement.

One optional context course is allowed for a maximum of 40 journalism credits.

**Journalism majors must complete 80 non-journalism credits (including 65 credits in the basic liberal arts and sciences) in a 120-credit degree program.**

**At least two of the context courses (6 credits) you choose for your program must be 4xxx or 5xxx level courses.**

# CONTEXT COURSE DESCRIPTIONS

## JOUR 3005

### Mass Media Effects

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only.*

Mass media as tools to change beliefs, attitudes, and behavior. How and when media have successful effects, whether media effects will change as a function of trends in media development. Social science perspective of media effects.

## JOUR 3006

### Visual Communication

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major or #; A-F only*

Visual media, role of images in mass communication. Social, cultural, historical, psychological approaches to visual communication.

## JOUR 3007

### The Media in American History and Law: Case Studies

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only. Meets historical perspectives core requirement.*

Media in socioeconomic-political technological context of a specific historical period. Focuses on legal context and ethics questions.

## JOUR 3008

### Mass Communication Processes and Structure

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only*

Communication theories as they relate to mass communication processes. Major structural aspects of mass communication systems.

## JOUR 3551

### Economics of New Media

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only*

Economic issues related to traditional/ new media companies and emerging communications technologies.

## JOUR 3552

### Internet and Global Society

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only.*

Meets international perspectives theme requirement. Structure/processes of the Internet and global society in a comparative context. The Internet, via the World Wide Web, as an ideal site to explore how/why societies come to see/know the world and its issues the way they do.

## JOUR 3614

### History of Media Communication

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only. Meets historical perspectives core requirement.*

Historical perspective on tools of communication, from earliest times to present. Impact of new technologies on society.

## JOUR 3615/5615

### History of the Documentary

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only.*

Invention of photographic media, use as representations that truthfully document reality. Truth-value of factual versus fictive representations. Influence of political/ economic contexts on form/ content. Convergence of distinct realms of media

practice. Role of media maker with respect to subject. Aesthetic dimensions of documentary photography/film. Screenings of landmark films, photographs.

#### JOUR 3741

##### People of Color and the Mass Media

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only. Meets cultural diversity theme requirement.*

Past/present depictions of people of color in movies, literature, radio/TV, etc., against anthropological, psychological and sociological knowledge/experience. Emphasizes personal/political effects of media depictions.

#### JOUR 3745

##### Mass Media and Popular Culture

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only. Meets social science core and cultural diversity theme requirements.*

Mass media's role in formation of popular culture and cultural discourse. Prevalent media metaphors, caricatures and stereotypes. Social/commercial pressures influencing media representation.

#### JOUR 3771

##### Mass Media Ethics: Moral Reasoning and Case Studies

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only. Meets citizenship and public ethics theme requirement.*

Overview of ethical dilemmas faced by journalists, advertisers, and public relations and communications specialists. Case studies, ethical principles/ theories, professional codes of ethics, standards that have been used by mass media.

#### JOUR 3776

##### Mass Communication Law

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major or #; A-F only*

Brief historical background, First Amendment rights, basic law of defamation, free press and fair trial, access to news, access to the press, privacy, contempt, obscenity, regulation of broadcasting/ advertising.

#### JOUR 3796

##### Mass Media and Politics

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [prejour, adviser approval]; A-F only. Meets citizenship and public ethics theme requirement.*

Analysis of role of mass media in politics.

Emphasizes television and electoral campaigns. News coverage vs. news making. Free press in democracy.

#### JOUR 3991, 4991, 5991,

##### Special Topics in Mass Communication: Context

*3 cr [max 6 cr]; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only*

Special context topics courses provide a context course not regularly offered by the School. Topics offered in any semester are specified in the class schedule.

#### JOUR 4272

##### Interactive Advertising

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only*

Interactive advertising models, how they differ from traditional ad models. Issues related to creating, measuring, pricing and targeting interactive ads. Interactive ads in global, legal and ethical contexts.

## CONTEXT COURSE DESCRIPTIONS, CONTINUED

JOUR 4274W

Advertising in Society

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only*

Forms of regulation: self-regulation and governmental. Critique of advertising's role in society. Current issues (e.g., stereotyping, political advertising, advertising to children). Ethics in advertising.

JOUR 4551

New Media Culture

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [prejour, adviser approval]; A-F only*

Impact of "new media" (all forms of Internet communication, wireless media and combinations of "old" and "new" media) on current/future cultures. How new media may change ways we communicate, distribute and process information. Social impact.

JOUR 4721

Mass Media and U.S. Society

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [prejour, adviser approval]; A-F only*

Economic, political, social determinants of character/content of mass communications in America. Effect, structure, functioning of mass media. Problems, prospects, criticism. Professionalism, technology, reform.

JOUR 4733V

Honors: Thesis

*3 cr; prereq JOUR major, honors div regis, #, ? @; A-F only*

Seminar during which honors thesis is written.

JOUR 4801

Global Communication

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre-jour, adviser approval]; A-F only. Meets international perspectives theme requirement.*

Structures, processes and consequences of global mass communication. Problems in free flow of information. Roles of international organizations. Mass communication in social, political and economic development. Implications for conflict resolution.

JOUR 4993H

Honors: Project

*3 cr; prereq JOUR major, honors div regis; #, ?, @; A-F only*

Directed study credits during which honors project is prepared.

JOUR 5251

Psychology of Advertising

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major OR #; A-F only*

Psychological principles, research techniques and applications in advertising/ selling. Consumer attitudes/behavior. Psychological mechanisms upon which effectiveness of advertisements/ commercials depend.

JOUR 5501

Communication and Public Opinion

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [prejour, adviser approval]; A-F only*

Theories of communication, persuasion, attitude change. Functions of interpersonal/ mediated communication in diffusion of information and in opinion formation.

#### JOUR 5541

##### Mass Communication and Public Health

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only*

Intersection of mass media, public health and behavior. Role of theory in understanding intended/unintended campaign effect. Role of health journalism. Decisions that inform media-based interventions.

#### JOUR 5552

##### Law of Internet Communications

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [prejour, adviser approval]; A-F only*

Whether/how/which traditional media laws/regulations apply to the Internet. Developing law of communication on Internet, global/ ethical issues.

#### JOUR 5601W

##### History of Journalism

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only*

Development of American media, from beginnings in Europe to present day. Rise of film/radio/television/Internet. Relation of communications development to political, economic, social trends.

#### JOUR 5606W

##### Literary Aspects of Journalism

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only*

Literary aspects of journalism as exemplified in, and influenced by, works of American/ British writers, past/present. Lectures, discussions, weekly papers, critiques.

#### JOUR 5725

##### Management of Media Organizations

*3 cr; prereq non-JOUR major or [ JOUR major, course appr on prog plan] or [prejour, adviser approval]; A-F only*

Introduction to concepts/principles of media management. Strategic planning, leadership, organizational strategies, ethical/legal issues. Working in teams. Balance sheets, income statements. Motivating/promoting people.

#### JOUR 5771

##### Media Ethics: Principles and Practice

*3 cr; prereq non-JOUR major or [JOUR major, course appr on prog plan] or [pre- jour, adviser approval]; A-F only*

Connecting theoretical approaches to media ethics with real-life case studies. History of ethical standards in journalism, public relations and advertising. Making ethical judgments in complex situations.

#### JOUR 5777

##### Contemporary Problems in Freedom of Speech and Press

*3 cr; prereq JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major; A-F only*

Legal/constitutional derivation of freedom of press/speech. Emphasizes case law, statutes, judicial theories. Leading cases in privacy torts, prior restraints, news gathering/ dissemination. Access to courts/government, including via the Internet. Legal-research techniques.

# DIRECTED STUDY COURSE DESCRIPTIONS

JOUR 3993, 5993

Directed Study

*1-3 cr [max 6 cr]; prereq [JOUR major or MASS COMM minor or approved IDIM major or ICP major or BIS major] #,?,@; A-F only*

Directed study, projects.

Directed study credit is available to juniors and seniors who have an approved SJMC program on file. A full-time SJMC faculty member or full-time SJMC teaching specialist or lecturer must supervise a directed study project. No more than three credits in any semester may be earned through JOUR 3993 or JOUR 5993. A maximum of six credits of directed study in journalism may apply to a degree. A directed study course may be substituted for a required journalism course only if the directed study course is taken for three credits with a letter grade and the substitution is approved by the student's adviser.

## To register for a Directed Study course:

1. Find a faculty member to supervise your directed study project.
2. Complete a Student-Faculty Contract (available at the SJMC Student Services Center) in consultation with your faculty supervisor.
3. Bring the signed Student-Faculty Contract to the SJMC Student Services Center for SJMC approval.
4. You will bring the approved Student-Faculty Contract to 49 Johnston Hall to enroll.

JOUR 3996

Directed Internship

*1 cr [max 3 cr]; prereq JOUR major;; S-N Only*

Internship supervised by communications organization at which student is working and by student's academic sponsor.

Journalism majors may receive credit in conjunction with a professional internship by enrolling in JOUR 3996 for one credit on an S/N grade basis.

## To register for JOUR 3996:

1. Complete an Internship Verification Form (available in the Student Service Center in 110 Murphy Hall) and obtain the signature of your internship supervisor.
2. Meet with the appropriate SJMC internship instructor, discuss the internship and obtain the instructor's signature on the Verification Form.
3. Return the completed and signed Verification Form to the SJMC Student Services Center to get SJMC approval and register for JOUR 3996.

## LEGEND FOR SYMBOLS

- # APPROVAL OF THE INSTRUCTOR IS REQUIRED FOR REGISTRATION.
- ? APPROVAL OF THE DEPARTMENT OFFERING THE COURSE IS REQUIRED FOR REGISTRATION.
- @ APPROVAL OF THE COLLEGE OFFERING THE COURSE IS REQUIRED FOR REGISTRATION.

# EXPLORE SPECIAL OPPORTUNITIES

## UNIVERSITY HONORS PROGRAM

The University Honors Program (UHP) is designed for high-achieving students interested in smaller class sizes, increased interaction with faculty, and the opportunity to work with other high-achieving students. Honors students in the SJMC have the opportunity to participate in extracurricular events and activities related to journalism and mass communication scholarship and media careers.

Graduate and professional school admissions officers and prospective employers view Honors courses as evidence that students are highly motivated and willing to work harder to get the most from an undergraduate education.

### Eligibility

Students with a 3.5 GPA in all college-level coursework (including transfer credits) are eligible for the Honors Program.

### Admissions

You are invited to apply to the University Honors Program if you currently have at least 4 semesters remaining until graduation. Admission requires an application (available through UHP), a personal statement describing your academic goals and why you would like to participate in Honors, as well as any additional information you would like to share.

LEARN MORE ABOUT UHP AT:  
[HTTP://WWW.HONORS.UMN.EDU](http://www.honors.umn.edu)

## SCHOLARSHIPS

The SJMC awards nearly \$200,000 dollars annually in scholarships to its top students. Awards are based on merit and need. Visit: <http://sjmc.umn.edu> for more information. The College of Liberal Arts also offers scholarships.

## ALUMNI MENTORING PROGRAM

The SJMC Alumni Mentoring Program matches Twin Cities media professionals with students interested in similar careers. Program is open to SJMC majors who are in their junior or senior year. The online application for The Alumni Mentoring Program is posted on the SJMC Web site at the beginning of fall semester.

# EXPLORE SPECIAL OPPORTUNITIES, CONTINUED

## LEARNING ABROAD

Each year SJMC students embark on learning abroad programs in countries all across the globe, from Australia to Venezuela and beyond. Students have opportunities to learn about the media environment outside the U.S. and many students take advantage of internships abroad as part of their program.

## SJMC STUDENT ORGANIZATIONS

Get to know fellow students and learn about the industry through involvement in a student-run organization, including:

- Ad Club
- National Student Advertising Competition (NSAC)
- PRISM, the SJMC's multicultural student organization
- Public Relations Student Society of America (PRSSA)
- Society of Professional Journalists (SPJ)

In addition to these organizations, the top 10 percent of students are invited to join the James Goodhue chapter of Kappa Tau Alpha, the oldest honorary national scholastic organization for undergraduate and graduate students in journalism and mass communication. The SJMC joined the organization in 1948.

## CAMPUS MEDIA

Many students find work opportunities with campus media, including The Minnesota Daily, the U's award-winning student-run newspaper; Radio K, the campus radio station; The Wake Student Magazine; and others.

## CAREER AND INTERNSHIP OPPORTUNITIES

SJMC students have access to a variety of internship opportunities at local and regional news organizations, magazines, radio and television stations, and advertising and public relations agencies. SJMC majors may enroll in a 1-credit Directed Internship course to receive credit in conjunction with an internship.

Students can find job and internship opportunities on GoldPASS, the University-wide job board. You can use the GoldPASS system to post your resume online and apply for jobs and internships electronically. To access GoldPASS visit: <http://goldpass.umn.edu>.

SJMC students can also get help with career and internship preparation by visiting the CLA Career and Community Learning Center (CCLC), by browsing resources available in the Digital Information Resource Center (ground floor of Murphy Hall), or by talking with SJMC staff and faculty. In addition, many students find work opportunities with campus media.

# FACILITIES AND TECHNOLOGY

## **Digital Information Resource Center/Eric Sevareid Library**

20 Murphy Hall  
www.sjmc.umn.edu  
612-625-7892  
sjmclib@umn.edu

The SJMC is one of the only departments at the University of Minnesota with its own disciplinary library. The SJMC's Digital Information Resource Center/Eric Sevareid Library serves the SJMC's students, faculty and staff with a collection that includes more than 8,000 books, more than 170 newspaper and journal titles (including one of the region's largest collections of Minnesota weekly newspapers), and a multi-media collection of videos, CD-ROMS, and DVDs.

Along with its collections, the DIRC/Sevareid Library also offers students several computer workstations (Mac and PC) with the latest design software for publications, web and video work.

## **Digital Media Studios (Computer/Video Lab)**

10 Murphy Hall  
<http://dms.sjmc.umn.edu>  
612-625-1847  
digims@umn.edu

Murphy Hall, the home of the SJMC, houses one of the most technologically advanced facilities in the nation. The digital media studios consist of 52-student workstations, all with the latest software for print publication, web development, and digital video production and editing. In relevant courses, students also have access to the latest equipment, such as digital still and video cameras and digital audio recorders, plus a digital video news studio in which the student news program "University Report" is produced. Students learn all aspects of television news production in the studio, from behind the desk to behind the scenes.

## **SJMC Student Services Center**

110 Murphy Hall  
612-625-0120  
sjmcugs@umn.edu

Student Services staff are available to help students plan their coursework, answer SJMC-related questions, assist with registration issues, and answer other questions students may have.

# SJMC RESEARCH CENTERS

## **Institute for New Media Studies**

313 Murphy Hall  
www.inms.umn.edu  
612-625-0576  
inms@umn.edu

The Institute for New Media Studies is a resource available to all students and faculty at the University of Minnesota. Housed within the SJMC, the INMS offers an active program of research, conferences, and events on the uses of new media and the evolution of digital content.

## **Minnesota Journalism Center**

115 Murphy Hall  
www.mjc.umn.edu  
612-626-1723  
mnrnctr@umn.edu

The Minnesota Journalism Center (MJC) serves as the outreach arm of the SJMC. Through its workshops, panel discussions, and seminars, the MJC helps the SJMC to interact with local and national media professionals in areas such as business and economics, health journalism, and new media. The MJC also hosts an annual economic workshop titled “Supply, Demand & Deadlines” with the Minneapolis Federal Reserve Bank that draws top journalists from around the nation, and sponsors the annual Frank Premack Memorial Awards and Lecture, honoring the top public affairs stories from Minnesota newspapers.

## **Silha Center for the Study of Media Ethics and Law**

421 Murphy Hall  
www.silha.umn.edu  
612-625-3421  
silha@umn.edu

The Silha Center for the Study of Media Ethics and Law’s primary mission is to conduct research on and promote the understanding of legal and ethical issues affecting the mass media. The Silha Center sponsors an annual lecture, hosts forums, produces a quarterly newsletter (The Silha Bulletin) and other publications, and provides information to the public about media ethics and law issues. It also supports outstanding graduate and law students in their research through the Silha Fellowships.

SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
[www.sjmc.umn.edu](http://www.sjmc.umn.edu)

UNIVERSITY OF MINNESOTA OFFICE OF ADMISSIONS  
[www.admissions.umn.edu](http://www.admissions.umn.edu)

COLLEGE OF LIBERAL ARTS (CLA)  
[www.cla.umn.edu](http://www.cla.umn.edu)

UNIVERSITY HONORS PROGRAM  
[www.honors.umn.edu](http://www.honors.umn.edu)

CLA INDIVIDUALIZED DEGREE PROGRAMS  
[www.idp.class.umn.edu](http://www.idp.class.umn.edu)

INTER-COLLEGE PROGRAM  
[www.cce.umn.edu/degrees/icp](http://www.cce.umn.edu/degrees/icp)

CAREER AND COMMUNITY LEARNING CENTER  
[www.cclc.umn.edu](http://www.cclc.umn.edu)

GOLDPASS JOB SEARCH AND RESUME POSTING SYSTEM  
[www.goldpass.umn.edu](http://www.goldpass.umn.edu)

ONE STOP STUDENT SERVICES  
[www.onestop.umn.edu](http://www.onestop.umn.edu)

LEARNING ABROAD  
[www.UMabroad.umn.edu](http://www.UMabroad.umn.edu)

INTERNATIONAL STUDENT AND SCHOLAR SERVICES  
[www.iss.umn.edu](http://www.iss.umn.edu)

STUDENT CONFLICT RESOLUTION CENTER  
[www.sos.umn.edu](http://www.sos.umn.edu)

DISABILITY SERVICES  
[www.ds.umn.edu](http://www.ds.umn.edu)

BOYNTON HEALTH SERVICES  
[www.bhs.umn.edu](http://www.bhs.umn.edu)

UNIVERSITY COUNSELING AND CONSULTING SERVICES  
[www.uccs.umn.edu](http://www.uccs.umn.edu)

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
[www.alumni.umn.edu](http://www.alumni.umn.edu)

CENTER FOR WRITING  
[www.writing.umn.edu](http://www.writing.umn.edu)

STUDENT ACADEMIC SUCCESS SERVICES  
<http://www.uccs.umn.edu/education/sass.htm>

This publication/material can be made available in alternative formats for people with disabilities.

Direct requests to:

SJMC Undergraduate Student Services Office

110 Murphy Hall

206 Church Street S.E.

Minneapolis, MN 55455

612-625-0120

[sjmcugs@umn.edu](mailto:sjmcugs@umn.edu)

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance, status, veteran status, or sexual orientation.

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