JOURNALISM AND MEDIA STUDIES

Undergraduate Program Information

Studies in Journalism and Media Studies prepare students for careers in mass media, including news/editorial (print and online), broadcasting, advertising, public relations and photojournalism. Students study these disciplines and learn the trends and changes in the industry, such as how they converge on the internet. The curriculum emphasizes the skills of gathering, evaluating, writing and disseminating information and related skills. Students also are instructed in the theory, law, history and professional guidelines of mass media.

Degrees for the Department

Journalism and Media Studies - Bachelor of Arts

Minors for the Department

Journalism and Media Studies - Undergraduate Minor

Professor, Chung, Department Head

Professor Lamonica; Associate Professors Berman; Assistant Professors Park; College Assistant Professors Miller, Perez, Phillips; Professor Emeritus McClenehan, Mellen, Thayer Instructors Carr, Hinojosa, Lama, Lebsock, Ulloa; News22 Director Miller; Spanish News22 Director Perez

Journalism and Media Studies Courses

JOUR 102. Grammar for Journalists

3 Credits (2+2)

Instruction of basic grammar, spelling and punctuation. Required for all journalism students with an ACT English score below 25, SAT Verbal below 570, or students who have not taken ACT/SAT tests. Restricted to Las Cruces campus only.

Prerequisite(s): JOUR 102 or ACT score of 25 and above or SAT score of 570 and above.

JOUR 105G. Media and Society

3 Credits (3)

Functions and organization of the mass media system in the United States; power of the mass media to affect knowledge, opinions, and social values; and the impact of new technologies.

JOUR 110. Introduction to Media Writing

3 Credits (2+2P)

Preparation of copy for broadcasting, print, advertising, and public relations. Introduction to Web applications. May be repeated up to 3 credits.

Prerequisite(s): JOUR 102 or ACT score of 25 and above or SAT score of 570 and above.

JOUR 105G. Media and Society

3 Credits (3)

Preparation of copy for broadcasting, print, advertising, and public relations. Introduction to Web applications. May be repeated up to 3 credits.

JOUR 210. Newswriting & Reporting

3 Credits (2+2P)

Intensive laboratory practice in writing and field reporting news for print and Internet. May be repeated up to 3 credits. Restricted to Las Cruces campus only.

Prerequisite(s): JOUR 102 or ACT score of 25 and above or SAT score of 570 and above or JOUR 110.

JOUR 300. Introduction to Advertising

3 Credits (3)

Role of IMC (integrated marketing communications) in marketing of goods, services, and organizations. Creative process, strategic planning media, message design, consumer behavior, and social issues of IMC.

JOUR 302. Video Production and Editing

3 Credits (3)

Classroom instruction on basic studio and single camera video productions, with focus on practical aspects of news production. Lab experience in camera basics, studio functions and digital video editing includes practical experience through crew assignments on the live student -produced newscast, News22. which airs on KRWG-TV, a PBS affiliate station. May be repeated up to 3 credits.

JOUR 306. Feature Writing

3 Credits (3)

The preparation of feature stories for newspapers and magazines. How to develop a variety of stories, research topics, interview sources, polish writing and market work. May be repeated for a maximum of 6 credits. May be repeated up to 6 credits.

Prerequisite(s): JOUR 210 or consent of instructor.

JOUR 310. News Reporting & Publishing

3 Credits (3)

Field reporting and news writing for print and Web applications. Instruction in community coverage, reporter responsibility, ethics and news values. May be repeated up to 3 credits.

Prerequisite(s): JOUR 210.

JOUR 312. Advertising/Copywriting

3 Credits (3)

Creative process, strategic thinking, and principles of advertising in execution of copy, storyboards, and layouts for clients.

Prerequisite(s): JOUR 110 or consent.

JOUR 314. Broadcast Reporting

3 Credits (3)

Writing, editing, producing, announcing and reporting of TV and radio news. May be repeated up to 3 credits.

Prerequisite(s): JOUR 210.

JOUR 315. News Writing

3 Credits (3)

Write, report, produce, anchor, shoot and edit video for live student television newscast airing on KRWG, public television for Southern New Mexico sports, weather, and news.

Prerequisite(s): JOUR 314 or JOUR 330 or instructor consent.

JOUR 317. News Editing

3 Credits (3)

Extensive, directed practice in various aspects of computer editing for printed publication. Headline writing, copy editing, design, and layout.

Prerequisite(s): JOUR 210.
JOUR 319. Intro Photography
3 Credits (3)
Introduction to photography emphasizing composition, basic camera technique, language of photography and storytelling. Photographic emphasis. Basic camera and processing techniques and skills. May be repeated up to 3 credits.

JOUR 320. Photojournalism
3 Credits (3)
Communication photography for magazine, news, advertising/public relations and other communication needs. Digital Photography, lighting techniques, photo-editing software, and web site skills. Students provide camera and flash. May be repeated up to 3 credits.

Prerequisite(s): JOUR 319 or Consent of instructor.

JOUR 321. Media Graphic Design
3 Credits (3)
Concepts and design skills useful for all aspects of journalism - print media and newsletters, basics of Photoshop and introduction to Web design. May be repeated up to 3 credits.

JOUR 330. TV News Shooting & Editing
3 Credits (2+4P)
Overview of technical and aesthetic skills and journalism basics needed for shooting and editing on-location news productions. Single camera videography and nonlinear/digital editing. May be repeated up to 3 credits.

Prerequisite(s): JOUR 302 or permission of instructor.

JOUR 350. Media History
3 Credits (3)
Historical overview of mass media with emphasis on roots of journalism, technological developments, and American role in international media. May be repeated up to 3 credits.

JOUR 374. Introduction to Public Relations
3 Credits (3)
Introduction to public relations as a communication process that builds relationships between organizations and their publics. Explores basic techniques, strategies, and tactics used in businesses, nonprofits, and in government.

Prerequisite(s): JOUR 110.

JOUR 377V. Mass Media Ethics
3 Credits (3)
Philosophical and moral examination of problems relating to mass media. Use of case study method to analyze media situations; development of framework for media professionalism.

JOUR 380. Women and the Media
3 Credits (3)
Portrayal and participation of women in mass media from colonial to contemporary times. Same as W S 450. May be repeated up to 3 credits.

JOUR 384. Public Relations Writing
1-3 Credits (1-3)
Persuasive media writing for print and online media. Introduction to production of a variety of effective, strategic media materials produced by public relations practitioners, including press releases, fact sheets, position papers, and material for a variety of social and digital media platforms.

Prerequisite(s): JOUR 210 and JOUR 374.

JOUR 407. Media Internship
1-3 Credits (1-3)
Supervised work with a media organization. 1-3 credits. May be repeated up to 3 credits. Consent of Instructor required. Restricted to: JOUR majors.

Prerequisite(s): Consent of internship coordinator.

JOUR 408. Media Practicum
1-3 Credits
Advanced supervised work with a media organization. May be repeated up to 3 credits. Consent of Instructor required.

Prerequisite(s): Consent of internship coordinator.

JOUR 412. Documentary Photojournalism
3 Credits (3)
Production of documentary photography for web, print, books and exhibition emphasizing storytelling techniques. Multimedia and Web site techniques. Field trips to produce material for the Small Village New Mexico project (SVNM). Produce Term projectbook. May be repeated up to 3 credits.

Prerequisite(s): JOUR 319.

JOUR 414. RTV Scriptwriting/Performance
3 Credits (3)
Writing and delivery of news scripts for radio and television. Focus on anchoring announcing, voice technique and performance. May be repeated up to 3 credits.

Corequisite(s): JOUR 210.

JOUR 425. Media Planning and Buying
3 Credits (3)
Covers the principles of media planning for an IMC campaign and procedures for purchasing ad time or space.

Prerequisite(s): JOUR 300 or consent of instructor.

JOUR 427. Multimedia Publishing
3 Credits (3)
Advanced multimedia reporting and editing for online news publication. Preparation of professional news portfolios and resumes. Capstone for News/Editorial sequence. May be repeated up to 3 credits.

Prerequisite(s)/Corequisite(s): permission of instructor. Prerequisite(s): JOUR 310.

JOUR 460. Sports & Entertainment P.R.
3 Credits (3)
Introduction to a wide range of persuasive activities, strategies, tactics and media materials produced by public relations practitioners employed by sports and entertainment organizations. May be repeated up to 3 credits.

JOUR 476. Public Relations Campaigns
3 Credits (3)
Utilizing the principles and techniques of public relations to research and develop a comprehensive plan for a long-term national, regional, or local campaign. May be repeated up to 3 credits. Restricted to: Restricted to Journalism majors.

Prerequisite(s): JOUR 210, JOUR 374.

JOUR 489. Media Research
3 Credits (3)
Examination of the role of empirical research in solving mass communication problems. Survey techniques, field studies, content analysis, data analysis. May be repeated up to 3 credits.
JOUR 490. Advertising Campaigns
3 Credits (3)
Capstone course utilizing all previous instruction to create and develop plans for a long-term national or local IMC (Integrated Marketing Communications) campaign. Consent of instructor required.
Prerequisite(s): JOUR 300 and 312 or consent of instructor.

JOUR 493. Media Law
3 Credits (3)
Examination of legal issues relating to mass media in the United States. Invasion of privacy, libel, sedition, copyright, and advertising regulation. Same as COMM 493, GOVT 493. May be repeated up to 3 credits.

JOUR 494. Special Topics
3 Credits (3)
Specific subjects to be announced in the Schedule of Classes.

JOUR 495. Media Theory
3 Credits (3)
Theoretical approaches to media communications. Examination of media effects, audiences, and media socialization May be repeated up to 3 credits.

JOUR 499. Independent Study in Media
1-3 Credits
Individual study directed by consenting instructor with prior approval of department head. May be repeated up to 6 credits. Consent of Instructor required.
Prerequisite(s): 2.5 GPA and consent of instructor.

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