**JOUR-JOURNALISM (JOUR)**

**JOUR 102. Grammar for Journalists**
2 Credits
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.

**JOUR 105G. Media and Society**
3 Credits
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 Mass Media Writing**
3 Credits (2+2P)
Preparation of copy for broadcasting, print, advertising, and public relations. Introduction to Web applications. 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 201. Introduction to Multimedia**
3 Credits
Provide students with the basic skills to produce multimedia packages using text, photos, audio and video, as well as social media for professional purposes. Intensive hands-on class using editing software such as Adobe Premiere. Adobe Audition and Photoshop. May be repeated up to 3 credits.
Prerequisite(s): JOUR 110 or Consent.

**JOUR 210. Newswriting for Print and Internet**
3 Credits (2+2P)
Intensive laboratory practice in writing news for print media as well as Internet news sites. Restricted to Las Cruces campus only.
Prerequisite(s): JOUR 102 or ACT score of 25 and above or SAT score of 570 and above and JOUR 110.

**JOUR 300. Introduction to Advertising**
3 Credits
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**
3 Credits
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 for magazines and Newspapers**
3 Credits
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.
Prerequisite(s): JOUR 210 or consent of instructor.

**JOUR 310. Intermediate Print Reporting**
3 Credits
News writing and field reporting for print and Web applications. Instruction in community coverage, reporter responsibility, ethics and news values.
Prerequisite(s): JOUR 210.

**JOUR 312. Advertising/Copywriting**
3 Credits
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
Writing, editing, producing, announcing and reporting of TV and radio news. May be repeated up to 3 credits.
Prerequisite(s): JOUR 210 or Consent of Instructor.

**JOUR 315. News 22**
1-3 Credits (1-3)
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
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
Introduction to photography emphasizing composition, basic camera technique, language of photography and storytelling. Photojournalism emphasis. Basic camera and processing techniques and skills. May be repeated up to 3 credits.

**JOUR 320. Photojournalism**
3 Credits
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
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. Electronic News Gathering**
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.
Prerequisite(s): JOUR 302 or permission of instructor.

**JOUR 350. History of Mass Media**
3 Credits
Historical overview of mass media with emphasis on roots of journalism, technological developments, and American role in international media.

**JOUR 374. Principles of Public Relations**
3 Credits
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
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 Mass Media
3 Credits
Portrayal and participation of women in mass media from colonial to contemporary times. Same as W S 450.

JOUR 399. New Mexico Law
3 Credits
Same as C J 399, GOVT 399, HIST 399, and SOC 399.

JOUR 407. Media Internship
3 Credits
Paid supervised work with a mass communications organization. Students who take JOUR 407 may not take JOUR 408.
Prerequisite: consent of internship coordinator.

JOUR 408. Media Practicum
1-3 Credits
Unpaid supervised work with a mass communications organization. May be repeated for a maximum of 3 credits.
Prerequisite: consent of internship coordinator.

JOUR 412. Documentary Photojournalism
3 Credits
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
Writing and delivery of news scripts for radio and television. Focus on anchoring announcing, voice technique and performance.
Prerequisite(s): JOUR 314 or consent of instructor.

JOUR 423. Advanced Digital Reporting
3 Credits
Advanced in-depth news reporting techniques utilizing multimedia and reliable sources. Internet publishing of professional quality journalism. Preparation of professional resumes and news clippings. May be repeated up to 3 credits.
Prerequisite(s): JOUR 310 or 306 or consent of instructor.

JOUR 425. Media Planning and Buying
3 Credits
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
Writing-based course stresses the online telling of a story in many ways: text, photography, slide shows, audio and video news gathering, editing and posting.
Prerequisite(s): JOUR 201.

JOUR 460. Public Relations Promotion in Sports
3 Credits
Examination of sports as a business and how public relations promotion is executed in professional sports franchises.

JOUR 476. Public Relations Campaigns
3 Credits
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 484. Public Opinion
3 Credits
Seminar on forces which help form public opinion; individual projects in attitude measurement; measuring effectiveness of mass communication.

JOUR 489. Mass Media Research
3 Credits
Examination of the role of empirical research in solving mass communication problems. Survey techniques, field studies, content analysis, data analysis.

JOUR 490. Advertising Campaigns
3 Credits
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. Mass Communications Law
3 Credits
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.

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

JOUR 495. Mass Communication Theory
3 Credits
Theoretical approaches to mass communications. Examination of media effects, audiences, media socialization.

JOUR 499. Independent Study in Mass Communications
1-3 Credits
Individual study directed by consenting instructor with prior approval of department head. May be repeated for a maximum of 6 credits.
Prerequisites: 2.5 GPA and consent of instructor.