

# JOURNALISM/MASS MEDIA (JAMM)

Vertically-related courses in this subject field are FTV 122–JAMM 122–JAMM 275.

## **JAMM 100 Media and Society (3 credits)**

General Education: Social and Behavioral Ways of Knowing  
Overview of mass communication: history and structure of media organizations; the political, economic and social context of media; legal and ethical considerations; media literacy; cultural approaches to mass communication research  
Typically Offered: Fall and Spring.

## **JAMM 121 Media Writing (3 credits)**

Basic principles of writing for print, broadcast and online media; skills in identifying and evaluating credible information. Typically Offered: Fall and Spring.

**Prereqs:** ENGL 102 with a grade of 'C' or better

## **JAMM 122 Content Creation (3 credits)**

Principles of media storytelling emphasizing practical application in photography, audio, video and media design. Typically Offered: Fall and Spring.

## **JAMM 200 (s) Seminar (1-16 credits)**

Credit arranged

## **JAMM 203 (s) Workshop (1-16 credits)**

Credit arranged

## **JAMM 204 (s) Special Topics (1-16 credits)**

Credit arranged

## **JAMM 225 Reporting I (3 credits)**

Writing news for print, broadcast and online media. Introduction to newsroom structures and processes, news judgment and decision making. Two 2-hour lecture/labs per week.

**Prereqs:** JAMM 100, JAMM 121 and JAMM 122 with grades of 'C' or better

## **JAMM 231 Introduction to Screenwriting (3 credits)**

Cross-listed with ENGL 231

Introduction to the elements of screenwriting; students explore narrative techniques through the study of the short film form, using genre, developing characters, and advancing a story by effectively using cinematic language. Recommended Preparation: FTV 100.

## **JAMM 252 Introduction to Strategic Communications (3 credits)**

Overview of the issues and methods used by public relations and advertising. Requires that participants engage with their peers to discuss readings, theoretical perspectives, obstacles, history and current events in the strategic combination of advertising and public relations. Typically Offered: Fall and Spring.

**Prereqs:** JAMM 121 and JAMM 122 with grades of 'C' or better

## **JAMM 267 Introduction to Media Design (3 credits)**

Foundational principles and theories of visual communication; use of graphics to communicate information and support persuasive appeals; hands-on learning using industry standard graphic applications.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

## **JAMM 275 Introduction to Film and TV Production (4 credits)**

Principles of digital audio and video production and writing; concentration on skills such as writing, producing, directing, sound recording and mixing, lighting, camera work, and editing for narrative and non-narrative storytelling. Work with digital and high-definition equipment for field and studio production. Hands-on experience, criticism, and revision are emphasized. Two 75-minute lectures and one 2-hour lab per week.

**Prereqs:** JAMM 100 and JAMM 121 and JAMM 122 with grades of 'C' or better, or FTV 100 and FTV 122 with grades of 'C' or better, or Permission

## **JAMM 276 Video Post-Production (3 credits)**

Exploration of post-production processes, roles, aesthetics, and techniques. Students learn to effectively manipulate video and audio into creative and cohesive works. Typically Offered: unknown.

**Prereqs:** FTV 122 or JAMM 122

## **JAMM 298 (s) Internship (1-16 credits)**

Credit arranged

## **JAMM 299 (s) Directed Study (1-16 credits)**

Credit arranged

## **JAMM 322 Broadcast News (3 credits)**

News reporting for radio, television and the Internet, emphasizing writing, editing, producing, and on-air performance skills; analysis of broadcast news practices. Typically Offered: Fall.

**Prereqs:** JAMM 225 or JAMM 275 with a grade of C or better

## **JAMM 323 Sports Reporting (3 credits)**

Sports reporting for television, radio and the Internet; emphasizes writing, editing, producing, camera work and on-air performance skills. Focus on interviews, team coverage, game highlights. Recommended Preparation: JAMM 322 Typically Offered: Fall.

**Prereqs:** JAMM 225 or JAMM 275

## **JAMM 325 Publications Editing (3 credits)**

Introduction to the development, management, editing, design and distribution of print and web publications; focuses on periodicals, such as magazines and student-originated projects. Typically Offered: Varies.

**Prereqs:** JAMM 100, JAMM 121 and JAMM 122 with grades of 'C' or better.

## **JAMM 327 Reporting II (3 credits)**

Interviewing, database research, access to public records and meetings, and development of in-depth news story structure. Includes coverage of government, politics and other public issues. Recommended Preparation: POLS 275.

**Prereqs:** JAMM 100, JAMM 121 and JAMM 122 with grades of 'C' or better; and JAMM 225 or Permission

## **JAMM 328 Science Writing (3 credits)**

Cross-listed with ENGL 318

Principles and practices of making scientific concepts and work accessible to general audiences through multiple forms of media; also examines the ways in which media coverage of scientific issues shapes public opinion and policy.

**Prereqs:** ENGL 102 and Sophomore Standing

## **JAMM 339 Crime and the Media (3 credits)**

Cross-listed with CRIM 339

Critical evaluation of the media portrayals of crime and the criminal justice system; analysis of how the media help to shape public understanding and public policy.

**JAMM 340 Media and Diversity (3 credits)**

General Education: American Diversity

An examination of mass media's relationship to cultural diversity, including the social impact of media representations and the uses of mass media by diverse groups. Typically Offered: Varies.

**Prereqs:** Sophomore standing

**JAMM 341 Mass Media Ethics (3 credits)**

A critical examination of ethical issues confronting journalists and other media practitioners. Includes moral analysis, argument and decision-making by media organizations. Case studies drawn from journalism, broadcasting, advertising, public relations and digital media.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better, and Junior Standing, and a Major in the School of Journalism and Mass Media

**JAMM 350 Public Relations Writing and Production (3 credits)**

Public relations writing, publication and design processes for print, broadcast and online media. Two 2-hr lectures/labs a wk. Typically Offered: Fall.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and JAMM 252

**JAMM 352 Event Planning and Management (3 credits)**

Logistical skills for planning, managing, and promoting events. Students complete an original management plan for execution. Typically Offered: unknown.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with a grade of 'C' or better; or FTV 100 with a grade of 'C' or better

**JAMM 361 Advertising Creativity (3 credits)**

Advertising creative process in print, broadcast and online media, including copywriting and production processes and techniques. Recommended preparation: ART 110.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and JAMM 267

**JAMM 365 Trends in Social Media (3 credits)**

Trends in the culture, history, theory, technology and audience impact of social media and uses of social media for advertising, marketing, public relations, self expression or journalism purposes. Typically Offered: Varies.

**Prereqs:** JAMM 121 and JAMM 122 with grades of 'C' or better

**JAMM 367 Social Media Management and Analytics (3 credits)**

How to analyze and understand the metric effect social media has on consumer behavior, campaign effectiveness and the return on investment (ROI) of social media in a media plan. Typically Offered: Fall.

**Prereqs:** JAMM 121, and JAMM 122 with grades of 'C' or better, and JAMM 252

**JAMM 370 Podcasting (3 credits)**

Audio production principles and storytelling techniques, with an emphasis on serial audio production, writing, and announcing skills.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with a grade of 'C' or better

**JAMM 374 Intermediate Film and TV Production (3 credits)**

Film and television production techniques and aesthetics. Students will write, produce, direct, and revise video projects. Includes pre-production planning, aesthetics, and post-production realizations.

**Prereqs:** JAMM 275

**JAMM 378 American Television Genres (3 credits)**

Historic development of dominant television genres, discussion of characteristics unique to each genre; examination of the cultural context of television programming.

**Prereqs:** Sophomore standing

**JAMM 379 Hollywood Portrayals of Journalists (3 credits)**

Addresses the evolving relationship between the American people and their media. It examines the conflicting images of journalists in movies and television and discusses the influence of these images on the American public's perception of news gatherers in the 20th and 21st centuries.

**Prereqs:** Sophomore standing

**JAMM 400 (s) Seminar (1-16 credits)**

Credit arranged

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

**JAMM 403 (s) Workshop (1-16 credits)**

Credit arranged. May be graded P/F.

**JAMM 404 (s) Special Topics (1-16 credits)**

Credit arranged

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

**JAMM 405 Professional Development for Secondary Teachers (1-3 credits)**

Exposure to current developments in mass media, including technology, law and ethics; supervised experience in writing, editing, publication design, video production and Internet publication; work with high school, college students and professional journalists in a workshop setting. (Summer only)

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

**JAMM 422 Advanced Journalism (3 credits)**

Advanced news reporting for print, broadcast, and online news outlets, emphasizing writing, editing, design, and production; analysis of news judgments and decision making.

**Prereqs:** JAMM 327

**JAMM 425 Magazine Writing (3 credits)**

Strategies and approaches for writing and producing human-interest stories for print and online magazines; introduction to a variety of feature-writing styles, including columns, reviews, and arts and culture coverage.

**Prereqs:** JAMM 225 or Permission

**JAMM 440 Critical Issues in Mass Media (3 credits)**

Examination of critical approaches to mass media, including interdisciplinary interpretations of media forms and content. Addresses how new media technologies are changing how media users acquire, distribute and use information. Analyzes media impact on American culture from a variety of critical perspectives.

**Prereqs:** Junior standing

**JAMM 441 (s) Advanced Concepts in Media and Diversity (3 credits, max 6)**

General Education: American Diversity

A detailed exploration of a key issue or theory within mass media relating to cultural, social, or global diversity. Typically Offered: Varies.

**Prereqs:** Junior Standing

**JAMM 443 Media Management and Economics (3 credits)**

Management principles as they apply to mass media; emphasis on personnel management, budgeting, programming, sales, marketing and promotion, legal constraints, new technologies, and strategic planning; study of media ownership.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

**JAMM 444 Mass Media and Public Opinion (3 credits)**

Role of media in the formation of public opinion; overview of survey methodology and interpretation.

**Prereqs:** Junior standing

**JAMM 445 History of Mass Media (3 credits)**

General Education: American Diversity

Develops core historical understanding of significant social, political, economic, and technological developments in the mass media with a focus on cultural diversity and social power. Topics may include the media as independent witnesses to human events, the role of audiences, contributions made by underrepresented groups, or the importance of a free press to democracy. Typically Offered: Varies.

**Prereqs:** Junior standing

**JAMM 446 Women in the Media (3 credits)**

Examines the spaces that women occupy in the media, both in front of and behind the camera. Focuses on feminist critiques of the media and issues of representation in a variety of mediums and topics (film, television, print, news, advertising).

**Prereqs:** JAMM 100 with a grade of 'C' or better and JAMM 121 with a grade of 'C' or better and JAMM 122 with a grade of 'C' or better.

**JAMM 447 Screenwriting (3 credits)**

Cross-listed with ENGL 447, THE 447

Joint-listed with ENGL 547, THE 547

Introduction to the study of the fundamental elements of feature film screenwriting; techniques of developing story lines and advancing a narrative in a visual way using the industry standard of a tightly structured long-form feature film. Additional projects/assignments required for graduate credit.

**Prereqs:** ENGL 231 or JAMM 231 or permission

**JAMM 448 Law of Mass Media (3 credits)**

General Education: Senior Experience

An examination of the legal framework governing the gathering, preparation, and dissemination of information, advertising and entertainment in the United States and globally. Topics include First Amendment, defamation, invasion of privacy, intellectual property, copyright, access to governmental proceedings and records, and regulation of broadcasting, satellite, and cable television.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and Senior standing and a major in the School of Journalism and Mass Media

**JAMM 450 Public Relations Trends (3 credits)**

A detailed exploration of a key issue within mass media relating to public relations and strategic communication. Typically Offered: Spring.

**Prereqs:** JAMM 252

**JAMM 458 Public Relations Research and Analytics (3 credits)**

Research techniques used by public relations practitioners, including online data analytics.

**Prereqs:** JAMM 252

**JAMM 466 Media Campaign Strategy (3 credits)**

Advanced strategies in creative approaches and media usage for Public Relations and Advertising; focuses on the development of a complete campaign for a client.

**Prereqs:** JAMM 350 or JAMM 367 and senior standing.

**JAMM 468 Advanced Media Design (3 credits)**

Advanced principles and theories of visual communication across multiple channels; working in creative teams; presenting original concepts, copywriting, design and layout; emphasis on finished portfolios.

**Prereqs:** JAMM 267

**JAMM 469 Advertising Competition Team (3 credits, max 6)**

This course provides students with an opportunity to participate in the annual National Student Advertising Competition (NSAC) sponsored by the American Advertising Federation, as well as other student competitions in advertising or integrated marketing communication.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and Junior/Senior standing and Permission

**JAMM 473 Cinematography and Lighting (3 credits)**

Advanced skills in cinematography, including lighting styles and techniques, through hands-on experience, practical application, and analysis. Criticism, revision, problem solving and troubleshooting are emphasized. Typically Offered: Spring.

**Prereqs:** JAMM 374

**JAMM 477 Documentary Film and TV (3 credits)**

Exploration of histories, theories, and production processes for documentary film and television. Typically Offered: unknown.

**Prereqs:** JAMM 275

**JAMM 478 Broadcast Management (3 credits)**

Program development, production, theory, and scheduling; electronic media management, sales, and marketing; content development and distribution; ethical decision making and critical analysis in audience analysis and content distribution; regulations and strategies involved in radio, television, cable, online, and social media programming.

**Prereqs:** JAMM 275 and JAMM 322

**JAMM 480 Sound Recording and Design (3 credits)**

Advanced skills in sound recording and design for video and digital film production. Foley, Automated Dialog Replacement (ADR), and post-production sound design is developed through hands-on experience, practical application, and analysis. Criticism, revision, problem-solving, and troubleshooting are emphasized. Typically Offered: Varies.

**Prereqs:** JAMM 275 and JAMM 276

**JAMM 490 Issues in Global Media (3 credits)**

General Education: International

Examines different concepts of international media; models of international content flow; cross-cultural mass media, and comparisons of media systems and audiences. Typically Offered: Varies.

**Prereqs:** Junior standing

**JAMM 491 Multimedia Storytelling Abroad (3 credits)**

Covers foundational media skills in photography, audio, video, social media, and content management, using an organized international travel experience as the inspiration for each student's media production.

**Prereqs:** Permission

**JAMM 495 TV Writing (3 credits)**

Fundamental elements of screenwriting for television and serial formats; create an outline for an episodic TV pilot, develop characters, identify A, B, and C stories, design compelling story arcs, learn how to effectively use dialogue and pace, and write a pilot script that grabs your reader's attention. Additional projects/assignments required for graduate credit. Typically Offered: Varies.

**Prereqs:** ENGL 231 or JAMM 231

**JAMM 497 Practicum in Teaching (1-3 credits, max 3)**

Supervised experience in assisting in teaching of JAMM courses.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and Upper-class standing and Permission

**JAMM 498 (s) Internship (1-3 credits, max 6)**

Supervised experience in professional media outlet, non-profit organization, government agency, or educational institution. Graded Pass/Fail.

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of C or better; and Junior standing; and JAMM 225, JAMM 252, or JAMM 275; or Permission of Instructor

**JAMM 499 (s) Directed Study (1-16 credits)**

Credit arranged,

**Prereqs:** JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

**JAMM 500 Master's Research and Thesis (1-16 credits, max 99)**

Supports students conducting thesis research Typically Offered: Varies.

**JAMM 510 Emerging Media and Society (3 credits)**

Examines emerging mass media in contemporary society: history and structure of modern media organizations; the political, economic and social context of media; social and cultural approaches to emerging mass media research. Typically Offered: Fall.

**JAMM 520 Social Media and Analytics (3 credits)**

Advanced understanding and analysis of the metric effect of social media and how they impact consumer and audience behavior, strategic communication campaign effectiveness and the return on investment (ROI) of social media in an overall media plan. Students gain practical experience in social media management strategies and techniques. Typically Offered: Fall.

**JAMM 530 (s) Trends in Media Law (3 credits)**

An in-depth examination of the trends affecting the legal structure within which emerging and social media operate, and the statutory and case law through which this structure has evolved. Students read cases involving digital and social media, analyze texts and discuss the implication of law from theoretical and practical perspectives. Typically Offered: Spring.

**JAMM 535 Media Entrepreneurship (3 credits)**

Examines the skills needed to build a media business or organization through entrepreneurship and innovation. Prepares students to envision, prototype and launch media enterprises by integrating multimedia production, social media distribution, design thinking, data collection and analysis, and audience engagement strategies. Typically Offered: Spring.

**JAMM 540 Media Planning & Strategy (3 credits)**

Examines the skills needed in media planning through the strategic selection of a combination of media buying to maximize the best returns to paid media. Students learn how to create a successful media plan, develop an initial media purchase and analyze the continued optimization of performance throughout the campaign's life cycle. Typically Offered: Fall.

**JAMM 545 Audience Engagement (3 credits)**

Using audience analytics to discover audiences, measure successful engagement, derive insight and broaden reach. Examines how to conceptualize stories with the audience in mind and the importance of audience considerations to drive media practitioners' decision making. Typically Offered: Spring.

**JAMM 560 Writing and Editing for Emerging Media (3 credits)**

Advanced principles of writing and editing for emerging media. Students develop skills in researching and collecting information, writing and editing for informational, entertainment and persuasive purposes to audiences accessing stories in digital, mobile and social platforms. Typically Offered: Fall.

**JAMM 565 Media Production & Design (3 credits)**

Advanced audio and video production techniques and aesthetics. Students write, produce, direct, and revise complex audio-video projects. Includes considerations in pre-production planning and post-production with a focus on managing media production processes. Typically Offered: Spring.

**JAMM 570 Storytelling & Development (3 credits)**

Examines the pre-production processes in digital audio and video productions, including screenwriting, storyboarding, and previsualizations techniques. Students learn how to develop a budget and schedule, assemble a technical crew and talent, scout locations and secure appropriate equipment for media productions. Typically Offered: Fall.

**JAMM 575 Media Postproduction and Distribution (3 credits)**

Advanced skills in audio and video post-production processes, roles, aesthetics, and techniques. Students learn to effectively edit video and audio into creative and cohesive works and explore strategies for distribution to artistic and commercial markets. Typically Offered: Spring.

**JAMM 599 Non-Thesis Master's Research (1-16 credits, max 99)**

Supports students preparing for a non-thesis media project. Typically Offered: Varies.