

JOURNALISM

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Faculty

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Undergraduate Degrees

Bachelor of Arts (BA)

- **Journalism Major News Editorial Option** (<http://catalog.ewu.edu/archives/2015-2016/arts-letters-education/journalism/major-news-editorial-ba>)

Bachelor of Science (BS)

- **Journalism: Public Relations** (<http://catalog.ewu.edu/archives/2015-2016/arts-letters-education/journalism/public-relations-bs>)

Minors

- **Journalism** (<http://catalog.ewu.edu/archives/2015-2016/arts-letters-education/journalism/journalism-minor>)

Undergraduate Programs

The Journalism Program is designed to prepare students for journalism careers in news reporting, public relations and public information.

Few careers demand a more varied body of knowledge than does journalism. Journalists today are constantly working with far-ranging and complex issues. The journalism curriculum at Eastern recognizes that the profession is both a discipline of its own and yet a fusion of many disciplines in our culture.

Program Admissions Requirements

Transfer students should contact a Journalism Program advisor during their application to the university. *Freshmen and sophomores* should try to complete their GEGRs during their first two years. They are encouraged to take JRNM 100. Freshmen and sophomores should contact the Journalism Program's advisors to identify those courses needed to prepare for their selected degree option. Completion of ENGL 101 and ENGL 201 are required for admission to the Journalism Program.

Because journalism courses build upon one another and most are not repeated during the year, it is recommended that students begin study in the fall.

The BA News-Editorial Option prepares students for roles in print and electronic journalism.

The option in Public Relations provides students with the theoretical and applied knowledge and skills required to enter the field of public relations, community relations and allied disciplines.

Internships

Students completing the News-Editorial Option are encouraged to complete an internship. Those completing the Public Relations Option are required to complete an internship.

Required courses in the following programs of study may have prerequisites. Reference the course description section for clarification.

Journalism Courses

JRNM 100. EASTERNER STAFF. 3 Credits.

Notes: graded Pass/Fail; repeatable for up to 9 credits.

Pre-requisites: permission of the instructor.

This course requires students to engage in reporting and editorial assignments on the staff of the university paper.

JRNM 196. EXPERIMENTAL COURSE. 1-5 Credits.

JRNM 197. FRESHMAN SEMINAR. 2 Credits.

JRNM 199. SPECIAL STUDIES. 1-5 Credits.

JRNM 296. EXPERIMENTAL COURSE. 1-10 Credits.

JRNM 299. DIRECTED STUDY. 1-3 Credits.

Pre-requisites: permission of the instructor.

JRNM 309. GRAMMAR FOR PROFESSIONAL WRITERS. 5 Credits.

Cross listed: ENGL 309, TCOM 309.

Pre-requisites: ENGL 201.

Many professionals continue to struggle with grammar and usage rules throughout their careers. In this course, students will refresh and improve their knowledge of English grammar, style and usage rules. They will develop confidence in using correct punctuation, capitalization and verb forms, and learn how to create and employ different types of sentence structures, becoming proficient at writing clear, correct sentences to communicate effectively with a variety of audiences.

JRNM 330. MASS NEWS MEDIA. 5 Credits.

This course is a survey of scope, function, standards and career opportunities in mass news media.

JRNM 332. NEWS WRITING. 5 Credits.

Pre-requisites: ENGL 201.

This course covers the news gathering process and how to write basic news reports.

JRNM 333. ADVANCED NEWS WRITING. 5 Credits.

Pre-requisites: JRNM 332; co-requisite JRNM 341

This course engages students in the process of writing features, narratives and analyses.

JRNM 334. MAGAZINE ARTICLE WRITING. 4 Credits.

Pre-requisites: JRNM 332 or permission of the instructor.

This course focuses on the development of article ideas, the preparation of manuscripts and analysis of various markets with a view of selling articles.

JRNM 341. REPORTING. 5 Credits.

Pre-requisites: JRNM 332; co-requisite JRNM 333

In this course students gain a greater appreciation of public issues and controversies while exploring strategies for explaining these often complex issues to the general public.

JRNM 349. PHOTOJOURNALISM. 4 Credits.

In this course students learn to take photographs and study how photography illustrates newspaper, magazine and internet news. The process of choosing and editing photographs for publication is analyzed.

JRNM 351. THE LAW OF JOURNALISM. 4 Credits.

Prerequisite: sophomore standing or permission of the instructor In this course students learn about laws pertaining to the profession of journalism. Topics may include freedom of the press, libel, privacy and copyright.

JRNM 395. INTERNSHIP. 5-16 Credits.

Notes: may be repeated.

Pre-requisites: permission of the instructor, department chair and college dean.

Students obtain real-world experience by spending one or more quarters working with professionals in the news media. These experiences may be with practitioners working at newspapers, radio, television, online news outlets or working in public relations with an organization.

JRNM 399. DIRECTED STUDY. 1-5 Credits.

JRNM 400. EASTERNER STAFF LEADERSHIP. 3 Credits.

Notes: repeatable for up to 9 credits.

Pre-requisites: JRNM 100.

Students learn how to manage the publication of a student newspaper.

JRNM 442. ADVANCED REPORTING. 5 Credits.

Pre-requisites: JRNM 333 and JRNM 341.

This course considers philosophical questions pertaining to news coverage. It also analyzes the judicial system as a topic of journalistic writing.

JRNM 451. INTRODUCTION TO PUBLIC RELATIONS THEORY. 4 Credits.

Pre-requisites: junior standing.

Explores a broad range of concepts, elements, skills and impacts, including theory and applications; examines the role of public relations in business and society and as a profession.

JRNM 452. ADVANCED PUBLIC RELATIONS THEORY. 4 Credits.

Pre-requisites: JRNM 332, JRNM 451 or permission of the instructor.

Applies journalism, communications and public relations theories and skills to case study examples in organizations and communication environments.

JRNM 453. PUBLIC RELATIONS WRITING. 4 Credits.

Pre-requisites: JRNM 332, JRNM 451 or permission of the instructor.

Practice in methods of preparing and producing messages for organizations in print and other media forms.

JRNM 470. DESKTOP PUBLICATION DESIGN. 4 Credits.

Pre-requisites: DESN 360 or permission of the instructor.

Applies the theories and principles of publication design to newspaper, newsletter, magazine and brochure formats as produced with desktop publishing technology.

JRNM 475. EDITING AND PUBLISHING. 4 Credits.

Pre-requisites: ENGL 459.

This course covers the editing of newspapers, magazines and online publications. It considers issues of design in the preparation of copy, art and photography for publication.

JRNM 480. NON-FICTION WRITING PROJECTS. 5 Credits.

Pre-requisites: ENGL 459, permission of the instructor.

This course consists of both classroom instruction and editorial advice on finding, writing, revising and placing non-fiction articles.

JRNM 490. SENIOR CAPSTONE: CRITICAL WRITING. 4 Credits.

Pre-requisites: JRNM 332, JRNM 341, senior standing.

Satisfies: senior capstone university graduation requirement.

This course provides students the opportunity to analyze effective persuasive writing in newspapers, magazines, websites and blogs. Students develop effective reporting techniques, learn how to focus and structure an argument and strengthen their commentary.

JRNM 495. PROFESSIONAL INTERNSHIP. 1-15 Credits.

JRNM 496. EXPERIMENTAL COURSE. 1-10 Credits.

JRNM 497. WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR. 1-5 Credits.

JRNM 498. SEMINAR. 1-5 Credits.

JRNM 499. DIRECTED STUDY. 1-15 Credits.

Pre-requisites: permission of the instructor.