
Journalism and Media Studies

In the College of Professional Studies and Fine Arts

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The advertising, journalism, and public relations programs are accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

Faculty

Emeritus: Broom, Brown, Buckalew, Hartung, Martin, Odendahl, Spevak
Director: Borden
The Lionel Van Deerlin Professor of Communication and Public Policy: Eger
Professors: Borden, Davis, Dozier, Eadie, Mueller, Wulfemeyer
Associate Professors: Sha, Zhong
Assistant Professors: Arceneaux, Nee, Schmitz Weiss, Shen
Lecturers: Barker, Lockwood, McBride, Vargas

Offered by the School

Master of Arts degree in communication with specialization in:
Mass communication and media studies.
Major in journalism with the B.A. degree in liberal arts and sciences.
Emphasis in advertising.
Emphasis in media studies.
Emphasis in public relations.
Minor in advertising.
Minor in journalism.
Minor in public relations.

The Lionel Van Deerlin Professor of Communication and Public Policy

More than 40 major communications companies contributed to establish The Lionel Van Deerlin Professor of Communication and Public Policy. The professorship serves as the center for the study of public policy and issues affecting the communications/information field, about which Lionel Van Deerlin was vitally concerned during his 18 years in Congress. The current holder of the professorship is John M. Eger.

General Information

The School of Journalism and Media Studies envisions a global society where citizens are engaged in their communities; where media professionals are ethical and committed to social justice, and embrace technology to serve the public good; and where people from all backgrounds think critically about the media. The school's curricula reflect these very important themes. Students are required to take a set of core classes in global communication and technology, ethics and law, and research methods for professional communicators. They also complement their in-class work with internships and service-learning projects in the community. Programs within the school prepare students for careers in advertising, journalism, public relations, and other media industries, as well as for jobs in a technologically driven workforce landscape whose future media forms cannot be predicted. The School of Journalism and Media Studies also prepares students to enter careers as analysts, producers, and editors of media content in government and private industry, as well as for graduate education in a variety of disciplines and the law.

Impacted Programs

Programs in the School of Journalism and Media Studies are impacted. Students must enter the university under the designated major code for the selected program. To be admitted to the selected program, refer to the program description for specific impactation criteria.

Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs Web site was created to help students navigate the course requirements for their majors and to identify which General Education courses will also fulfill a major preparation course requirement.

Journalism Major

With the B.A. Degree in Liberal Arts and Sciences
(Major Code: 06021) (SIMS Code: 664101)

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements." Selecting the B.A. degree in liberal arts and sciences requires meeting the language requirement.

Journalism education emphasizes the training of writers, reporters, and editors for the mass media. It also seeks to prepare and guide students interested in pursuing careers in a wide range of informational and interpretive multimedia environments. The courses offered in the journalism major are designed to give students a working knowledge of the skills, concepts, values, and ethics needed to succeed as professional communicators. Courses focus on the basic elements of factual and analytical writing, editing, producing, designing, history, communication law and theory, and responsibility of the mass media.

Career opportunities for journalism graduates are diverse, including book editing and publishing, freelance writing, industrial journalism, magazines, communication research, news agencies, newspapers, radio, television, teaching, and online electronic publishing.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment). No more than 40 units in journalism and media studies courses can apply to the B.A. degree in Liberal Arts and Sciences. Lower division activity/production courses in newspaper, magazine, yearbook, or broadcasting may not be applied toward the B.A. in journalism.

Accreditation standards require that all advertising, journalism, and public relations majors at SDSU complete at least 80 units of coursework outside the major, with 65 of those units in the liberal arts and sciences. To satisfy this 65-unit requirement, students must follow their major requirements and complete 18 units within an Auxiliary Discipline. (See JMS Advising Center or JMS Web site for a list of eligible Auxiliary Discipline programs.)

Impacted Program. The journalism major is designated as an impacted program. To be admitted to the journalism major, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the journalism major. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 300, 310W, 375, 420, 470, 489, 494, 550; three units selected from Journalism and Media Studies 315, 430, 445; and six units selected from Journalism and Media Studies 315, 425, 430, 440, 445, 490C, 529.

Auxiliary Discipline. Students selecting the journalism major are required to complete 18 units in an approved auxiliary discipline. See school for list of approved disciplines.

Emphasis in Advertising

(Major Code: 06041) (SIMS Code: 661108)

Students in the advertising emphasis learn to understand the basic principles and theories of advertising; write copy and design messages for distribution through multiple media channels; apply appropriate research methods to plan, monitor, and evaluate advertising; develop strategic thinking skills applied to targeting audiences; create and implement advertising campaigns that are responsible to both consumers' as well as corporate needs; critically analyze issues related to advertising; communicate effectively with diverse audiences; and practice ethical communication.

Advertising graduates are employed in advertising agencies and marketing departments, as media advertising sales representatives, in sales, doing sales promotion, and in sales management positions.

To complete the advertising emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Accreditation standards require that all advertising, journalism, and public relations majors at SDSU complete at least 80 units of coursework outside the major, with 65 of those units in the liberal arts and sciences. To satisfy this 65-unit requirement, students must follow their major requirements and complete 18 units within an Auxiliary Discipline. (See JMS Advising Center or JMS Web site for a list of eligible Auxiliary Discipline programs.)

Impacted Program. The advertising emphasis is designated as an impacted program. To be admitted to the advertising emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, and Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the advertising emphasis. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 310W, 375, 460, 461, 489, 494, 560, 565; three units selected from Journalism and Media Studies 300, 440, 480; and six units of upper division coursework in Journalism and Media Studies.

Auxiliary Discipline. Students selecting the advertising emphasis are required to complete 18 units in an approved auxiliary discipline. See school for list of approved disciplines.

Emphasis in Media Studies

(Major Code: 15060) (SIMS Code: 661110)

Students in the media studies emphasis learn established and emerging theories of mass communication effects; structure and concentration of media ownership; tools required to become a sophisticated and critical consumer of media content; processes and effects of mediated communication across nations and cultures; convergence of traditional media organizations/industries into hybrid structures; and emerging media industries and job opportunities.

The media studies emphasis is ideally suited for entrepreneurial individuals comfortable with the ambiguity of rapidly changing technologies, industries, and career paths. Graduates of the media studies emphasis will likely pursue several distinct career paths in the course of their professional lives, sometimes "inventing" new jobs for themselves as technologies and industries change.

To complete the media studies emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Impacted Program. The media studies emphasis is an impacted program. To be admitted to the media studies emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200 and nine units selected from Economics 101, 102, Political Science 101, 102, Psychology 101, Sociology 101, Television, Film and New Media Production 160. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Preparation for the Major. Journalism and Media Studies 200 and nine units selected from Economics 101, 102, Political Science 101, 102, Psychology 101, Sociology 101, Television, Film and New Media Production 160. (12 units) These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Passing the Writing Placement Assessment with a score of 10 or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 36 upper division units to include Journalism and Media Studies 375, 408, 412, 450, 489, 492, 494; nine units selected from Media Studies topics courses: Journalism and Media Studies 300, 409, 410, 440, 460, 475, 480, 506, 574, 589, 591, Professional Studies and Fine Arts 330, Television, Film and New Media 430; and six units selected from Discovery of the Media courses: Africana Studies 465 [or French 465], American Indian Studies 435, Asian Studies 530, Chicana and Chicano Studies 400, Communication 482, 492, English 493, European Studies 424, 527 [or History 527], Gerontology 370, History 435, Psychology 344, 442, Religious Studies 364, Television, Film and New Media 363.

Minor. Students selecting the media studies emphasis are required to complete a minor. Recommended minors include art, educational technology, management, marketing, and theatre arts. See journalism and media studies advising for details.

Emphasis in Public Relations

(Major Code: 05992) (SIMS Code: 661109)

Public relations students learn the theories and skills necessary to help them execute each stage of the strategic planning process. Specifically, students learn mass communication and public relations theories and principles; research methods; journalistic writing; public relations techniques and tactics; and strategic planning. A selective internship program also gives students the opportunity to try out their skills in the workplace, under the supervision of faculty and on-the-job mentors.

Public relations graduates work as media relations specialists and strategic planners in public relations departments and firms, as internal and external communication specialists in corporations, as public information specialists in government agencies and the military, and in fundraising and membership development for not-for-profit organizations.

To complete the public relations emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Accreditation standards require that all advertising, journalism, and public relations majors at SDSU complete at least 80 units of coursework outside the major, with 65 of those units in the liberal arts and sciences. To satisfy this 65-unit requirement, students must follow their major requirements and complete 18 units within an Auxiliary Discipline. (See JMS Advising Center or JMS Web site for a list of eligible Auxiliary Discipline programs.)

Impacted Program. The public relations emphasis is designated as an impacted program. To be admitted to the public relations emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, and Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the public relations emphasis. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Placement Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 310W, 375, 480, 481, 489, 494, 581, 585; three units selected from Journalism and Media Studies 300, 440, 460; and six units of upper division coursework in Journalism and Media Studies.

Auxiliary Discipline. Students selecting the public relations emphasis are required to complete 18 units in an approved auxiliary discipline. See school for list of approved disciplines.

Advertising Minor

(Minor Code: 06041) (SIMS Code: 661118)

The minor in advertising consists of 21 units to include Journalism and Media Studies 200, 220, 310W, 460, 461, 560, 565. Admission to the advertising minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 3.0 in these two courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Journalism Minor

(Minor Code: 06021) (SIMS Code: 664101)

The minor in journalism consists of 21 units to include Journalism and Media Studies 200, 220, 300, 310W, 420, 494, and three units selected from Journalism and Media Studies 315, 430, or 445. Admission to the journalism minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 3.0 in these two courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Public Relations Minor

(Minor Code: 05992) (SIMS Code: 661121)

The minor in public relations consists of 21 units to include Journalism and Media Studies 200, 220, 310W, 480, 481, 581, 585. Admission to the public relations minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 3.0 in these courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Courses (JMS)

Refer to *Courses and Curricula and University Policies* sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

LOWER DIVISION COURSES

JMS 200. Introduction to Contemporary Media (3) [GE]

Mass media and emerging forms of niche media in the global community. Theories, structures, functions, practices, problems, interrelationships, economics, critical analyses, history, and ethics.

JMS 220. Writing for the Mass Media (3)

One lecture and four hours of activity.
Prerequisites: Sophomore standing; ability to type; and a passing score on the Grammar, Spelling and Punctuation test. **Proof of completion of prerequisites required:** Grammar, Spelling and Punctuation test score and proof of sophomore standing.

Introduction to writing techniques for mass media. Laboratory practice in informational and persuasive writing, evaluation, and judgment.

JMS 296. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

UPPER DIVISION COURSES (Intended for Undergraduates)

JMS 300. Principles of Journalism (3)

Prerequisite: Upper division standing.
Theory and practice of journalism, survey of history, ethics, law, international news systems, and social responsibility of the press. Operations of newspapers, news magazines, radio and television news departments, and other news agencies. Impact of new media and technology on journalism, economics, and management of news organizations.

JMS 309. Workshop (1-3) Cr/NC

Prerequisite: Consent of instructor.
Practical experience in an area of study within the School of Journalism and Media Studies. Maximum credit three units.

JMS 310W. Media Writing and Reporting (3)

Two lectures and two hours of activity.
Prerequisites: Journalism and Media Studies 220 with a grade of C (2.0) or better. Satisfies Graduation Writing Assessment Requirement for students who have completed 60 units; completed Writing Placement Assessment with a score of 8 or higher (or earned a C or higher in RWS 280, 281, or LING 281 if score on WPA was 7 or lower); and completed General Education requirements in Composition and Critical Thinking. **Proof of completion of prerequisites required:** copy of transcript. Admission to majors and minors in Advertising, Journalism, and Public Relations.

Writing for advertising, journalism, and public relations products in various media platforms. Gathering information, interviewing, conducting observations, and using online database. Laboratory and field work.

JMS 315. Editing for Print Media (3)

One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course.

Techniques of preparing content for print publication, including copy editing, headline writing, use of photos and graphics, and layout and design. Laboratory experience.

JMS 375. Media Technology in the Global Environment (3)

Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better.

Technology's crucial role in shaping the knowledge economy and communication policies affecting life and work in the global age. Digital communication, media convergence, media regulation, and economic development.

JMS 408. Principles of Media Studies (3)

Prerequisite: Upper division standing.
Media theories, models, and research exploring media effects, and audience uses of media.

JMS 409. Women and Media (3)

Prerequisites: Upper division standing. Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisites required:** Copy of transcript.

Role of women in media, including messages about women and employment status of women.

JMS 410. Media and Sexuality (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisite required:** Copy of transcript.

Sexuality and sex-related issues in mass mediated news, entertainment, and advertising content. Sexuality in media and its effects on interpersonal relations, sexual identity, sexual politics, social discourse, and public policy. Portrayals of conventional sexuality and of sexual minorities.

JMS 412. Media Industries and Their Audiences (3)

Prerequisites: Journalism and Media Studies 408 with grade of C (2.0) or better. Admission to Media Studies emphasis. **Proof of completion of prerequisites required:** Copy of transcript.

Methods used by media industries to determine size and demographics of audience. Theories and models that explain audience behavior. Individual and group-action effects on media institutions and content.

JMS 420. Public Affairs News Reporting (3)

One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 300, 310W. Admission to Journalism major or minor. **Proof of completion of prerequisite required:** Copy of transcript.

Field and laboratory practice in news gathering and writing, covering news beats including courts, local governments, and other news sources. Emphasis on accuracy, clarity, comprehensiveness and interpretation.

JMS 425. Writing Opinion, Reviews, and Criticism (3)

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Principles and practices of writing editorials and opinion essays for media outlets (print, broadcast, and online) to include writing reviews of theatre, music, books, and film.

JMS 430. Digital Journalism (3)

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Using the web to publish media content and design to include how to use text, graphics, sound, and video to effectively transmit information. Role and responsibilities of media professionals as they add online publication to already established print and broadcast platforms.

JMS 440. Management of Media Organizations (3)

Prerequisite: Upper division standing. **Proof of completion of prerequisite required:** Copy of transcript.

Revenue generation, marketing, distribution, production, personnel, social responsibilities, and current developments in media organizations. Planning, organizing, implementing organizational plans.

JMS 445. Electronic News Reporting and Producing (3)

One lecture and four hours of activity.
Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Electronic news, focusing on reporting and producing newscasts. Shooting, writing, editing, and presenting news. Roles and responsibilities in electronic newsrooms to include role of producer.

JMS

JMS 450. Using Media to Understand Cultures (3)

Prerequisites: Journalism and Media Studies 408 with grade of C (2.0) or better. Admission to Media Studies emphasis. **Proof of completion of prerequisites required:** Copy of transcript.

Cultural phenomena through media products to include films, television programs, print media. Appreciation of various cultures and practices through analysis of media products.

JMS 460. Principles of Advertising (3)

Prerequisite: Upper division standing.

Concepts, history, theory, social responsibility, management, and regulation of advertising. Survey of advertising practices, including planning, consumer and market research, creative, and media.

JMS 461. Advertising Creative Development (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 310W and 460 with grades of C (2.0) or better in each course. Admission to Advertising majors and minors, Major Code: 06041. **Proof of completion of prerequisites required:** Copy of transcript.

Advertising creative philosophy, strategy, and tactics; art, copy, and creation of advertisements for broadcast, print, and interactive electronic media. Application of computers to creative development.

JMS 470. Multimedia News Writing (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Principles and techniques of writing news for print, online, radio-television, and emerging media platforms. Field and laboratory experience.

JMS 475. Mediated Communication in Intercultural Contexts (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies.

Role of culture in professional fields such as advertising, journalism, media studies, and public relations. Cultural values and practices as applied to various mediated communication products and contexts.

JMS 480. Principles of Public Relations (3)

Prerequisite: Upper division standing.

Concepts, history, theory, social responsibility, and management of public relations. Survey of problems and practices in corporations, government agencies, associations, and not-for-profit organizations.

JMS 481. Public Relations Media and Methods (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 310W and 480 with grades of C (2.0) or better in each course. Admission to Public Relations majors and minors, Major Code: 05992. **Proof of completion of prerequisites required:** Copy of transcript.

Practical applications of public relations techniques with emphasis on writing and media usage. Production of materials for print, audio/visual, digital, and social media. Special events and strategic planning. Field and laboratory practice.

JMS 489. Research Methods in Mediated Communication (3)

Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Understanding and critically analyzing media reports of public opinion polls and other scientific research. Sampling and inferences to populations. Basic design and measurement issues. Margin of error. Levels of measure.

JMS 490A. Advertising Internship (1-3) Cr/NC

Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 461 with grade of C (2.0) or better.

Supervised work at organizations engaged in professional advertising activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 490B. Public Relations Internship (1-3) Cr/NC

Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 481 with grade of C (2.0) or better.

Supervised work at organizations engaged in professional public relations activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 490C. Journalism Internship (1-3) Cr/NC

Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 420 with grade of C (2.0) or better.

Supervised work at organizations engaged in professional journalism activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 492. Creative Uses of Emerging Media (3)

Prerequisites: Journalism and Media Studies 412 and 450 with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

New and often unexpected convergence of media institutions, technology, and content. New economic and social alliances, entrepreneurial opportunities, uses, and effects. Capstone course for media studies majors. Completion of course with grade of C or better required for majors and minors.

JMS 494. Media Law and Ethics (3)

Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Importance of freedom of expression. Legal issues and responsibilities of print, broadcast, and online media, and applications to advertising, journalism, and public relations. Ethical dilemmas encountered by media professionals and communication specialists, including challenges posed by global technologies.

JMS 496. Experimental Topics (1-3)

Prerequisites: Upper division standing and consent of instructor.

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

JMS 499. Special Study (1-3)

Prerequisites: Upper division standing and consent of instructor.

Individual study or project, normally in a research area selected by the student. Maximum credit three units.

**UPPER DIVISION COURSES
(Also Acceptable for Advanced Degrees)**

JMS 506. Advertising and Society (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisites required:** Copy of transcript.

Theoretical and philosophical analysis of advertising in modern society.

JMS 529. Investigative Journalism (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

History and role of investigative journalism in the U.S. Use of the Internet, public records, spreadsheets, and databases to develop stories in the public interest. Finding patterns and leads in electronic data. Field and laboratory experience.

JMS 550. Multimedia News Laboratory (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W, 420 and three units selected from Journalism and Media Studies 315, 430, 445 with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Capstone course using skills and knowledge acquired in critical thinking, writing, reporting, editing, production, and design courses. Teams prepare multimedia news content. Field and laboratory experience. Completion of course with grade of C or better is required for majors and minors.

JMS 560. Advertising Research (3)

Prerequisites: Journalism and Media Studies 310W and 460 with grades of C (2.0) or better in each course. Admission to advertising majors and minors, Major Code: 06041. **Proof of completion of prerequisites required:** Copy of transcript.

Systematic application of quantitative and qualitative research to planning, design, and management of advertising campaigns. Cases, practices, and problems in application of research to consumer, market analysis, positioning, creative selection, media planning, and campaign evaluation.

JMS 565. Advertising Campaigns (3)

Prerequisites: Journalism and Media Studies 461 and 560 with grades of C (2.0) or better in each course.

Planning and creation of advertising campaigns. Situation analysis, strategy and objectives. Target audience analysis and selection. Creative development. Media strategy and tactics. Sales promotion. Campaign evaluation. Completion of course with grade of C or better is required for majors and minors.

JMS 574. International Advertising (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies.

Comparative cultural, economic, legal, political, and social conditions relevant to international advertising.

JMS 581. Public Relations Research Methods (3)

Two lectures and two hours of activity.

Prerequisites: Journalism and Media Studies 310W and 480 with grades of C (2.0) or better in each course. Admission to Public Relations majors and minors, Major Code: 05992. **Proof of completion of prerequisites required:** Copy of transcript.

Qualitative and quantitative methods used in evaluation research to plan, track, and evaluate public relations programs. Computerized statistical analysis.

JMS 585. Professional Practices in Public Relations (3)

Prerequisites: Journalism and Media Studies 481 and 581 with grades of C (2.0) or better in each course.

Cases in public relations management. Theory and practice of issues management. Integration of public relations function in strategic management of corporate, governmental, nonprofit, social, and cultural organizations. Completion of course with grade of C or better is required for majors and minors.

JMS 589. Ethical Issues in Mediated Communication (3)

Prerequisites: Upper division standing or graduate standing. Admission to a major or minor for undergraduates in the School of Journalism and Media Studies. **Proof of completion of prerequisites required:** Copy of transcript.

Ethical challenges faced by journalists, public relations and advertising professionals, and other communication specialists. Classical and modern ethical concepts and issues as they apply to mediated communication, as well as codes of ethics.

JMS 591. Global Telecommunications (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisite required:** Copy of transcript.

Economic, social, and political shifts in the global economy as a result of digital communication. Emergence of new national and international media policies to stimulate creativity and innovation as central factors in development.

JMS 595. Seminar in Theoretical Approaches to Public Relations (3)

Prerequisite: Journalism and Media Studies 585 with grade of C (2.0) or better.

Diverse theoretical approaches to public relations, including management, rhetorical, critical, relational and marketing approaches. Preparation for independent scholarly research project or master's thesis.

JMS 596. Selected Topics (1-3)

Prerequisite: Senior standing or above.

Specialized study in selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

JMS

GRADUATE COURSES
Refer to the *Graduate Bulletin*.
