JOURNALISM/MASS MEDIA (JAMM)

JAMM 100 Media and Society
3 credits
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.

JAMM 121 Media Writing
3 credits
Basic principles of writing for print, broadcast and online media; skills in identifying and evaluating credible information. Two 2-hour lecture-labs per week. Recommended Preparation: Ability to type.
Prereq: ENGL 102 with a grade of 'C' or better and JAMM 100 with a grade of 'C' or better, or Permission of Director for those with sophomore standing
Coreq: JAMM 122

JAMM 122 Multimedia Storytelling
1 credit
Basic principles of photographic and video/audio storytelling techniques emphasizing practical application for mass media. Students in JAMM 121 must also register for JAMM 122 the same semester.
Prereq: ENGL 102 with a grade of 'C' or better and JAMM 100 with a grade of 'C' or better, or Permission of Director for those with sophomore standing
Coreq: JAMM 121

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.
Prereq: 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 Integrated Media Campaigns
3 credits
Overview of 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 integrated marketing communication.
Prereq: JAMM 100, JAMM 121 and JAMM 122 with grades of 'C' or better

JAMM 265 Principles of Advertising
3 credits
Overview of the role of advertising in American society. Explores the socioeconomic growth and impact of advertising on U.S. consumer culture. Writing assignments include critiques of advertisements and analyses of their intended effects.
Prereq: JAMM 100, 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.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

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. Recommended preparation: JAMM 275.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and JAMM 225 or JAMM 275; or Permission

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. (Fall only)
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and JAMM 225 or JAMM 275; or Permission

JAMM 324 News Editing and Production
3 credits
News selection, evaluation, editing, display, pagination and design for print and online media. Two 2-hour lecture/labs per week. (Spring only)
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and JAMM 225 or Permission

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.
Prereq: JAMM 100, JAMM 121 and JAMM 122 with grades of 'C' or better
JAMM 326 Design for the Media
3 credits
Principles and applications of design tailored to the media professions. Students learn design principles, software programs and critical thinking applicable to the creation of visual content intended for targeted audiences. (Advertising majors should take the required courses JAMM 267 and JAMM 468 instead of JAMM 326, and will not receive additional JAMM elective credit for JAMM 326 if JAMM 267 and JAMM 468 are counting toward their degree.)
Prereq: 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.
Prereq: 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.
Prereq: ENGL 102 and Sophomore Standing

JAMM 339 Crime and the Media
3 credits
Cross-listed with SOC 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.
Prereq: JAMM 100, JAMM 121 and JAMM 122 with grades of ‘C’ or better

JAMM 340 Cultural Diversity and the Media
3 credits
Gen Ed: American Diversity
An examination of media studies scholarship related to aging, class, disabilities, gender, race and sexual orientation.
Prereq: JAMM 100, JAMM 121 and JAMM 122 with grades of ‘C’ or better

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.
Prereq: 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.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; and JAMM 225 and JAMM 252

JAMM 352 Event Planning and Management
2 credits
Examination of types and structures of organizations that produce events, with an emphasis on the management of events, including funding, staffing and promotion. Students complete an original management plan for execution.
Prereq: Permission

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.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; and JAMM 267

JAMM 364 Advertising Media Planning
3 credits
Advertising media planning for broadcast, print and online media; includes interpretation of ratings and market data, media strategies and concepts, and specific buying process in each advertising medium.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; and JAMM 265

JAMM 365 Social Media
3 credits
History, theory, technology, audience impact and strategic uses of social media for advertising, marketing, public relations and journalism purposes. Students critically examine social media uses and employ current technologies to complete hands-on assignments and develop client-based social media strategies.
Prereq: JAMM 100, 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.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; and JAMM 265

JAMM 374 Digital Media Field Production
3 credits
Single-camera field production techniques and aesthetics. Students will write, produce, direct and revise video projects. Includes pre-production planning, aesthetics and post-production realizations.
Prereq: 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.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; or ENGL 230 with a grade of ‘C’ or better.

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.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; or ENGL 230 with a grade of ‘C’ or better.
JAMM 400 (s) Seminar credit arranged
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

JAMM 403 (s) Workshop credit arranged
May be graded P/F.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and Permission

JAMM 404 (s) Special Topics credit arranged
Prereq: 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)
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better

JAMM 418 Teaching High School Journalism 3 credits
Principles and best practices for teaching high school journalism. Covers evolution of high school journalism, the coaching method, program management, ethics, legal issues and cultural diversity.
Prereq: Permission

JAMM 422 Advanced Broadcast News 3 credits
Advanced news reporting for radio, television and the Internet, emphasizing writing, editing, producing, and on-air performance skills; analysis of broadcast news judgments and decision making
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and JAMM 322

JAMM 425 Feature Article Writing 3 credits
Strategies and approaches for writing and producing human-interest stories for print and online media; introduction to a variety of feature-writing styles, including columns, reviews, and arts and culture coverage. Topics vary.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and JAMM 225 or Permission

JAMM 426 Narrative Journalism 3 credits
An examination of the roots and development of American narrative journalism, with an emphasis on contemporary examples and their location in a digital world. Includes critical analysis of narrative structure, sourcing, audio/visual storytelling techniques and audience reception.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and Junior standing or above

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

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

JAMM 445 History of Mass Media 3 credits
Gen Ed: American Diversity
Develops core historical understanding of significant social, political, economic, and technological developments in the mass media. Focuses primarily on developments and trends in the United States between 1900 and the present. Topics include the media as independent witnesses to human events, the role of audiences, contributions made by underrepresented groups and the importance of a free press to democracy.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better, or FTV 100 with a grade of 'C' or better.

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).
Prereq: 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
Gen Ed: 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.
Prereq: 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 448 Law of Mass Media 3 credits
Gen Ed: 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.
Prereq: 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 452 Public Relations Campaign Design 3 credits
Examination of public relations programs; practice in developing and executing campaigns with emphasis on problem/issue identification, design of campaign elements, presentations skills and equipment.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of 'C' or better; and JAMM 350
JAMM 458 Public Relations Research and Case Studies
3 credits
Basic research techniques used by the public relations practitioners, including philosophy and ethics of research, content analysis, focus groups and surveys. Analysis of public relations case studies and reasons for their success or failure.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; and 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.
Prereq: 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.
Prereq: 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.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better, and Junior/Senior standing and Permission

JAMM 472 Photojournalism
1 credit
In a workshop environment, students learn techniques for creating documentary still images and gain experience shooting and editing digitally. Criticism, revision, troubleshooting and journalistic ethics are emphasized.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; and Instructor Permission

JAMM 473 Lighting for Digital Media Production
1 credit
In a workshop environment, students learn various lighting styles and techniques through hands-on experience, practical application and analysis. Students will create digital media images with natural and artificial light sources. Criticism, revision, problem solving and troubleshooting are emphasized.
Prereq: JAMM 275 and Instructor Permission

JAMM 474 Video Editing
1 credit
Exploration of post-production processes, roles, aesthetics, and techniques. Students learn to effectively manipulate video and audio into creative and cohesive works.
Prereq: JAMM 275 and Instructor Permission

JAMM 475 Advanced Filmmaking I
3 credits
Advanced pre-production and content development for short narrative cinema. Emphasis on professional development and exploring the art and business of filmmaking: technical, creative, and aesthetic choices as well as economics, logistics, and intellectual property laws and licensing.
Prereq: Either JAMM 275 and JAMM 374; or JAMM 275 and JAMM 322; or Permission

JAMM 475 Advanced Filmmaking II
3 credits
Gen Ed: Senior Experience
Continues advanced production and content development for short narrative cinema. Emphasis on criticism, revision, and artistic realization.
Prereq: JAMM 475

JAMM 477 Documentary Film
3 credits
Cross-listed with ENGL 477.
An examination of the historical development of nonfiction film and television. Study of documentary style and form, a consideration of social issues raised by documentary and a survey of significant practitioners and theorists of documentary film and television. Recommended preparation: FTV 100.
Prereq: ENGL 102 and sophomore standing

JAMM 478 Broadcast/Cable/Web Programming
3 credits
Program development, theory, and scheduling, with emphasis on the regulations and strategies involved in radio, television, cable, and web programming at both the national and local levels.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better

JAMM 490 Global Media
3 credits
Gen Ed: International
Technologies and concepts of international media; models of international content flow; cross-cultural mass media.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better

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.
Prereq: Permission

JAMM 497 Practicum in Teaching
1-3 credits, max 3
Supervised experience in assisting in teaching of JAMM courses.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; and Upper-class standing and Permission

JAMM 498 (s) Internship
0-3 credits, max 6
Supervised experience in professional media outlet, non-profit organization, government agency, or educational institution. Graded P/F.
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better; and Junior standing; and JAMM 225, JAMM 252, JAMM 265, or JAMM 275; or Permission of Instructor

JAMM 499 (s) Directed Study
Credit arranged, max 6
Prereq: JAMM 100, JAMM 121, and JAMM 122 with grades of ‘C’ or better