

# JOURNALISM (JRNL)

## Courses

### JRNL 1000 (3) Principles of Journalism and Networked Communication

Surveys the history, practices and responsibilities of journalism in a democracy. Examines ethics, best practices in institutional and network settings, reporting and writing, international news systems, personal branding, and strategies for creating and distributing content across media platforms. Promotes the highest professional values and encourages students to be leaders who recognize the possibilities of journalism in a democratic society.

### JRNL 1871 (1-3) Special Topics for First-Year Students

Special studies in media that are specific for first-year students. May be repeated for a maximum of three credit hours.

**Repeatable:** Repeatable for up to 3.00 total credit hours. Allows multiple enrollment in term.

**Additional Information:** Departmental Category: Core Curriculum and General Electives

### JRNL 2000 (3) Writing for the Media

Introduces students to writing news for a range of news media platforms, including print / online, broadcast, social media and more, and teaches them how to use the appropriate grammar and style conventions for those media types. Also introduces students to various types of stories, from breaking news to features to profiles, and to basic reporting skills. Students encouraged to take concurrently with JRNL 2001.

**Requisites:** Requires prerequisite of JRNL 1000 (minimum grade C-). Restricted to students with JRNL plan (Major or Minor) or who are on-track admitted to JRNL.

### JRNL 2001 (3) Fundamentals of Reporting Technologies

Develops news-gathering skills for work in news enterprises. Students learn skills for working with technologies used in news reporting and in storytelling for various media formats. Students are introduced to a range of technologies for recording, editing and producing. Students encouraged to take concurrently with JRNL 2000.

**Requisites:** Requires prerequisite of JRNL 1000 (minimum grade C-). Restricted to students with JRNL plan (Major or Minor) or who are on-track admitted to JRNL.

### JRNL 2014 (3) Race and Sports Journalism

Examines the intersection of sports journalism and race. It investigates the subject from two distinct but related perspectives. First, the class looks historically at how race has been covered in both journalism generally and sports journalism more specifically. Then it seeks to understand the effects of said coverage.

### JRNL 2301 (3) Journalism Ethics and History in Film

Examines how the depiction of journalists evolves over time through watching classic films. Also, the course studies how journalists depicted in film enact (or do not enact) ethical norms of the profession. Through the reading of cinema as text, and in conjunction with written texts, the class will discuss how these depictions in popular culture have, over time, impacted the way American society views the media.

### JRNL 2401 (3) Media Coverage of Diverse Populations

Explores the ways in which issues of gender, gender expression, sexual orientation, race, ethnicity and religion play out in news coverage and how news organizations approach coverage of marginalized groups in society.

### JRNL 3102 (3) Photojournalism I

Introduces the basic elements of visual communication. Covers the use of camera systems, digital imaging techniques and other aspects of photojournalism including law, ethics, history and critical decision-making.

**Requisites:** Requires a prerequisite course of JRNL 2001 (min grade C-). Restricted to Journalism (JRNL) majors or minors with a minimum of 57 credits only.

**Additional Information:** Departmental Category: Print Online Journalism

### JRNL 3112 (3) Concepts in Visual Culture

Studies the principles, theories and language of visual communication, emphasizing the evaluation and use of images in mass media. Designed to help students build theories and practices learned in previous classes and perfect their skills integrating words and pictures in communication to gain a greater appreciation of the visual world.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

### JRNL 3201 (3) Critical Perspectives on Journalism

Introduces students to the critical perspectives most often employed in qualitative analysis of journalistic texts and practice: Marxism, psychoanalytical criticism, semiology, sociological criticism, structuralism, etc. Emphasis is upon texts from contemporary print and broadcast media, although students may also explore documentary film and literary journalism.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

### JRNL 3202 (3) Covering Political Campaigns

Provides a blend of theoretical understanding and on the ground experience for students interested in learning about the forces that shape election coverage and the practicalities of reporting on the local and national races for public office.

**Requisites:** Requires prerequisite course of JRNL 2000 (minimum grade C-).

### JRNL 3211 (3) History of Broadcasting

Offers a broad overview of significant broadcast programs, the institutions and sociocultural and economic influences that have steered the course of radio, television and electronic media history in the United States.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

### JRNL 3221 (3) History of Digital Journalism

Explores the history, economics and traditions of digital technologies. Addresses the interaction between digital technologies, culture and economy with particular emphasis on the effects on digital journalism. Concludes with a focus on how these concepts are embraced by new journalism market models.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

### JRNL 3231 (3) History of Documentary Film

Explores the evolution of the documentary, both in feature films and on television, to understand how the genre offers both historical context and an understanding of the world in which we live.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 3241 (3) History of Journalism**

Explores the foundations of journalism practice in a historical context. Students study the evolution of the news industry and analyze examples of contemporary broadcasting, photography, online and print media in light of the past.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 3251 (3) History of Sports Journalism**

Explores the foundations of sports journalism practice in a historical context. The class provides an overview of sports journalism, reporting, and media from early documentation and myths surrounding competition in ancient civilizations through the exponential growth of the craft throughout the 20th century, to the current state of sports journalism across numerous traditional and digital platforms as a part of a multi-billion dollar sports media industry.

**Requisites:** Restricted to students with 57-180 credits (Junior or Senior) Journalism (JRNL) majors, Journalism (JRNL) minors and Sports Media minors (CMSM).

**JRNL 3301 (1) Camera Workshop for Video**

Develop competent skills using camcorders to get the most compelling visuals and professional audio. Learn time-saving strategies to shoot footage for unplanned news events, scripted shows, and documentaries. Explore types of shots, the axis, camera movement, and ways to shoot for the edit with sequences and in-camera transitions. Students will be introduced to basic camcorder functions, rule of thirds, depth of field, exposure settings, white balance, and focus techniques. Students will also learn how to obtain the best audio for interviews and natural sound, and how to light interview shots.

**Recommended:** Prerequisite JRNL 2001.

**JRNL 3302 (1) Video Editing Skills**

Explore time-saving editing workflows using shortcut editing techniques to create compelling and dynamic content. Understand file management, saving and importing media properly. Recognize and interpret film language and the grammar of editing, such as cross-cutting, montage, screen direction, cutting on the action, match action, and even ways to manipulate time. Students will also learn how to create graphics, perform colour correcting, and do basic animation.

**Recommended:** Prerequisite JRNL 2001.

**JRNL 3303 (1) Motion Graphics**

Explore how to enhance visuals and produce animated graphics using Adobe After Effects. Learn ways to work within virtual 3D environments to create production elements that include titles, lower thirds, bumps, and full-screen graphic presentations. Develop skills with using masks, virtual cameras, parallax in photos, tracking motion, and rotoscoping.

**Recommended:** Prerequisite JRNL 2001.

**JRNL 3304 (1) Contemporary News and Ethics Intensive**

This course uses cases coming from the contemporary media world to explore issues that include conflicts of interest, privacy, bias in media coverage, incorporating diverse voices, social responsibility, and source relationships through the lens of various theories and frameworks for ethical decision-making.

**JRNL 3305 (1) Writing Fundamentals**

An intensive refresher or introduction to the basics of writing for journalism majors and journalism and sport media minors. This short course is offered to students who need additional writing coaching and practice, or to those who seek intensive writing instruction and practice prior to or in addition to JRNL 2000.

**JRNL 3306 (1) Writing for the Ear**

Offers an intensive refresher or introduction to the basics of journalistic writing for audio and video. Students develop an understanding of how writing for the ear differs from writing for the eye, and practice how to effectively integrate video and audio into multimedia writing.

**JRNL 3307 (1) Copyright and Fair Use for Content Creators**

The explosion of web-based content and Creative Commons licenses make understanding copyright and fair use a thorny and confusing area. This course, designed for content creators both inside and outside of journalism, will enable students to better understand when they can use content created by others, and when that content is off limits.

**JRNL 3344 (3) Short Form Documentary**

Teaches students how to raise the production value of their work based on standards used by professionals. Students learn theory of various short forms in video; how to implement tools such as lenses, lights, and other video gear to enhance the cinematic quality of their video; how to edit their video clips with professional pacing and rhythm; how to apply color grading techniques for a cinematic look; and how to create motion graphics to illustrate data, create titles and lower thirds.

**Requisites:** Requires a prerequisite course of JRNL 2000 and JRNL 2001 (minimum grade C-). Restricted to JRNL majors or minors only.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 3401 (3) Sociology of News**

Provides students with an introduction to the factors that shape news reporting and production, including gatekeeping, intermedia agenda setting, pack journalism, beat structures, news values and issues unique to the various platforms on which news is delivered.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 3402 (3) Social Media Storytelling**

Investigates the theory, ethics and best practices in storytelling across a variety of social media platforms including, but not limited to, Facebook, Twitter, Instagram, Snapchat, Medium and YouTube. Examines best practices for social media engagement. Students develop a story for multiple platforms and analyze the story performance in the sites and make recommendations for best practices.

**Requisites:** Requires prerequisite courses of JRNL 2000 and JRNL 2001 (all minimum grade C-). Restricted to JRNL majors and minors with 57-180 credits (Juniors or Seniors).

**JRNL 3552 (3) Online Production and Editing**

Explores the best practices for newsroom web production and copyediting, working with web-based stories and online audience engagement. Students develop story packages for online audiences, learn to work with content management systems (CMS), build webpages using industry leading platform, and learn the fundamentals of search engine optimization (SEO). Students also develop visual multimedia skills that enhance their visual communication skills.

**Requisites:** Requires prerequisite courses of JRNL 2000 and JRNL 2001 (all minimum grade C-). Restricted to JRNL majors and minors.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 3614 (3) Audio Storytelling and Podcasting**

Introduces audio production techniques using digital technologies. Students learn to apply fundamental principles to create professional radio and online programs and podcasts.

**Requisites:** Restricted to College of Media, Communication, and Information (CMCI) or Journalism (JRNL) majors and minors with a minimum of 45 hours taken.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 3644 (3) Video News Production**

This course teaches essential video production skills in both field and studio operation, camera and editing work, lighting, and multi-camera studio directing. Students will learn how to develop visual narratives, shoot quality footage for the story, and apply best journalistic practices to positively impact society on multiple media platforms.

**Requisites:** Requires prerequisite courses of JRNL 2000 and JRNL 2001 (minimum grade C-). Restricted to JRNL majors or minors with a minimum of 45 completed hours.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 3651 (3) Media Law and Ethics**

Studies state and federal laws and court decisions that affect the media in order to develop knowledge of media rights and responsibilities and an understanding of the legal system. Provides students with an overview of the theories, ethics, codes, and analytical models that are used in journalism, and introduces students to a variety of ethical issues that can arise in journalism.

**Requisites:** Restricted to College of Media, Communication, and Information (CMCI) or Journalism (JRNL) majors and minors with a minimum of 45 hours taken.

**JRNL 3704 (3) Sports Writing**

Prepares students for the world of sport journalism. Combines the skills of a hard news reporter, the perspective of an entertainment reporter and the persuasive abilities of an editorial writer.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 3804 (3) Sports, Media and Society**

Examines how sports, culture and especially the media, with a specific focus on journalism, all come together to influence society. Explores how sports communication affects, and is affected by, the issues and tension that touch society at large, such as law and politics, race, gender, sexuality and disability.

**Equivalent - Duplicate Degree Credit Not Granted:** MDST 3331

**Requisites:** Restricted to CMCI students with a minimum of 45 credits completed or non-CMCI students who have completed CMCI 2001 (minimum grade D-).

**JRNL 3904 (3) Sports Journalism and Gender**

Analyzes the role gender has played in providing opportunities for women to compete in athletics and journalistic coverage of those athletes and the sporting events in which they participate. It will also examine how gender has influenced opportunities for sports journalists in the past and in the contemporary sports media industry.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4002 (3) Intermediate Reporting**

Builds on basic reporting, writing, and multimedia skills to produce text-story-centered packages on a variety of topics. Students develop beat reporting and enterprise skills, developing sources and progressive stories over the course of a semester.

**Requisites:** Requires prerequisite courses of JRNL 2000 and JRNL 2001 (all minimum grade C-). Restricted to JRNL majors and minors.

**JRNL 4004 (3) The Sports Media Industry**

Examines the business practices and frameworks of the sports that journalists cover. Topics include market-driven journalism, the growth of sports coverage throughout in the 20th century, the technologies impacting sports business today, and the way money impacts coverage. Finally, the class explores the unique issues and challenges posed by the different financial structures of amateur and professional sports and how they influence sports coverage and reporting.

**Requisites:** Restricted to CMCI students with a minimum of 45 credits completed or non-CMCI students who have completed CMCI 2001 (minimum grade D-).

**JRNL 4011 (3) Principles of Media Relations**

Provides students with information about the ethics, history and practice of media relations (community affairs, community relations, customer relations, government relations, industry relations, internal communications, public relations, press agency, public affairs, publicity, etc.). Introduces students from multiple academic disciplines to the genres of writing required for a media relations career.

**Requisites:** Restricted to students with a minimum of 45 credits completed.

**JRNL 4102 (3) Photojournalism Portfolio**

Advanced course intended to give students a forum in which technical skills will be brought to professional standards. Build a polished portfolio of work to present to editors and buyers.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5102

**Requisites:** Requires a prerequisite course of JRNL 3102 (minimum grade C-).

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 4311 (3) Literary Journalism**

Explores the telling of nonfiction stories through the techniques of fiction, through study of American literary journalists, from the New Journalism of the 1960s through current longform narrative multimedia. Students will read and analyze narrative nonfiction from several periods of American history in order to expand their own storytelling repertoire. The class will emphasize in-depth reporting for narrative, character and scene development, narrative arc and structure and the use of dialogue. They will also explore the particular ethical dilemmas faced by writers of creative nonfiction.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5311

**Requisites:** Requires prerequisite course of JRNL 2000 (minimum grade C-). Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4344 (3) Video Documentary Production**

Designed to give students the experience of researching, writing, shooting and editing their own documentaries.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5344

**Requisites:** Requires a prerequisite course of JRNL 3644 (minimum grade C-). Restricted to Journalism (JRNL) majors or minors.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 4351 (3) Reporting Wars, Conflict and Peace**

Explores how journalists report international breaking news with a focus on war, disaster and peace and how these news events affect peoples' lives, governmental decisions and news media operations.

**Requisites:** Restricted to Journalism (JRNL) majors or minors with a minimum of 73 hours taken.

**JRNL 4354 (3) Video News Reporting**

Focuses on writing and reporting compelling visual stories using mobile devices and video cameras. Students also learn storytelling techniques of backpack video journalism and reporting for broadcast television and online news.

**Requisites:** Requires a prerequisite course of JRNL 3644 (minimum grade C-). Restricted to Journalism (JRNL) majors or minors.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 4401 (3) News and Public Perception**

Considers the impact that news and journalistic practice have on the public through processes like agenda setting and second-level agenda setting, as well as issues such as news avoidance, the spiral of silence and political cynicism.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4402 (3) Journalism and Social Identity**

Provides a discussion-based inquiry into the role of journalism and journalists in the representation of intersectional identities, focusing on race, gender, sexual expression and socioeconomic class in the United States. The study and practice of journalism in this course will address issues of trust, power, privilege and ethics inherent in reporting across difference.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5402

**Requisites:** Requires prerequisite course of JRNL 2401 (minimum grade C-). Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4411 (3) International Media and Global Crises**

Investigates how media organizations, audiences and other international organizations function during various global crises, such as national disasters, climate change and health epidemics, due to imbalanced distribution of wealth and resources, ethnic tensions and diplomatic failures.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4502 (3) Reporting 3**

Involves writing news and features about actual events for publication under deadline pressure. Lab to be arranged.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5502

**Requisites:** Requires prerequisite courses of JRNL 3552 and JRNL 4002 (all minimum grade C-). Restricted to JRNL majors and minors.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 4521 (3) Data Journalism**

Instructs students in data-driven investigative reporting, from practice to ethical considerations. The class includes hands-on, in-depth instruction in gathering data, processing, presenting, and writing about data as a critical tool in journalistic storytelling. Students learn to read, interpret and critique data analysis for journalistic purposes.

**Requisites:** Requires prerequisite course of JRNL 2000 (minimum grade C-). Restricted to Journalism (JRNL) majors or minors with 57 or more credits completed.

**JRNL 4562 (3) Digital Journalism**

Builds upon digital production skills through the creation of multimedia project. Applies media theory to evaluate digital media content and explore how digital forms influence the news industry, politics, culture and society.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5562

**Requisites:** Requires prerequisite courses of JRNL 2000 and JRNL 2001 (minimum grade C-). Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4572 (3) News Corps**

CU News Corps provides students the opportunity to immerse themselves in a single project and then produce an in-depth text based or multimedia explanatory/investigative story for publication in professional media. Students spend several weeks studying the subject in question before reporting and producing their stories.

**Requisites:** Requires prerequisite course of JRNL 3674 or JRNL 4002 or JRNL 4354 or JRNL 3402 or JRNL 3552 or JRNL 4344 or JRNL 4602 or JRNL 4614 or JRNL 4702 or JRNL 4802 or JRNL 4822 (min grade C-).

**Grading Basis:** Letter Grade

**JRNL 4573 (3) CU News Corps Investigative Reporting & Leadership**

Take lessons learned from the CU News Corps capstone to the next level with this course designed to give elite students the opportunity to broaden and deepen their investigative reporting by either expanding on their capstone project's subject matter, or beat, or by taking a deep dive into a different field of research. Further develop brainstorming and editing skills.

**Requisites:** Requires prerequisite course of JRNL 4572 (minimum grade B).

**JRNL 4602 (3) Opinion Writing**

Concentrates on several of the subjective areas of journalism.

Emphasizes editorial and column writing, editorial pages and blogging.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5602

**Requisites:** Requires a prerequisite course of JRNL 2000 (minimum grade C-). Restricted to Journalism (JRNL) majors or minors with 57-180 credits (Juniors or Seniors).

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 4614 (1-3) Advanced Audio Practices**

Develops audio production techniques using digital technologies and expands on audio storytelling and podcasting skills. Students expand their abilities to create professional radio and online stories, podcasts and programs.

**Repeatable:** Repeatable for up to 6.00 total credit hours.

**Requisites:** Requires prerequisite course of JRNL 3614 (minimum grade C-). Restricted to CMCI majors or JRNL majors and minors.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 4624 (4) NewsTeam**

Students participate in Newsteam Boulder, a program broadcast live over the Boulder cable television system.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5624

**Requisites:** Requires prerequisite course of JRNL 4354 (minimum grade C-).

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 4634 (1-3) Broadcast Projects**

Covers interpretation, preparation, and/or reporting in programs for broadcast media. Students produce radio or television documentaries and informational/entertainment programs.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5634

**Repeatable:** Repeatable for up to 6.00 total credit hours.

**Requisites:** Requires a prerequisite course of JRNL 3644 (minimum grade C-). Restricted to JRNL majors or minors.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 4651 (3) Advanced Media Ethics**

Examines the responsibilities, the power and the problems of news media through the lens of ethical inquiry. Applies the philosophical and other perspectives from humanities and social sciences to consider ethical frameworks for guiding journalism in an era of technological disruption. Examines issues including privacy, conflicts of interest, undercover reporting, use of graphic images, interviewing trauma victims and other concerns in journalism through the lens of moral philosophy, best practices and codes of ethics.

**Requisites:** Requires prerequisite course of JRNL 3651 (minimum grade C-). Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4674 (3) Live Streaming and Studio Producing**

Students develop, plan, and produce visual stories and live streaming productions both in the field and in studio. Additionally, students learn how to conduct live reporting, sharpen their visual storytelling, camera, and digital editing skills, and apply professional workflows and standards to their work.

**Requisites:** Requires a prerequisite course of JRNL 3344 or JRNL 3644 (minimum grade C-).

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 4702 (3) Arts/Cultural Reporting and Criticism**

Emphasizes composition of criticism for the performing arts and other areas of entertainment.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5702

**Requisites:** Requires a prerequisite course of JRNL 2000 (minimum grade C-). Restricted to JRNL majors or minors with 57-180 credits (Juniors or Seniors).

**JRNL 4704 (3) Athletic Media Relations**

Offers the opportunity to both observe and experience what is required to work in the world of intercollegiate athletic media relations and professional sports public relations. Covers how to write and how to budget the vital components of publications, media bias and crisis management.

**Requisites:** Requires prerequisite course of JRNL 3704 (minimum grade C-).

**JRNL 4710 (3) Sports Reporting II**

JRNL 4710 is an advanced sports storytelling class. The course builds on the fundamentals of sports journalism learned in JRNL 3704. In this course, the semester focuses on narrative storytelling and feature reporting about sports across platforms. The class goes beyond game recaps and simple profiles to prioritize narrative nonfiction.

**Requisites:** Requires prerequisite course of JRNL 3704 (minimum grade C-).

**JRNL 4714 (3) Sports Broadcasting**

Teaches students how to do live sports television production. Students will learn the sports TV business from the ground up, and be responsible for participating in the broadcasting of three to four live sporting events.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4724 (3) Sports Announcing**

Teaches students about sports talk and sports announcing, how to interview sports celebrities and the legal considerations and ethics of the business. Students will be doing play-by-play and color of live sporting events. Department consent required.

**Requisites:** Restricted to students with 57-180 credits (Juniors or Seniors).

**JRNL 4802 (3) Feature Writing**

Provides practice in writing freelance articles. Considers types, sources, methods, titles, illustrations, and freelance markets. Students submit work for publication.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 5802

**Requisites:** Requires prerequisite courses of JRNL 2000 and JRNL 2001 (minimum grade C-). Restricted to JRNL majors or minors with 57-180 credits (Juniors or Seniors).

**JRNL 4822 (3) Environmental Journalism**

Explores environmental topics including climate change, energy, water, biodiversity, and food. To enrich their skills and approaches, students produce stories on a range of environmental topics and examine media coverage of the environment, discussing the complex issues involved in reporting these stories, and exploring the ways that environmental crises intersect with other stories in the news.

**Requisites:** Requires prerequisite courses of JRNL 2000 and JRNL 2001 (minimum grade C-). Restricted to JRNL majors or minors with 57-180 credits (Juniors or Seniors).

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 4841 (1-6) Undergraduate Independent Study**

Involves in-depth independent research and/or project work completed under the direction of a faculty member that demonstrates learning at the upper-division level within the discipline. Department consent required.

**Repeatable:** Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

**JRNL 4874 (1-3) Special Topics**

Special Topics

**Repeatable:** Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

**Requisites:** Restricted to JRNL majors or minors with 57-180 credits (Juniors or Seniors).

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 4920 (3) Seminar in Honors Writing & Research**

This course supports seniors accepted into departmental Honors Programs in developing the research foundation for their projects, whether they are scholarly, creative, or hybrid. Course topics include topic development, primary and secondary source research, and the writing of a scholarly literature review. Project and time management, planning for creative and scholarly field research, and peer support and editing are also emphasized. Formerly offered as a special topics course.

**Grading Basis:** Letter Grade

**JRNL 4931 (1-6) Internship**

Internship

**Repeatable:** Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

**Requisites:** Requires prerequisite course of JRNL 3674 or JRNL 4002 or JRNL 4354 or JRNL 3402 or JRNL 3552 or JRNL 4344 or JRNL 4602 or JRNL 4614 or JRNL 4702 or JRNL 4802 or JRNL 4822 (min grade C-).

**JRNL 5001 (3) Media Technology Boot Camp**

Offers a foundation in the technologies of journalistic storytelling across a variety of established and emerging media platforms, such as print, television, radio, online publications, blogs, social media and emerging forms of communication. Students will emerge from the course with basic competence in the technical tools they will need as journalists.

**Requisites:** Restricted to graduate students only.

**JRNL 5011 (3) Newsgathering and Multimedia Storytelling**

Develops skills in research and reporting on public issues and news events, and in the construction of narrative in the journalistic and documentary traditions, using a variety of media platforms.

**Requisites:** Restricted to graduate students only.

**JRNL 5102 (3) Photojournalism Portfolio**

Advanced course intended to give students a forum in which technical skills will be brought to professional standards. Build a polished portfolio of work to present to editors and buyers.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4102

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5201 (3) Principles of American Journalism**

Acquaints students with concepts and functions of journalism in America. It will explore the underlying principles of journalism, relationships among journalism and other institutions, and current issues and problems facing journalists. Students will develop familiarity with how journalism works, as well as some perspective on how well (or not) journalism performs its function in American society.

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 5211 (3) Funding Journalism in the 21st Century**

Explores new business models and strategies that could sustain the news industry as it makes the transition to primarily digital platforms. The course examines both for-profit and nonprofit models in the United States, while also investigating projects around the world. The class answers the question: If journalism is funded this way, how can I use this in my own career?

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 5221 (3) Entrepreneurial Journalism**

Study the practices of entrepreneurial journalistic ventures, both in start-ups to "intrapreneurial" undertakings at legacy media companies. Throughout the course, students will learn skills to enhance their own entrepreneurial journalism, from understanding freelance markets to seeking commercial and nonprofit funding for media ventures.

**Requisites:** Requires prerequisite course of JRNL 5211 (minimum grade D-).

**Grading Basis:** Letter Grade

**JRNL 5231 (3) Video Newsgathering**

Explores the principles and techniques involved in the preparation of mobile- and social-based video storytelling. Students will learn the basics of video journalism: gathering sound and picture simultaneously, the fundamentals of exposure and composition, the grammar of video, writing to picture, selecting sound bites, and the basic concepts of editing.

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 5241 (3) Coding for Journalists**

Prepare non-coders to work successfully with developers-for students to learn what they need to know to collaborate with technologists. Students will also learn the basics of front-end web development languages (HTML, CSS, Javascript), which will help them develop their own portfolios, and essentially become more marketable and versatile.

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 5311 (3) Literary Journalism**

Studies the contributions of American literary journalists from Sara Davidson, Joan Didion, Normal Mailer, Hunter S. Thompson and Tom Wolfe; to established writers of nonfiction, including Annie Dillard, Jon Krakauer, Jane Kramer, Adrian Nichole LeBlanc and Terry Tempest Williams; to the newest wave of long-form journalists. Explores the boundaries between fiction and nonfiction and the literary techniques that distinguish creative nonfiction and literary journalism from other reportorial and storytelling forms. Formerly JRNL 6321.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4311

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Core Curriculum and General Electives

**JRNL 5344 (3) Video Documentary Production**

Designed to give students the experience of researching, writing, shooting and editing their own documentaries.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4344

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 5402 (3) Journalism and Social Identity**

Provides a discussion-based inquiry into the role of journalism and journalists in the representation of intersectional identities, focusing on race, gender, sexual expression and socioeconomic class in the United States. The study and practice of journalism in this course will address issues of trust, power, privilege and ethics inherent in reporting across difference.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4402

**Requisites:** Restricted to graduate students only.

**JRNL 5411 (3) Global Journalism and International News**

This graduate course provides students with an overview of the field of international and global journalism with particular foci on comparative media research and international affairs reporting. The course seeks to expose students to theoretical foundations and key concepts in the news media systems and journalistic practices around the world. It also addresses the political, social, and economic consequences of global journalism and the challenges related to it.

**JRNL 5502 (3) Newsgathering 2**

Involves writing news and features about actual events for publication under deadline pressure. Lab to be arranged.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4502

**Requisites:** Requires prerequisite courses of JOUR 5511 and JRNL/JOUR 5552 (all minimum grade C-). Restricted to College of Media, Communication, and Information (CMCI) graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5512 (3) In-Depth Reporting**

Shows how to dig beneath the surface of issues and events. Focuses on research, interviewing, and writing.

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5514 (3) Newsgathering for Television**

Teaches advanced principles and techniques involved in the preparation of news for broadcasting.

**Requisites:** Requires prerequisite courses of JRNL 5001 and JRNL 5011 (all minimum grade C-). Restricted to graduate students only.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 5521 (3) Data Journalism**

Instructs students in data-driven investigative reporting. Includes hands-on, in-depth instruction in gathering data from census reports, commercial databases, information networks, and other sources, and utilizing statistical analysis software and spreadsheets to analyze the information in ways that can help deepen and strengthen journalistic stories on a wide variety of subjects.

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**Additional Information:** Departmental Category: Core Curriculum and General Electives

**JRNL 5552 (3) Multimedia Editing**

Discusses principles and practice in copy editing and writing headlines for local and wire stories. Practice in page makeup, picture editing, and electronic editing.

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5562 (3) Digital Journalism**

Builds upon digital production skills through the creation of multimedia project. Applies media theory to evaluate digital media content and explore how digital forms influence the news industry, politics, culture and society.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4562

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5572 (3) News Corps**

Provides students the opportunity to immerse themselves in an explanatory/investigative news project that gives students a chance to use in-depth research to produce content for Colorado news outlets and practice the skills they've learned in previous reporting classes. Students spend several weeks studying the subject in question before reporting and producing their stories.

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 5573 (3) News Corps Investigative Reporting and Leadership**

Take lessons learned from the CU News Corps capstone to the next level with this course designed to give elite students the opportunity to broaden and deepen their investigative reporting by either expanding on their capstone project's subject matter, or beat, or by taking a deep dive into a different field of research. Further develop brainstorming and editing skills.

**Requisites:** Requires prerequisite course of JRNL 4572 (minimum grade B).

**JRNL 5602 (3) Opinion Writing**

Concentrates on several of the subjective areas of journalism. Emphasizes editorial and column writing, editorial pages and blogging.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4602

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5624 (4) NewsTeam**

Students participate in Newsteam Boulder a program broadcast live over the Boulder cable television system.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4624

**Requisites:** Requires prerequisite courses of JRNL 5001 and JRNL 5011 and JRNL 5514 (all minimum grade C-). Restricted to graduate students only.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 5634 (1-3) Broadcast Projects**

Covers interpretation, preparation, and/or reporting in programs for broadcast media. Prepares radio or television documentaries and informational/entertainment programs. Instructor consent required.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4634

**Requisites:** Requires prerequisite courses of JRNL 5001 and JRNL 5011 and JRNL 5514 (all minimum grade C-). Restricted to graduate students only.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 5651 (3) Journalism Law & Ethics**

Explores the legal and ethical frameworks of journalistic practice and media production. Covers historical as well as current frameworks used in examining the legal and ethical issues that arise in newsgathering and publication. Examines the relationships between ethics and the law in various media context.

**Requisites:** Restricted to graduate students only.

**JRNL 5684 (3) The Art of Visual Storytelling**

Teaches students how to raise the production value of their work based on standards used by professionals. Students learn how lenses, lights and contrast can affect an image; how to assemble their shots with pacing and rhythm; how to apply color grading techniques to give video a cinematic look; and how to create motion graphics for titles and lower thirds.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4684

**Requisites:** Requires prerequisite courses of JRNL 5001 and JRNL 5011 and JRNL 5514 (all minimum grade C-). Restricted to graduate students only.

**JRNL 5702 (3) Arts/Cultural Reporting and Criticism**

Emphasizes composition of criticism for the performing arts and other areas of entertainment.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4702

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5704 (3) Sports Journalism**

Prepares students for the world of sport journalism. Combines the skills of a hard news reporter, the perspective of an entertainment reporter and the persuasive abilities of an editorial writer. The class focuses on how to cover sports from all angles.

**Recommended:** recommended for students in the Journalism Entrepreneurship (JRNL-MAJE) program.

**JRNL 5802 (3) Feature Writing**

Provides practice in writing freelance articles. Considers types, sources, methods, titles, illustrations, and freelance markets. Students submit work for publication.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4802

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5804 (3) Sports, Media and Society**

Examines how sports and journalism intersect and impact society. Class focuses on how sports, specifically areas of sports such as law and politics, race, gender, sexuality and disability, impact culture and society as a whole.

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 5810 (3) Community-Based Storytelling**

Offers students the opportunity to produce a story or series for publication in local media. A collaboration between the newsroom and the Center for Environmental Journalism, the course operates as a pop-up newsroom where students collaborate on a single project, working together to dive deeply into an underreported topic of importance to the community. Formerly offered as a special topics course.

**Requisites:** Requires prerequisite course of JRNL 5011 (minimum grade D-).

**JRNL 5812 (3) Science Writing**

Helps students acquire the basic skills and knowledge required of science journalists. Also examines issues of scientific importance such as climate change, the nature of scientific knowledge, and how science is covered in various media.

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5822 (3) Reporting on the Environment**

This class examines media coverage of environmental topics, and explores the ways that environmental crises intersect with other stories in the news. Students read contemporary environmental journalism, discuss the complex issues involved in reporting on the environment, and produce their own stories on topics including climate change, energy, water, biodiversity, and food.

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4822

**Requisites:** Requires prerequisite courses of JRNL 5001 and JRNL 5011 (all minimum grade C-). Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5841 (1-3) Graduate Independent Study**

**Repeatable:** Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Core Curriculum and General Electives

**JRNL 5851 (1-6) Graduate Professional Project**

**Repeatable:** Repeatable for up to 9.00 total credit hours.

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Core Curriculum and General Electives

**JRNL 5871 (1-3) Special Topics**

Special Topics

**Repeatable:** Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Core Curriculum and General Electives

**JRNL 5872 (1-3) Special Topics: Print**

**Equivalent - Duplicate Degree Credit Not Granted:** JRNL 4872

**Repeatable:** Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Print Online Journalism

**JRNL 5874 (1-3) Special Topics: Electronic Media**

**Repeatable:** Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

**Requisites:** Restricted to Journalism (JRNL) graduate students only.

**Additional Information:** Departmental Category: Broadcast Journalism

**JRNL 5931 (1-3) Internship**

**Repeatable:** Repeatable for up to 3.00 total credit hours.

**Requisites:** Requires pre-requisite of JRNL 5001 and JRNL 5011 and JRNL 5521 (all minimum grade of C-). Restricted to graduate students only.

**Additional Information:** Departmental Category: Core Curriculum and General Electives

**JRNL 6551 (3) News Media Representation and Identity**

Examines the role of race, gender, immigration status, religion, and other identities in journalistic representations. Students will apply the work of journalism scholars to historic and current case studies in print, broadcast, and online media. They will apply quantitative and qualitative research methods to more deeply investigate the role of journalism in constructing social identity. Formerly JRNL 5551.

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 6651 (3) Media Law**

Graduate seminar in communications law. Studies changing law and applied legal research techniques.

**Requisites:** Restricted to graduate students only.

**Additional Information:** Departmental Category: Core Curriculum and General Electives

**JRNL 6862 (3) Visual Communication and Mass Media**

Visual communication involves understanding both perception of messages and construction of them. Students analyze their visual thinking abilities and develop habits of visual analysis and criticism, as well as visual communication skills.

**Requisites:** Restricted to graduate students only.

**JRNL 6871 (3) Special Topics**

**Repeatable:** Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

**Requisites:** Restricted to graduate students only.

**JRNL 6940 (1) Master's Candidate for Degree**

Registration intended for students preparing for a thesis defense, final examination, culminating activity, or completion of degree.

**Requisites:** Restricted to graduate students only.

**JRNL 7001 (3) ProSeminar in Mass Communication Theory 1**

Discusses prominent theoretical and methodological points of view in journalism studies and strategic communication that range from social science to critical studies to the humanities. The premise is that methods are driven by research questions, so there is no best way to conduct research. You should leave this course with an understanding of how to address various mass communication phenomena.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7001

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7002 (3) Research Design**

Adopts a holistic and creative approach to bridging theory with method for the purpose of research design. Students learn how to bridge theory and method, exploring research designs that effectively address research questions and hypotheses through elaboration of theoretical and operational linkages.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7002

**Requisites:** Requires prerequisite course of JRNL 7003 or APRD 7003 (minimum grade C-). Restricted to graduate students only.

**Grading Basis:** Letter Grade



**JRNL 7003 (3) ProSeminar in Mass Communication Theory II**

Continues introducing and discussing theoretical and methodological points of view in areas of communication, journalism and persuasion. Discusses the most important qualitative and quantitative methodological points of view, and from theoretical viewpoints that range from social science to critical studies. The idea is to develop an appreciation for theories and methodologies that can be employed depending upon the research question.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7003

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7004 (1) Doctoral Professionalization Seminar**

Introduces you to the university and gives you a chance to think out loud about what your academic future might look like. The course is designed to be responsive to your needs regarding your career, getting a job, getting tenure and teaching. In short, the course prepares you for a career in academia.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7004

**Repeatable:** Repeatable for up to 4.00 total credit hours.

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7010 (3) Qualitative Interviewing as a Research Method**

Develops the necessary skills to conceptualize, plan, and execute interview-based research projects. Covers topics such as brainstorming and implementing a research idea, formulating research questions, designing a thorough research plan, navigating the IRB, recruiting participants, creating the interview guide, conducting interviews, and analyzing and writing up data. Course also examines reflexivity and ethical issues that are inherent in interview studies, especially ones involving certain populations.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7010

**Requisites:** Requires prerequisite course of JRNL 7051 or APRD 7051 (all minimum grade D-). Restricted to graduate students only.

**JRNL 7011 (3) Seminar in Strategic Public Relations**

Analyzes the various dimensions of public relations based on scholarship. The seminar seeks to expose students to key public relations specialties such as issues management, risk and crisis communication, corporate social responsibility, communication campaigns, public diplomacy. It also aims to train students to recognize public relations as a strategic practice that can contribute significantly to organizational effectiveness and social good.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7011

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7012 (3) Ethnography and Media**

Provides a ¿how to¿ concerning the intersection of ethnography and the media. During which, the course examines the epistemology of fieldwork. We will critically examine aspects and approaches to doing and writing ethnography, including with and without social science theory. We will discuss the challenges of entering, being in, and leaving the field. And we will explore data collection techniques.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7012

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7013 (3) Mixed Research Methods in Mass Communication**

Examines the practice of mixed-methods research in the social sciences with an emphasis on the pragmatic considerations necessary for such projects. The class will discuss the development and execution, the analyses of data obtained, and the practical tools required for such studies. Throughout the course, students will examine and discuss specific applications of mixed methods research.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7013

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7014 (3) Experimental Design in Mass Communication**

Introduces all facets of experimental design for studies of forms of communication. This course study experiments, both for your own research and to help you evaluate the work of others, and provide an overview of research in the field and the various ways in which media can be utilized in experimental research. This is a hands-on, nuts-and-bolts methods course. You will not only learn about the various theories and methodologies, but also implement your own.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7014

**Requisites:** Requires prerequisite course of JRNL 7061 or APRD 7061 (minimum grade D-). Restricted to graduate students only.

**JRNL 7020 (3) Controls of Media and Information**

Investigates the role media play in the public sphere and democratic practices. Does media facilitate support or opposition to political and economic policies and cultural frames that become part of publics? Which institutions best inform publics and why? This course traces the development of U.S. and selected international media institutions. We analyze and debate the relationship of differing media content to political power, freedom of critical inquiry, and the facilitation or inhibition of democratic practices.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7020

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7021 (3) Environmental Journalism and Science Communication**

Focuses on mass communication of issues related to science and follows two lines of inquiry. The seminar takes a cultural perspective, and explores the concept of scientific uncertainty in media. It will use these as a springboard for examining how we use media to conceptualize science, environment, health, etc., and how that impacts the way we live on this planet.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7021

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7030 (3) Media Sociology**

Examines a range of theories for how media messages and media institutions turn out the way they do. `Media sociology¿ refers to theorizing about the media as the `dependent variable;¿ even though many of the `independent variables¿ explored are not narrowly sociological. It connects media actors, organizations, and institutions to sociological concepts such as socialization, interaction, roles, and structures.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7030

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7031 (3) Moral Psychology and Media Ethics**

Explores the psychological structures and processes that come into play as individuals interpret moral problems, and formulate, select and execute a moral action in response. The seminar will explore the work of Jean Piaget, Lawrence Kohlberg, and James Rest, among others, and apply moral psychology theories and methods to contemporary issues and cases in media professions.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7031

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7034 (3) Media and Health Communication**

Advanced seminar that examines and critiques the literature on health communication in two specific areas: news about health and its impact on individuals, and health promotion campaigns.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7034

**JRNL 7051 (3) Qualitative Methods in Mass Communication**

Provides a survey of various qualitative modes of inquiry, attending to the philosophical, conceptual, and practical foundations of qualitative research in media, communication, and information. The course is designed to support students in developing a critical understanding of the different considerations in and stages of qualitative research, including the development of research questions, theoretical and conceptual frameworks, methodological approaches, data collection, data analysis, and assessment of reliability and validity of qualitative data. Previously offered as a special topics course.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7051

**Requisites:** Restricted to graduate students only.

**Grading Basis:** Letter Grade

**JRNL 7061 (3) Quantitative Research Methods**

Introduces graduate students to concepts and applications in quantitative research methods. The course prepares students for dissertation writing through hands-on experience in developing research designs and conducting independent quantitative research.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7061

**Grading Basis:** Letter Grade

**JRNL 7062 (3) Advanced Statistical Analysis for Mass Communication**

Provides instruction on the following topics: ordinary least squares regression, statistical mediation and moderation, path analysis, count and categorical data modeling, and factor analysis.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7062

**Grading Basis:** Letter Grade

**JRNL 7063 (3) Text Analytics for Computational Mass Communication Research**

This course tackles advanced advertising and marketing analytics through three advanced methods aimed at solving these problems: text classification, text topic modeling, and semantic network analysis. Each key area will involve a deep dive into the leading computer science methods aimed at solving these methods using Python. Students will walkthrough conceptual overviews of the methods, and dive into real-world datasets through instructor-led tutorials. Students will also conduct a major project for each of the 3 key methods.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7063

**Grading Basis:** Letter Grade

**JRNL 7871 (3) Special Topics**

Special Topics

**Repeatable:** Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

**Requisites:** Restricted to graduate students only.

**JRNL 7880 (3) Persuasion Theory**

This seminar acts as an overview of psychological knowledge as it pertains to capturing consumer insight, and includes a consideration of how the brain works, what factors influence consumer choice, and a critical evaluation of psychological assessment tools.

**Equivalent - Duplicate Degree Credit Not Granted:** APRD 7880

**JRNL 8991 (1-10) Doctoral Dissertation**

Working on dissertation.

**Repeatable:** Repeatable for up to 30.00 total credit hours.

**Requisites:** Restricted to graduate students only.