

# JOURNALISM

The Department of Journalism is founded on the principle that a well-informed and engaged public is essential to democracy—perhaps more so now, at a time of dizzying change, than it has ever been—and that, in the face of this change, journalism retains a unique role in contributing to civic life and to the quality of public discourse.

We put this principle to work by helping students become constructive participants in an ever-evolving global media landscape, where distinctions between producers and consumers of content have blurred. More specifically, we prepare them, at both the undergraduate and graduate levels, for careers in journalism and other fields of public communication. We train students to gather information from a diversity of sources, to analyze it critically, and to report what is significant through stories and other media forms across multiple media platforms. We encourage ethical awareness so that students will think independently, being prepared to reflect on and to help shape media practices and norms rather than take them at face value.

We believe in the integration of classroom instruction with practical experience. Many of our students work for, and manage, campus online news and entertainment sites, television programs and a radio station. They intern at broadcast stations, newspapers, magazines, websites and social media companies. Lastly, as a faculty, and with the help of colleagues elsewhere in our College who are working on new and innovative forms of human communication, we are committed to improving journalism through pioneering research and creative work.

Course code for this program is JRNL.

## Master's Degrees

- Journalism - Master of Arts (MA) (<https://catalog.colorado.edu/graduate/colleges-schools/media-communication-information/programs-study/journalism/journalism-master-arts-ma/>)
- Journalism Entrepreneurship - Master of Arts (MA) (<https://catalog.colorado.edu/graduate/colleges-schools/media-communication-information/programs-study/journalism/journalism-entrepreneurship-master-arts-ma/>)

## Doctoral Degree

- Media Research and Practice - Doctor of Philosophy (PhD) (<https://catalog.colorado.edu/graduate/colleges-schools/media-communication-information/programs-study/media-studies/media-research-practice-doctor-philosophy-phd/>)

## Faculty

While many faculty teach both undergraduate and graduate students, some instruct students at the undergraduate level only. For more information, contact the faculty member's home department.

Ackland, Len ([https://experts.colorado.edu/display/fisid\\_103930/](https://experts.colorado.edu/display/fisid_103930/))  
Professor Emeritus; MA, Johns Hopkins University

Bergen, Lori Ann ([https://experts.colorado.edu/display/fisid\\_155986/](https://experts.colorado.edu/display/fisid_155986/))  
Professor; PhD, Indiana University Bloomington

Brinkman, P. Delbert  
Professor Emeritus

Chuang, Angie ([https://experts.colorado.edu/display/fisid\\_159485/](https://experts.colorado.edu/display/fisid_159485/))  
Associate Chair, Associate Professor; MA, Stanford University

Daugherty, Paul J. ([https://experts.colorado.edu/display/fisid\\_128801/](https://experts.colorado.edu/display/fisid_128801/))  
Senior Instructor; MA, University of Colorado Boulder

Dmukhovskaya, Marina ([https://experts.colorado.edu/display/fisid\\_166268/](https://experts.colorado.edu/display/fisid_166268/))  
Instructor, Faculty Director; MA, Indiana University Bloomington

Jones, Stephen B. ([https://experts.colorado.edu/display/fisid\\_101578/](https://experts.colorado.edu/display/fisid_101578/))  
Assistant Dean, Senior Instructor Emeritus; PhD, University of Utah

Kaplan, Frank L.  
Professor Emeritus

Kim, Hun Shik ([https://experts.colorado.edu/display/fisid\\_141126/](https://experts.colorado.edu/display/fisid_141126/))  
Associate Professor; PhD, University of Missouri—Columbia

Larson, Christine M. ([https://experts.colorado.edu/display/fisid\\_159789/](https://experts.colorado.edu/display/fisid_159789/))  
Assistant Professor; PhD, Stanford University

McDevitt, Michael Joseph ([https://experts.colorado.edu/display/fisid\\_122949/](https://experts.colorado.edu/display/fisid_122949/))  
Professor; PhD, Stanford University

Moritz, Marguerite J.  
Professor Emerita

Plunkett, Chuck ([https://experts.colorado.edu/display/fisid\\_164006/](https://experts.colorado.edu/display/fisid_164006/))  
Instructor, Faculty Director; MFA, University of Pittsburgh

Rosner, Hillary ([https://experts.colorado.edu/display/fisid\\_164326/](https://experts.colorado.edu/display/fisid_164326/))  
Instructor; MFA, New York University

Ryan, Kathleen Marie ([https://experts.colorado.edu/display/fisid\\_148481/](https://experts.colorado.edu/display/fisid_148481/))  
Associate Professor; PhD, University of Oregon

Sama, Vicky  
Scholar in Residence; MA, University of Colorado Boulder

Skewes, Elizabeth ([https://experts.colorado.edu/display/fisid\\_122724/](https://experts.colorado.edu/display/fisid_122724/))  
Associate Professor; PhD, Syracuse University

Taylor, Ross ([https://experts.colorado.edu/display/fisid\\_156501/](https://experts.colorado.edu/display/fisid_156501/))  
Assistant Professor; MS, Syracuse University

Voakes, Paul S.  
Professor Emeritus

Whitt, Jan  
Professor Emeritus; PhD, University of Denver

Yulsman, Thomas ([https://experts.colorado.edu/display/fisid\\_109386/](https://experts.colorado.edu/display/fisid_109386/))  
Professor; MS, Columbia University

## Courses

### 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.

**MDRP 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.