JOURNALISM AND MASS COMMUNICATION (JMC)

JMC 100 – Global Media Literacy 3 credit hours
This course provides a comprehensive understanding of the role of global media as they interact with the world’s social, cultural, political, technological and economic forces. Historical dimensions also are examined. Using major mass communication theoretical concepts as a basis, the effects of mass media on individuals and society are explored.

JMC 110 – Topics 1 credit hour
The course is intended to introduce students to the use of Apple Macintosh computers and popular software packages such as InDesign, Photoshop, PowerPoint and portfolio. The content of the course will be announced each time the course is offered.
Total Credits Allowed: 5.00

JMC 112 – Communication Software 3 credit hours
The course is intended to introduce students to the use of Apple Macintosh computers, peripherals, and popular communication software such as Adobe InDesign, Photoshop and Acrobat. Student will be introduced to Blackboard’s content collection and ePortfolio components.

JMC 130 – Advertising Principles and Practice 3 credit hours
The study of how media strategy, planning and research are used in creating the advertising message. The course will include practical application of theory with emphasis on culturally diverse audiences.

JMC 215 – News Writing & Photography 3 credit hours
As the world of integrated news continues to expand, journalists must be prepared with skills to meet the demands of the industry. Students will learn to select, focus and write news and feature stories in the traditional sense and then supplement the written news with digital photojournalism and design skills creating news packages geared to a specific news audience. Work in this course prepares students to write for the student newspaper and prepare design pieces for their portfolios in preparation for communication internships and jobs in news communication.
Corequisite: JMC 112 or permission of the department.
Additional Course Fee Required

JMC 220 – Photojournalism 3 credit hours
Digital photography techniques. Introduction to using computer software and hardware to shoot and prepare photos for reproduction. Field assignments will be required.
Additional Course Fee Required

JMC 226 – Audio Production & Announcing 3 credit hours
An introduction to the techniques and theory of audio production as they are applied in the broadcast, cable and production industries. The course also includes instruction in how to effectively use one’s voice in broadcasting.
Additional Course Fee Required

JMC 230 – Integrated Marketing Communications 3 credit hours
An introduction to advertising with emphasis on marketing and demographic analysis. Also includes how advertising affects the consumer and an examination of the structure of the advertising industry.

JMC 250 – Video Production Foundations 2 credit hours
The purpose of this course is to introduce students to storytelling techniques using video and audio as the media. Students will be introduced to scriptwriting and storytelling and will shoot and edit video to produce a short movie.

JMC 265 – Video Production 3 credit hours
This course deals with advanced video production concepts and practices. Students will record aesthetically pleasing video and edit polished video material. They will develop skills using professional-grade camera, sound, and lighting equipment and familiarity with video and photo editing software (Adobe Premiere and Photoshop).
Prerequisite: JMC 250
Additional Course Fee Required

JMC 280H – Sp Top in Brdcst-Honors 4 credit hours

JMC 300 – Website Design 3 credit hours
No previous knowledge or experience required. Start with the basics: how the web works, using html, page editors, images and Web design principles. This class is hands-on in a lab environment. A variety of software such as Adobe Photoshop, Dreamweaver and Fetch will be used as well as digital cameras and scanners. Additional lab hours will be available. Students will finish with a Web site, their own pages on UNK’s server, and with an understanding of technical issues.
Prerequisite: JMC 112 or permission of instructor

JMC 301 – Web Site Design II 3 credit hours
This course, a continuation of JMC 300, explores current technologies available for web site development such as cascading style sheets, JavaScript, java applets, Ajax, XHTML and XML. Multimedia formats for audio and video files are covered. Information in relation to CGIs, forms, and content management systems are introduced. In addition, social implications, accessibility, and legal responsibilities are investigated.
Prerequisite: JMC 300 or permission of instructor

JMC 302 – Digital Storytelling 3 credit hours
This course is designed to give Communication students experiences with the concepts and practices of professional information gathering for converged media. The emphasis is on selecting topics, angles, and sources, and producing content for multiple media formats. Students will use text, photos, audio, video, and other media for online and print publication.
Prerequisite: JMC 112 and JMC 215 and JMC 300
Additional Course Fee Required

JMC 303 – History of Press in America 3 credit hours
Study of primary materials to see how the media acted or reacted, altered or was altered by events and issues of American social, economic and political history.

JMC 304 – Interactive Media Design 3 credit hours
This course provides a comprehensive foundation for a hands-on approach for design, development, and process implementation of interactive media. Students will explore the current technologies and current software relationships to create course projects. It is recommended that students take JMC 300, Web Site Design and JMC 301 Web Site Design II before taking JMC 304.

JMC 305 – Writing Feature and Magazine Articles 3 credit hours
An in-depth study of how to write and market feature articles for newspapers and magazines.
Prerequisite: JMC 215 or permission of instructor

JMC 307 – Advertising Copywriting 3 credit hours
Writing advertising copy to fit specific media and specific client requirements. Assignments designed to develop skills in writing for all advertising media.

JMC 309 – Public Relations 3 credit hours
Basic principles of corporate and institutional communications programs.
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<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>JMC 315 – Advanced Reporting &amp; Editing</strong></td>
<td>3</td>
<td>Advanced reporting techniques developed with emphasis on public affairs reporting. Students will also be exposed to copy editing, headline and caption writing and learning the Associated Press style. Prerequisite: JMC 215 or permission of instructor.</td>
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<tr>
<td><strong>JMC 316 – Broadcast Advertising &amp; Programming</strong></td>
<td>3</td>
<td>The course is designed to familiarize students with different aspects of broadcast/cable advertising and programming. Topics will include reach, co-op advertising, audience flow, coverage areas, audience measurement methods, ratings, share, stunting and recycling. Other areas for discussion will include the relationships among programming, promotions, personalities and the personnel in the various departments within a broadcast/cable operation. Prerequisite: JMC 230.</td>
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<tr>
<td><strong>JMC 318 – Writing for the Media</strong></td>
<td>3</td>
<td>Students will prepare written material for the media through assignments of varying styles, formats and degrees of difficulty. Prerequisite: JMC 230.</td>
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<tr>
<td><strong>JMC 319 – Sports Writing for the Media</strong></td>
<td>3</td>
<td>This course is designed for students pursuing a career in sports communication, whose professional duties will require them to prepare or approve written material in a variety of forms and styles for a range of media. Prerequisite: JMC 230 or permission of instructor.</td>
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<tr>
<td><strong>JMC 320 – Media Management</strong></td>
<td>3</td>
<td>A study of practical business and leadership techniques in media organizations. The course will include basic theories and styles of management. The structure of typical media organizations will be discussed. Prerequisite: JMC 130 or JMC 215 and junior standing.</td>
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<tr>
<td><strong>JMC 329 – Print Advertising Design</strong></td>
<td>3</td>
<td>In-depth study of design and production techniques necessary for all print advertising. Utilizes desktop publishing to produce black and white as well as spot color print ads. Students will be expected to demonstrate proficiency with Adobe Photoshop and InDesign on the first day of the course. Prerequisite: JMC 112 Additional Course Fee Required.</td>
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<tr>
<td><strong>JMC 330 – Publication Design</strong></td>
<td>3</td>
<td>Basic design and production techniques necessary for all publications. Utilizes desktop publishing to produce fliers, brochures and newsletters. Students will be expected to demonstrate proficiency with Adobe Photoshop and InDesign on the first day of the course. Prerequisite: JMC 112 Additional Course Fee Required.</td>
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<td><strong>JMC 336 – Radio Workshop</strong></td>
<td>2</td>
<td>Students will write, perform in, and produce programming and announcements, as well as serve as staff for KLPR-FM, the student operated radio station. Total Credits Allowed: 10.00.</td>
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<tr>
<td><strong>JMC 339 – Radio Workshop: Sports</strong></td>
<td>2</td>
<td>Students will write, perform in, and produce sports programming and announcements, as well as serve as sports broadcasting staff for KLPR-FM, the student operated radio station. Total Credits Allowed: 6.00.</td>
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<tr>
<td><strong>JMC 340 – Media Planning &amp; Selling</strong></td>
<td>3</td>
<td>Principles of professional planning and selling of media with emphasis on efficient media choices for advertisers and effective personal selling techniques on behalf of media organizations. Prerequisite: JMC 230.</td>
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<tr>
<td><strong>JMC 343 – Video at Antelope</strong></td>
<td>2</td>
<td>Students will write, produce, perform and serve as production crew for a variety of video programming including news, sports, and entertainment. This programming will be hosted on the Antelope website. Whenever possible, video content will be paired with a story from the print edition of the Antelope. Total Credits Allowed: 6.00. Prerequisite: JMC 250.</td>
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<tr>
<td><strong>JMC 350 – News at Antelope</strong></td>
<td>2</td>
<td>This course is designed to give Communication students practical experiences in professional information gathering. Students will select topics, develop angles, identify sources, and produce content for online, print, and broadcast media. May be repeated for a total of four hours. Total Credits Allowed: 4.00. Prerequisite: JMC 302 or JMC 318 or permission of instructor.</td>
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<tr>
<td><strong>JMC 351 – Advertising at Antelope</strong></td>
<td>2</td>
<td>Students will develop advertising accounts, sell and design ads for the student newspaper, The Antelope. May be repeated for a total of four hours. Total Credits Allowed: 4.00. Prerequisite: JMC 307 and JMC 329 or JMC 330 or permission of instructor.</td>
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<tr>
<td><strong>JMC 352 – Antelope Newspaper Production Photo Staff</strong></td>
<td>2</td>
<td>Students will take, process, and print pictures for the student newspaper, The Antelope. May be repeated for a total of four hours. Total Credits Allowed: 10.00. Prerequisite: JMC 220 or permission of instructor.</td>
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<tr>
<td><strong>JMC 353 – Sports at Antelope</strong></td>
<td>2</td>
<td>This course is designed to give Sports Communication students practical experiences in professional information gathering. Students will select topics, develop angles, identify sources, and produce content for online, print, and broadcast media covering sports. May be repeated for a total of four hours. Total Credits Allowed: 4.00. Prerequisite: JMC 302 or JMC 319.</td>
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<td><strong>JMC 355 – Broadcast Announcing</strong></td>
<td>3</td>
<td>Instruction in performance for television and radio including news, personality, live performance and voice over. Students will perform in each class period with direct audience feedback.</td>
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<td><strong>JMC 388 – GS Capstone</strong></td>
<td>3</td>
<td>An interdisciplinary experience where students apply the knowledge, cognitive abilities, and communication skills they have gained from General Studies in designing and completing an original project or paper. Students employ methods and interpretive means of two or more disciplines to integrate knowledge and synthesize their results. Satisfies the General Studies capstone course requirement. Students may take their Capstone course in any discipline. Prerequisite: Junior or senior level standing or within 6 hours of completing General Studies requirements.</td>
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<td><strong>JMC 406 – Commentary and Blogging</strong></td>
<td>3</td>
<td>This course introduces students to opinion writing for a range of media, including blogs, newspapers, magazines, and audio/video. Students will read, listen to, and analyze editorials, columns and spoken commentary, as well as write them for various media. Prerequisite: Junior standing.</td>
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JMC 409 – Public Relations Strategy  3 credit hours
Case study analysis of public relations problems and procedures. Practice in creating materials which help organizations reach their publics.
Prerequisite: JMC 309

JMC 414 – Communications Law  3 credit hours
Privileges of and constraints on mass media. Libel, contempt, access, privacy, and copyright are considered. National and state regulations are examined.
Prerequisite: Junior standing

JMC 416 – Interpretive Reporting  3 credit hours
Writing interpretive articles. Research and practice in understanding and evaluating contemporary problems and relating them to the social sciences.
Prerequisite: JMC 315

JMC 420 – Advertising Campaigns  3 credit hours
Integrates, amplifies and applies previous advertising and marketing coursework. Focus is three-fold: 1) utilizing research to write sound advertising-based integrated marketing communication plans, complete with post tests for effectiveness; 2) creating the campaigns including proposed media plans and media buys; and 3) making client presentations.
Prerequisite: JMC 307
Additional Course Fee Required

JMC 425 – Topics in Mass Media  1-3 credit hours
The course examines various aspects of mass communication. The content of the course will be announced each time the course is offered. Possible topics include: public policy and the media; women, minorities and the media, and advanced web site design.
Total Credits Allowed: 9.00

JMC 427 – Advanced Video Production  3 credit hours
Features single camera projects with close faculty supervision.
Prerequisite: JMC 265 and JMC 343

JMC 440 – Mass Media Research  3 credit hours
The course is designed to accommodate the needs of students interested in understanding and conducting mass communications research. The course will introduce students to examples of mass communication research, as well as methods and typical research designs.
Prerequisite: Junior standing

JMC 460 – Mass Media and Society  3 credit hours
An examination of the theories, issues, and controversies surrounding the mass media. Particular emphasis will be given to press ethics, freedom and media effects.
Prerequisite: Junior standing

JMC 475 – Internship in Mass Media  1-6 credit hours
Supervised field experience with a cooperative agency in a media-related field. There will be an evaluation and review required with the sponsoring faculty member. Each student will be required to write an evaluation paper. The student must meet special requirements to participate in the program. Complete information is available in the Communication Department office.
Total Credits Allowed: 18.00

JMC 497 – Senior Portfolio  1 credit hour
The course is intended to provide the Department of Communication student with a comprehensive foundation in electronic portfolio creation to meet the graduation requirement.
Prerequisite: Junior or senior standing

JMC 498 – Multimedia Directed Study  1 credit hour
Students will work in teams in this course and will produce original multimedia productions in consultation with and directed by members of the Art and Art History, Computer Science and Information Technology, and Communication Departments. This is a capstone course for Multimedia majors and minors and should be taken during the student’s senior year.
Prerequisite: Senior standing

JMC 499 – Independent Study in Mass Media  1-3 credit hours
Special assignments in the field of mass communication. May be taken for a total of 6 hours.
Department Consent Required
Total Credits Allowed: 18.00