

# JOURNALISM AND MASS COMMUNICATION (JMC)

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## **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 are also 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**

This course is intended to introduce students to the use of popular software packages used by the industry. 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 used by the industry. Students will be introduced to basic design principles.

## **JMC 126 – First Year Seminar 1 credit hour**

The First-Year Seminar provides students with a multidisciplinary experience in which they approach an issue or problem from the perspective of three different academic differences. The First-Year Seminar will consist of three 1-credit hour courses taken as co-requisites in a single semester. The successful completion of all three courses satisfies the General Studies LOPER 1 course requirement. Students may take the First-Year Seminar in any discipline, irrespective of their major or minor. Students admitted as readmit students or transfer students who transfer 18 or more hours of General Studies credit to UNK are exempt from taking a LOPER 1 course.

## **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 218 – Writing for the Media 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. Students will also adapt the techniques of news writing to public relations work and advertising. Work in this course prepares students to write for The Antelope student newspaper or selling and creating advertising for The Antelope and its website. Students will create work for their portfolios in preparation for communication internships and jobs in professional communication.

## **JMC 219 – Sports Writing for the Media 3 credit hours**

As the world of integrated news continues to expand, sportswriters must be prepared with skills to meet the demands of the industry. Students will learn to select, focus and write sports and feature stories. Students will also adapt the techniques of sports writing to public relations work and advertising. Work in this course prepares students to write for The Antelope student newspaper or selling and creating advertising for The Antelope and its website. Students will create work for their portfolios in preparation for communication internships and jobs in professional communication.

## **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 storyboarding and will shoot and edit video to produce a short movie.

## **JMC 265 – Video Production 3 credit hours**

This course includes basic 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).

Additional Course Fee Required

## **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 will be used. Additional lab hours will be available. Students will finish with a Web site, their own pages on UNK's students server, and with an understanding of technical issues.

Prerequisite: JMC 112 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, 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 300 and JMC 215 or JMC 218 or JMC 219  
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 before taking JMC 304.

**JMC 305 – Advanced Media Writing 3 credit hours**

This class is an opportunity for you to develop as a non-fiction writer by reading the works of major contemporary media writers and by researching and writing in-depth articles. In this course we will discuss how to develop story ideas, strengthen your point of view, research stories, and develop your voice as a writer. We will also read, analyze and discuss a wide range of non-fiction articles.

Prerequisite: JMC 215 or JMC 218 or JMC 219

**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.

**JMC 315 – Advanced Reporting & Editing 3 credit hours**

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

**JMC 316 – Broadcast Advertising & Programming 3 credit hours**

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.

**JMC 322 – Photojournalism 3 credit hours**

This is a course in digital photojournalism, covering the basics of telling stories through photography, operating a DSLR camera in manual mode, processing images with photo editing software, and moving images through prepress. Field assignments will be required.

Prerequisite: JMC 112

Additional Course Fee Required

**JMC 329 – Print Advertising Design 3 credit hours**

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

**JMC 330 – Media Design 3 credit hours**

You will learn fundamental design principles and production techniques necessary for developing branding schemes, knowing and coordinating the building blocks of good design and utilizing popular communication software to create variety of user-friendly, cohesive designs. You will also learn advanced typographical, layout and editing techniques to add polish to your work.

Prerequisite: JMC 112

Additional Course Fee Required

**JMC 336 – Radio Workshop 2 credit hours**

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

**JMC 339 – Radio Workshop: Sports 2 credit hours**

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

**JMC 343 – Video at Antelope 2 credit hours**

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 created in conjunction with the student newspaper The Antelope. It will also be hosted on a class YouTube channel (Video @ The Antelope).

Total Credits Allowed: 6.00

Prerequisite: JMC 250 or JMC 265

**JMC 350 – News at Antelope 2 credit hours**

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 218 or JMC 219 or JMC 302

**JMC 351 – Advertising and Promotion at Antelope 2 credit hours**

Students will develop advertising accounts, sell and design ads for the student newspaper, The Antelope. They will also develop advertising and marketing communications materials to promote The Antelope. This course may be repeated for a total of four hours.

Total Credits Allowed: 4.00

Prerequisite: JMC 302 and JMC 307 and either JMC 329 or JMC 330.

**JMC 352 – Photojournalism at Antelope 2 credit hours**

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: 4.00

Prerequisite: JMC 322

**JMC 353 – Sports at Antelope 2 credit hours**

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 219 or JMC 302

**JMC 356 – Audio at Antelope 2 credit hours**

In this class, you will learn and apply clear and correct writing principles, study journalistic research techniques and use the appropriate tools and technologies to produce content in a broadcast style news environment. You will gain an understanding of broadcast journalism principles, and the various components that make a good story. You will create broadcast style news content for KLPR, the University of Nebraska at Kearney's radio station and webstreams, as well as for other broadcast outlets.

Total Credits Allowed: 4.00

Prerequisite: JMC 226

**JMC 363 – Documentary Cinema 3 credit hours**

This course provides a comprehensive study of documentary filmmaking, covering the history, cultural impact, and production techniques of non-fiction cinema.

**JMC 365 – Professional Video 3 credit hours**

This course deals with video production concepts and practices that build on the foundations you learned in JMC 265, Video Production. 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. The assignments have an emphasis on commercial production, including work for real-world clients.

Prerequisite: JMC 265

**JMC 370 – Social Media Strategies 3 credit hours**

The course emphasis is to understand consumers' social interactions, examine the social media channels available, learn how to construct social strategic communication and practice tracking the effectiveness for evaluation. Since social media is technology-driven, we will also examine relevant related topics such as digital, electronic commerce and mobile communication strategies from a broader perspective.

**JMC 401 – Web Site Design II 3 credit hours**

This course, a continuation of JMC 300, explores current technologies available for web site development such as current languages, cascading style sheets, JavaScript, and responsiveness to devices. Information is provided in relation to forms and interactivity. In addition, social implications, accessibility, and legal responsibilities are investigated.

Prerequisite: JMC 300 or permission of instructor

**JMC 402 – CMS - WordPress 3 credit hours**

This course will explore Content Management Systems (CMS). CMS are leading applications for developing and maintaining websites. WordPress is an online, open source website creation tool and the most powerful blogging and website CMS in existence today.

**JMC 406 – Commentary and Blogging 3 credit hours**

This course introduces students to opinion writing for a range of media. Students will read, listen to, and analyze written and spoken commentary, as well as write several times a week for their own blog.

Prerequisite: Junior standing

**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 – Strategic Communication Campaigns 3 credit hours**

Integrates, amplifies, and applies previous advertising, integrated marketing communication, and public relations coursework. Focus is three-fold: 1) utilizing client information and research to write sound public relations/advertising-based communication plans, complete with 1) utilizing research; 2) creating campaigns which include proposed strategic media and public relation plans; and 3) making client presentations.

Prerequisite: JMC 302 and JMC 307 and JMC 309

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.

Total Credits Allowed: 9.00

**JMC 427 – Advanced Video Production 3 credit hours**

A comprehensive video course for experienced videographers. Hands-on projects are centered around studio, documentary, and short film production.

Prerequisite: JMC 343 or JMC 365

**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: 6.00

**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 Capstone 1-3 credit hours**

This is an Experiential Learning course. Students will work in teams to produce original multimedia productions for real world clients, using their knowledge and skills from Art, Cyber 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