

GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION

Gaylord Hall
 395 W. Lindsey, Rm 3000
 Phone: (405) 325-2721
 FAX: (405) 325-7565
 Undergraduate advising: (405) 325-5684
 Graduate advising: (405) 325-2722
www.ou.edu/gaylord

Administrative Officers

Ed Kelley, Dean
 David Craig, Associate Dean of Academic Affairs
 Yvette Walker, Assistant Dean of Student Affairs

Student Services/Advising Staff

Jodie Daffer, Advisor for Advertising & Public Relations
 Josh Kahoe, Advisor for Journalism and Creative Media Production
 Larry Laneer – Graduate Programs Advisor
 Chandler Lindsey, Advisor for Professional Writing
 Kathy Sawyer, Director of Student Services, Advisor for Public Relations

Administrative Staff

Michael Acker, Software Specialist
 Dorion Billups, Coordinator, Community Inclusivity
 David Candy, Broadcast Engineer
 Kacie Shoemaker, Assistant to Dean Kelley
 Jason McPhaul, Assistant Financial Director
 Barry Orr – Sportscaster mentor
 Lee Reynolds, Director of Development
 Jill Shumway, Assistant to Dean Craig and Dean Walker
 Buddy Wiedemann, IT Director
 Grant Powell, Building Technology Resource Coordinator

General Information

History and Purpose

A School of Journalism was first established at the University of Oklahoma in 1913. During the early years, the thrust of the program was to prepare young people for reporting and editing careers in newspapers and magazines. By 1921, the curriculum had expanded to include courses in advertising and newspaper management that were at the forefront of journalism education in the country. The course offerings of the school continued to grow to include radio news in the 1930s. By the late 1950s, courses in professional writing, public relations, and television news had been added.

The School of Journalism was renamed the H.H. Herbert School of Journalism and Mass Communication in 1961. Herbert, the school's second director, led the school from 1917 to 1945. Under his leadership, the standards of the school were raised, and by 1921 the school became one of only 11 institutions in the United States to meet the requirements for admission to the Association of American Schools and Departments of Journalism. High standards continue with the college's accreditation by the Accrediting Council on Education in Journalism and Mass Communication. Only about a quarter of the journalism programs in the U.S. meet the ACEJMC's accreditation standards. In May 2000, the H.H.

Herbert School of Journalism and Mass Communication became the Gaylord College of Journalism and Mass Communication.

The Gaylord College of Journalism and Mass Communication is housed in Gaylord Hall located on the South Oval. The 62,000-square-foot building opened in fall 2004 (Phase I) and includes a fully digital television production studio; a news ticker facing the South Oval; a completely wireless network; an open multimedia lab; a spacious library; three computer classrooms; a video conferencing classroom and a dozen video editing suites. Gaylord Hall (Phase II) opened 2009 and adds an additional 46,000 square feet.

The college's goal is to provide students with the most effective training and preparation possible for careers in every facet of the mass communication industry. This education includes conceptual courses in journalism history, ethics, public opinion, communication law, public relations and advertising; various delivery systems, including print, broadcast, and online; and craft courses in gathering writing, editing, and processing information.

The college holds memberships in The Association of Schools of Journalism and Mass Communication (ASJMC), and the Broadcast Education Association. The college is also the headquarters for the Oklahoma Scholastic Media, which is the oldest continuing secondary school press organization in the world.

Programs Offered

- Advertising, Bachelor of Arts in Journalism
- Creative Media Production, Bachelor of Arts in Journalism
- Journalism, Bachelor of Arts in Journalism
- Professional Writing, Bachelor of Arts in Journalism
- Public Relations, Bachelor of Arts in Journalism
- Broadcast Meteorology, Minor
- Creative Media Production, Minor
- Professional Writing, Minor
- Advertising, Bachelor of Arts in Journalism/Journalism and Mass Communication, Master of Arts
- Creative Media Production, Bachelor of Arts in Journalism/Journalism and Mass Communication, Master of Arts
- Journalism, Bachelor of Arts in Journalism/Journalism and Mass Communication, Master of Arts
- Public Relations, Bachelor of Arts in Journalism/Journalism and Mass Communication, Master of Arts
- Journalism and Mass Communication, Master of Arts
- Professional Writing, Master of Professional Writing
- Journalism and Mass Communication Graduate Certificates
- Journalism and Mass Communication Doctoral Programs

Programs & Facilities

Production Facilities

The Gaylord College has developed a facility that offers students the opportunity to produce high quality video and television programs. This includes studio cameras and controls; digital audio; single camera video production; field audio production; studio and field lighting non-fiction and documentary production; and fictional and experimental video production. Several post-production platforms are available, suited to different levels of production.

The Edith Kinney Gaylord Library

The Edith Kinney Gaylord Library is located in Gaylord Hall, Room 2500. The library is one of only a handful of journalism and mass communication libraries in the United States, and one of the few privately endowed by a department, school, or college of journalism.

Thus, the library operates separately from the OU Libraries but is known and utilized by many administrators, faculty, staff and students outside of the Gaylord College of Journalism and Mass Communication. Officially a non-lending/non-circulating library, it contains materials pertaining to all programs within the Gaylord College of Journalism and Mass Communication. These include books, videos, popular and pro/trade magazines, journals, major U.S. newspapers, and miscellaneous Oklahoma newspapers. The reference area has materials ranging from Nielsen and Arbitron market reports to Film Review Index. A separate area contains most of the theses and many of the special projects written by graduate students within the college. There are also various special collections, which include histories of journalism and mass communication, as well as former professors' personal papers. In addition to print materials, a media library is in the planning stages and will house present and new collections of non-print materials, including CD-ROMs, videos, DVDs and motion picture films. The library also boasts a large collection of Oklahoma newspaper microfilm, many of which are complete runs.

Student Services Center

The Student Services Center is located in 2533 Gaylord Hall. The office staff is knowledgeable about undergraduate degree programs offered by the college. Academic counselors also assist students with transcript evaluation, enrollment and graduation requirements, as well as any problems of an academic nature. Students may seek internship/career assistance in the Student Services Center.

OU Nightly

OU Nightly is a live, student-run newscast produced by the college. The newscast is the collective effort of students in the television news and news practicum courses offered through the college, with additional input from other journalism students and the OU School of Meteorology. An industry standard style newscast, *OU Nightly* airs live on Cox Cable channel 4 in Norman in a pre-prime time slot Monday through Friday during both the fall and spring semesters. Prime-time news cut-ins are also produced by Gaylord College students.

The WIRE

The *WIRE* is a student managed web radio station providing music, news, and entertainment programming for OU students as well as the Norman community. The *WIRE* is also carried on *OU Nightly's* SAP channel on Cox Cable channel 4 as sound-only content. A rebroadcast of the *OU Nightly* newscast is available to Oklahoma City and Tulsa area residents through Cox Cable.

Students may also seek volunteer or paid positions and earn academic credit with *OU Nightly* and *The WIRE*, as well as with *The Oklahoma Daily* newspaper, the *Sooner* yearbook, or with KGOU radio.

Multimedia Lab

The Gaylord College of Journalism and Mass Communication computer labs are open to all students enrolled in JMC courses approximately 85 hours each week. The latest Macintosh computers feature a wide array of software applications including Microsoft Office, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Fireworks and Acrobat Professional), Apple Final Cut Studio, AVID Media Composer,

SPSS, Final Draft, Roxio Toast, the iLife Suite (iTunes, iPhoto, iMovie, iWeb, iDvd) and more. Broadcast students also have access to powerful video editing stations running the Final Cut Studio. Lab hours are extended during the peak of the semester.

Work Experiences

Students are encouraged to supplement traditional classroom experience with on-the-job training, which will often increase the chances of gaining a professional position after graduation. Students may enroll in a practicum to receive credit while working at one of several on-campus media operations. In addition, several journalism and mass communication courses provide experience through coordination with *The Oklahoma Daily* campus newspaper and *Sooner Yearbook*.

Television and Radio

Broadcasting and electronic media students have the opportunity to work for the student-produced television station, TV4OU, producing shows such as the award-winning *OU Nightly* newscast; sports magazine show, *OU Sports Pad*; morning show, *Wake Up! Oklahoma*; or the music magazine, *The Set*. In addition, students work on major independent projects such as films, documentaries, and commercial productions.

Students wishing to work in radio can get hands on experience at two on-campus stations, student-run *The Wire* and *KGOU*, the local NPR station. Students may also work with the athletic department's high-definition production unit, *SoonerVision* or with guest programs such as ESPN-U.

Advertising and Public Relations

In the summer of 2009, eighteen intrepid Strategic Communications students devoted their entire vacation to learn the workings of an advertising / public relations agency. They bonded over the necessary details of operating an agency that was to be both entrepreneurial and pedagogical. They created such a firm foundation that today Lindsey + Asp is an operational stratcomm laboratory, working with real clients in a real world atmosphere that rivals any professional agency. Lindsey + Asp is a true experiential learning opportunity for not only strategic communications students, but for those in professional writing and broadcast and electronic media as well. The application process for prospective agency staff is rigorous in order to ensure that the quality of Lindsey + Asp work and the agency's reputation with clients is maintained.

Online opportunities can be found throughout many of the work experiences listed above. Students may produce online content for *The Oklahoma Daily*, *SoonerVision*, TV4OU, *The Wire*, or the advertising/public relations agency.

Internships

The college's close location to the professional job market in Oklahoma City provides students with outstanding opportunities for part-time employment with professional communication organizations and departments. Internships outside of the state are encouraged as well.

Juniors and seniors may also participate in the college's internship for credit program, in which students may gain experience and degree credit in paid or unpaid positions. Students must have at least 75 hours earned and a 3.00 retention grade point average to apply for an internship for credit. Internship application forms are available in the Student Services Center as well as on the college's website. Students who wish to receive credit for internship experience must obtain permission from the college no later than the end of the first week of the internship. Internship opportunities are posted on the college's Web site and in the Student Services Center. Students may also arrange their own

internships. Students also have the option of gaining general elective credit for internship through OU Career Services once JMC credits have been maxed out.

Gaylord Extra

The **Gaylord Extra** is the college's primary method of communicating information and important deadlines to journalism and mass communication majors. The **Gaylord Extra** includes information on drop and add deadlines, withdrawal deadlines, advising schedules, graduation, degree checks, scholarship application deadlines, internships, workshops, college-sponsored job fairs, and other college-related announcements. Students enrolled in the Gaylord College of Journalism and Mass Communication will receive the **Gaylord Extra** in their OU e-mail account every week. The **Gaylord Extra** is also posted on the college's website. Event-related announcements are also posted throughout the building, on the College's Web site, Facebook page and sent via special event e-mails.

Student Organizations

Several organizations are invaluable in developing ties that carry into professional life. These student organizations include:

- AdClub, the advertising society for students interested in advertising media, agencies and strat comm;
- Society of Professional Journalists (SPJ), for students aspiring to news careers;
- Public Relations Student Society of America (PRSSA), for students interested in public relations as a career;
- Oklahoma University College Broadcasters (OUCB), for students in broadcasting and electronic media;
- National Association of Black Journalists (NABJ), an organization for African-American students who aspire to careers in mass communication;
- Kappa Tau Alpha (KTA), an honorary scholastic organization for journalism and mass communication students;
- Native American Journalists Association (NAJA);
- National Association of Hispanic Journalists (NAHS);
- *WIRE* Programmers Group;
- *Oklahoma Daily*;
- Professional Writing Students Group;
- Graduate Student Interest Group; and
- Asian American Journalist Association Interest Group

Scholarships

Each year, the Gaylord College awards approximately \$250,000 in scholarships, with nearly \$30,000 reserved for incoming freshmen who demonstrate academic and journalistic promise. Recipients of freshman level scholarships have special curricular opportunities to enhance their academic experiences. Transfer students are eligible for all upper-class level scholarships. Freshmen students use the OU common scholarship application, so no additional application is necessary. Upperclassmen scholarship applications are available on the college's website under "Student Resources". The upperclassmen scholarship applications are generally available online by November 15, annually.

Undergraduate Study

The Gaylord College of Journalism and Mass Communication offers professionally-oriented undergraduate degree programs in the following fields: Strategic Communication (advertising and public relations); News

Media (journalism); and Media Arts (Broadcast and Electronic Media, and Professional Writing).

Admission

Students who have earned at least 24 semester credit hours with a 2.75 retention grade point average are eligible for admission to the college as pre-journalism majors only. With the exception of the college's practicum course, JMC 3011, pre-journalism majors may not enroll in any upper-division journalism and mass communication courses until the following college entrance requirements have been met:

- completion of JMC 1013 with a grade of C or better;
- completion of an additional 24 hours of general education coursework;
- a successful score on both College entrance exams; the Language Skills Test (LST), which includes portions on grammar, punctuation and spelling; the Academic Integrity Test (AIT), which covers information from the Academic Misconduct Code as printed in the University of Oklahoma Student Code booklet;
- a combined retention grade point average of 2.75 on all work attempted, as well as a 2.75 GPA on all OU coursework (transfer students from other institutions will not be held for the OU GPA requirement); and
- filing a Gaylord College Admission Form in the Student Services Center in Gaylord Hall.

Once fully admitted to the program, students will be cleared to enroll in JMC 2033, the college's gateway course. Transfer students who have already completed the equivalent of JMC 2033 at another institution will be cleared to enroll in the beginning upper division JMC courses in their major upon successful completion of the LST.

It is important to note that once fully admitted to the college, it will take a minimum of four full semesters (excluding summers and intersessions) to complete any of the journalism and mass communication programs.

After full admission to the college, students must maintain a 2.50 OU retention GPA and a 2.50 combined retention GPA. Students who fail to maintain the minimum GPA requirements will be placed on academic contract. Students have one semester to raise their GPA to the required minimum. Students who fail to raise their GPA will be stopped out of the Gaylord College and asked to change majors. Students stopped out of the Gaylord College must reapply to the program under the same procedures outlined under Admission. Students may apply for readmission only once.

The college's degree programs are accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The college endorses the philosophy of the council that a broad foundation of knowledge and experience will enhance the professional lives of its graduates. In support of that liberal arts philosophy, the curriculum directs students to divide their studies among the arts, sciences, business and related fields so that 50 hours of their degree work are done in the college and at least 80 hours are taken outside the college. Such a ratio gives students the opportunity to develop specialties in mass communication skills while acquiring the recommended broad liberal arts base.

Language Skills Test (LST)/Academic Integrity Test (AIT)

The Language Skills Test is the entrance examination to the Gaylord College. The LST must be completed prior to enrollment in JMC 2033,

a course that is required of all journalism and mass communication majors.

The LST is administered in the Student Services Center (2533 Gaylord Hall) Monday through Friday from 8:30 a.m. to 3:00 p.m. No appointment is necessary. Test results are available immediately.

The LST includes 80 questions on grammar, punctuation and spelling.

The college encourages students to thoroughly review these areas prior to taking the LST. An online study guide is available on the college's website. Students are also encouraged to review a grammar and composition textbook (several are recommended on the college's Web site) as well as the Student Academic Integrity Code.

The LST may be attempted three times. If a student fails the third time, the student will be required to enroll in JMC 0123, a course that will not apply toward the degree.

The AIT consist of 20 questions that are taken directly from information in the Academic Misconduct Code.

Advising

With the exception of Intersession, advising is mandatory prior to each academic term for all students in the Gaylord College. Advising for the summer session and the fall semester begins in February; advising for the spring semester begins in September. Students are advised by professional academic counselors in the Student Services Center. Students may also meet with faculty members to discuss careers, internships, and professional issues. Notices about advising will be posted in the Gaylord Extra.

Students are strongly encouraged to maintain current local addresses and e-mail addresses with the university, as important advising and graduation information is distributed each academic term in the Gaylord Extra.

Transfer Students

The Gaylord College of Journalism and Mass Communication welcomes transfer students from other colleges or universities. The Office of Admissions determines which credits will be accepted from a transferring institution. The application of those credits toward a BA in Journalism and Mass Communication will be determined by an academic counselor in the Student Services Center. Transfer students must meet with an academic counselor prior to their first enrollment at the University. Transfer work is counted as lower-division or upper-division depending on the level at which it was offered at the institution where it was earned. Two-year college work is acceptable only as lower-division credit.

Students may transfer in a maximum of 12 hours of journalism and mass communication coursework prior to full admission to the Gaylord College. Once fully admitted to the college, students may petition the faculty to have an additional three (3) hours from an outside ACEJMC institution applied to their University of Oklahoma degree. A maximum of 15 credit hours of JMC transfer coursework may be applied to a degree.

Undergraduate Degree Requirements

Students who plan to earn a BA in Journalism in four years should plan to complete at least 33 credit hours per academic year. Students should also be aware of important academic deadlines, which are listed on the university's Academic Calendars website.

The Student Services Center assists students in determining the number of hours remaining to complete the degree; however, **the responsibility for meeting graduation requirements lies with the student.**

A BA in Journalism is made up of the following components:

- University-Wide General Education requirements;
- Additional General Education requirements specific to the College of Journalism and Mass Communication;
- Requirements in the major;
- Requirements in the major support area (advertising majors only); and
- Electives.

Major Requirements

Advertising

A major in Advertising is ideal for the student interested in artistic expression, persuasive messaging, and strategic planning and research. Our graduates pursue careers as brand managers, media planners, account executives in advertising agencies, in marketing firms, and in-house corporate communications. The critical thinking, analysis and research skills also prepares students for postgraduate studies.

Creative Media Production

A major in Creative Media Production is ideal for the student interested in using sight, sound, motion, and words to tell informative, persuasive or entertaining stories and who wants to pursue careers in media industries such as film, corporate production, radio or television. The critical thinking, analysis, and research skills also prepares students for postgraduate studies.

Journalism

A major in Journalism is ideal for the student interested in writing, public affairs or current events, or digital storytelling and multimedia production. Journalism majors pursue careers as reporters, news anchors, broadcast journalists or copy writers and editors. The critical thinking, analysis and research skills also prepares students for postgraduate studies.

Professional Writing

The Professional Writing option has a 65-year history of helping its majors develop the skills needed to succeed in the publishing industry. Those skills, which include the ability to communicate clearly, think logically, manage large-scale projects, and craft a compelling narrative, are critical to virtually all careers. They also prepare students for graduate work in writing-intensive fields that include creative writing, English, journalism, and the law.

Public Relations

A major in Public Relations is ideal for the student interested in problem solving, event planning, and strategic planning and research. Our graduates pursue careers as public information officers, account executives in public relations agencies, community relations, and in-house corporate communications. The critical thinking, analysis and research skills gained with a public relations education also prepares students for postgraduate studies.

Graduation Rules and Regulations

- A minimum **2.50** combined retention grade point average in the major, overall, and on the last 60 hours is required to earn a Bachelor of Arts in Journalism degree.
- A grade of C or better is required in each major course, resident or transfer.

- Students fully admitted to the college may petition the faculty to have an additional three (3) credit hours from an outside ACEJMC institution applied to their University of Oklahoma degree. A maximum of 15 credit hours of JMC transfer coursework may be applied to a degree.
- The Senior Capstone course must be taken in residence at OU.
- Students must file an official application for graduation during their first two weeks of the final term of enrollment.

Credit Hour Regulations

- At least **124** semester credit hours applicable towards a Bachelor of Arts in Journalism degree must be earned. Not all hours acceptable by the University are acceptable towards a BA in Journalism.
- At least **60** semester credit hours must be earned at accredited senior (four-year) institutions.
- At least **48** semester credit hours must be earned at the upper-division level (courses numbered 3000 or above).
- At least **30** semester credit hours must be earned in the major, including at least **21** at the upper-division level.
- A minimum of **15** of the last **30** hours must be earned in residence at the University of Oklahoma. OU correspondence courses and transfer courses are non-resident credit.
- No more than **50** hours of JMC coursework may be applied to a Bachelor of Arts in Journalism degree. If a student pursues a minor in Film and Video Studies, any JMC courses which are applied toward this minor are also included in the maximum number of JMC credit hours allowed.
- No more than **16** semester credit hours earned under the Pass/No Pass option will apply toward the degree. P/NP credit may not be used to satisfy general education, college, major, major support, or minor requirements. Transfer credit graded P/NP is counted as part of the 16 semester credit hours earned.
- No more than **16** semester credit hours earned in all basic skills courses, including PE activity courses; military courses including Aerospace, Naval Science and Military Science courses; and military in-service experience will apply toward a BA in Journalism and Mass Communication. No more than four of the 16 hours may be in PE activity courses. Two credit hours of basic military training may be counted toward the degree when the posting of the credits by the Office of Admissions is in the form of four one-hour courses as follows: Personal Physical Conditioning, First Aid, Outdoor Skills Practicum and Marksmanship.
- No more than **12** semester credit hours earned in all individual study courses, e.g., Independent Study, but excluding Honors Reading and Research, will be counted as part of the minimum 130 semester credit hours required for graduation.
- No more than **31** semester credit hours earned by a combination of credit by exam (e.g., CLEP or Advanced Standing Exam) and correspondence courses will apply toward the degree. JMC majors may take general education and elective courses by correspondence, but are not permitted to take journalism and mass communication work by correspondence.

Ten-Year Limitation Rules

JMC credit which is more than 10 years old may not be applied toward a Bachelor of Arts in Journalism degree unless approval is obtained from the college's Appeals Board. A student in the Gaylord College may elect to follow the degree program requirements that were in place at the time of the student's first enrollment in the Oklahoma State System for Higher Education (excluding high school concurrent enrollment), or exercise

the option to update to the most current degree program requirements. Those who elect to follow requirements in place at the time of their first enrollment must complete all degree requirements within a maximum of 10 calendar years from the date of that enrollment. If the work for the degree covers a period longer than 10 years, the student must update to the most current degree program requirements.

Independent Projects

Students who qualify may earn elective journalism and mass communication credit for special projects. Enrollment requires the permission of a supervising faculty member. Generally, permission is given only when the proposed study program does not duplicate material or experiences available in regular offerings of the school.

Interdisciplinary Program in Film and Video Studies

In keeping with the school's participation in and commitment to the interdisciplinary program in Film and Video Studies the Gaylord College allows FVS students to enroll in a number of JMC courses. In order to receive permission to enroll in a JMC course, the FVS student must present an advisement form signed by an FVS advisor. Film and Video Studies students may complete a maximum of 15 JMC credit hours. Journalism and Mass Communication majors, completing a minor in Film and Video Studies, will be allowed a combined maximum of 45 hours in JMC to count toward the Bachelor of Arts in Journalism degree.

Distinction and Special Distinction Degrees

Undergraduate students who complete a Bachelor of Arts in Journalism may be graduated *with Distinction* if they have completed a minimum of 60 hours at the University of Oklahoma and achieve the required grade point averages. The degree *with Distinction* will be conferred on students who achieve at least a 3.60 grade point average overall and on the required OU resident work. The degree *with Special Distinction* requires a minimum 3.80 grade point average overall and on the required OU resident work. The final semester's grades will be included in the grade point average that determines the Distinction or Special Distinction degree.

Minors

Broadcast Meteorology Minor

Minor in Broadcast Meteorology

Minor in Creative Media Production

The Minor in Creative Media Production allows majors outside of Journalism and Mass Communication to pursue creative media production courses skill set and knowledge.

Professional Writing Minor

The Professional Writing Minor allows majors outside of Journalism and Mass Communication to pursue professional writing course skill set and knowledge.

ACCELERATED BACHELOR OF ARTS IN JOURNALISM/ MASTER OF ARTS

The accelerated Bachelor of Arts/Master of Arts provides high-achieving Gaylord undergraduate students an accelerated MA option. The program is a sequential accelerated program which awards the BA when it is completed. Students are then moved to graduate status.

- Advertising, Bachelor of Arts in Journalism & Mass Communication/ Master of Arts
- Creative Media, Production Bachelor of Arts in Journalism & Mass Communication/Master of Arts

- Journalism, Bachelor of Arts in Journalism & Mass Communication/ Master of Arts
- Public Relations, Bachelor of Arts in Journalism & Mass Communication/Master of Arts

Graduate Study

Master of Arts

Journalism and Mass Communication Master of Arts areas of interest include Broadcast and Electronic Media, Mass Communication Management, Journalism and Strategic Communication (public relations and advertising).

MASTER OF PROFESSIONAL WRITING

Master of Professional Writing program is designed to develop and refine commercial writing skills for students interested in producing nonfiction books, novels and screenplays.

GRADUATE CERTIFICATES

Journalism and Mass Communication Graduate Certificates are not degree programs; rather, they are separate graduate education credentials. Certificates are the sets of courses that provide specific knowledge in the particular area. Students can now receive graduate certificates in strategic planning or media management.

Doctoral Programs

Journalism and Mass Communication Doctoral Programs is designed for students who wish to explore deeply the practices and values of journalism, mass communication and the media professions.. Graduates will be prepared to become both accomplished researchers and outstanding teachers in colleges and universities around the world.

ADMISSION

Students seeking admission to the college's master's programs, which lead to the Master of Arts and Master of Professional Writing degrees, must meet all requirements for admission to the University's Graduate College. Please see the Graduate College for specific information.

To be admitted in full standing, a student must have a minimum undergraduate grade point average of 3.20 on the 4.0 scale on the last 60 hours of coursework completed. Students may be admitted conditionally with a 3.0 grade point average in the last 60 hours of undergraduate coursework.

For full admission to the M.A., a student must also have successfully completed courses in media writing, mass communication history or law, an upper-division journalism and mass communication elective, and a course in statistics. Admission to the graduate program is conditional until the aforementioned requirements are complete.

Professional writing applicants without sufficient background may be required to take courses on short story writing, writing for the entertainment media, or both as part of conditional admission.

Students with a grade point average below 3.0 in the last 60 hours, while not eligible for admission into the journalism and mass communication master's programs, may seek admission to the university as Special Students. By permission, upon completion of a minimum of 12 hours of 3000-4000-level coursework with a grade point average of 3.25 or better, they could be considered for admission into the Gaylord College of Journalism and Mass Communication.

G4000-Level Courses

A maximum of 12 credit hours of G4000-level courses will count toward the master's degree. No more than nine of these hours may be in journalism and mass communication.

Transfer Credit

A maximum of eight credit hours of graduate work may be transferred from other universities if such work meets the college's requirements. No transfer credit will be accepted toward meeting core requirements.

Courses

JMC 0123 Fundamentals of Writing for the Media 3 Credit Hours

Emphasis will be on fundamentals of writing technique for journalists and other communicators, with a minimum of thirty writing assignments, most in a timed laboratory environment, but some on a take-home basis. Examination of information, logical arrangement of facts, and straightforward, literate writing of the material to prescribed length will be taught. Special attention given to fundamentals in grammar and syntax. Not acceptable for degree credit at the University of Oklahoma. Laboratory (F, Sp)

JMC 1013 Introduction to Media 3 Credit Hours

Development, scope, functions and information resources of mass media, emphasizing the role of professionals in solving contemporary problems in the mass media. (F, Sp) [I-O] .

JMC 2033 Media Writing & Storytelling 3 Credit Hours

Prerequisite: 1013 or concurrent enrollment; passage of the school's writing skills test, and permission of instructor. Introduction to journalistic writing: the expository and persuasive formats; supervised practice in writing for the print, broadcast and photographic media; study of professional demands of organizing and presenting information in the various media. Laboratory (F, Sp)

JMC 2623 Electronic Media Writing 3 Credit Hours

Prerequisite: 1013, 2033. Introduction to the various styles of writing used in broadcast and electronic media including narrative, promotional, news and documentary. (F, Sp)

JMC 2644 Introduction to Video Production 4 Credit Hours

Prerequisite: 1013. Provides an overview of both studio and location video production. Lecture, labs and self-paced study will examine production, writing and performance concepts and applications. (F)

JMC 2683 Survey of Electronic Media 3 Credit Hours

Prerequisite: 1013. Conceptual overview of electronic media in both the national and international contexts. Course will cover technology, history, ethics, regulation, programming, diversity, advertising, management and production. (F, Sp)

JMC 2970 Special Topics 1-3 Credit Hours

1 to 3 hours. Prerequisite: sophomore standing. May be repeated with change of content; maximum credit nine hours. Deals with content and concepts not usually offered in regular coursework and/or special creative situations or projects. (Irreg.)

JMC 3003 Multimedia Journalism 3 Credit Hours

Prerequisite: 2033. Introduces concepts and practices necessary for working in a multi-platform media environment. Provides instruction in the use of photographs, graphics, audio, video and the written word to create stories and content for print, broadcast and online media. (F, Sp, Su)

- JMC 3011 Practicum 1 Credit Hour**
Prerequisite: permission of instructor. May be repeated; maximum credit three hours, two hours may be in the same area. Sections include The Wire, tv programming and operations, Oklahoma Daily, radio station KGOU, OUNightly News, the Sooner Yearbook student staff members, and other JMC major co-curricular opportunities. Discussion and analysis of current problems. (F, Sp, Su)
- JMC 3013 Multimedia News Gathering 3 Credit Hours**
Prerequisite: 2033, 3003. Development of practical and professional methods of gathering news and information, including exercising news judgment, initiating story ideas, conducting research and interviewing, and producing news content for print, broadcast and online media. (F, Sp, Su)
- JMC 3023 Feature Writing 3 Credit Hours**
Prerequisite: 2033 and 3003. Recognition and development of ideas for feature stories for various media. Instruction in background research and interviewing methods, writing and rewriting to develop an individual writing style. Students research, write and rewrite a minimum of eight feature stories. (Irreg.)
- JMC 3043 Community Journalism 3 Credit Hours**
Prerequisite: 2033. The meaning of community is evolving with the importance of new media in the cultural mix. While geographical communities continue to define media consumers, so do online communities, ethnic and racial communities, gender communities and other ways of grouping together to find and exchange relevant information through the media. Explores a variety of forms of community journalism from its roots in the small town newspapers that have provided a verbal/visual town square for centuries to current redefinitions of the concept of community and the media manifestations of those redefinitions. (F, Sp)
- JMC 3063 Introduction to Broadcast Journalism 3 Credit Hours**
Prerequisite: 2033 and 3003, or concurrent enrollment or permission. Introduction to the professional standards, vocabulary, processes, and newsroom organization of broadcast news. Focus is on learning how a broadcast newsroom functions and the collaboration needed to create a productive and efficient newsroom environment. (F, Sp, Su)
- JMC 3083 Business of Media 3 Credit Hours**
Prerequisite: 2033 and completion of OU Math requirement. Explores the dual purpose of news and information media - the public service ethic rooted in journalism values and the financial interest rooted in business - and how the values of journalism co-exist and conflict with the values of business. (F, Sp)
- JMC 3103 News Editing 3 Credit Hours**
Prerequisite: 2033, 3003. Work on newspapers, including correction of errors of fact and expression. The factors considered in selection of news. Good taste in editing copy; avoidance of libel; headline writing; techniques of copy control; newspaper makeup and arrangement. Laboratory (F, Sp)
- JMC 3143 Photojournalism 3 Credit Hours**
Prerequisite: JMC 1013 and JMC 2033, or permission from instructor. Course will sharpen your skills as a professional creator of photographic content. Learn to operate DSLR cameras. Learn how to deliver visual content on mobile & social media platforms along with basic video storytelling. (F)
- JMC 3153 Magazine Industry and Issues 3 Credit Hours**
Prerequisite: 2033. Examines development of the magazine industry and its current state, including ethical and legal issues and the impact of e-zines. Explores the trend toward niche magazines - including the strong ethnic/minority niche - and the specific requirements of magazine journalism, design and production. (F, Sp)
- JMC 3163 Intro to Sports Journalism 3 Credit Hours**
Prerequisite: JMC 1013, JMC 2033, or permission of instructor. Focus will be on the art of sports interviewing and sports writing. Course will contain all phases of the media – print, radio, TV, & online. Emphases on asking pertinent questions & then building a story line. Students will be expected to create editorials & features as they pertain to different media groups. (F)
- JMC 3303 Introduction to Advertising 3 Credit Hours**
Prerequisite: 1013, 2033 or permission. Survey of the field of advertising and career areas within the field with emphasis on the relationship between marketing and advertising and the media which serve as channels of advertising communication. (F)
- JMC 3333 Advertising Research 3 Credit Hours**
Prerequisite: 1013, 2033, 3303. Introduction to concepts of research. Survey and use of secondary and primary data sources as basis for formulating basic advertising plans, including advertising and communications goals and objectives. (Sp)
- JMC 3353 Advertising Copy and Layout 3 Credit Hours**
Prerequisite: 1013, 2033, 3303 or permission. Principles and their application in advertising design and copywriting. Stress on the analysis of appropriate appeals and the development of advertising concepts to convey these through the various media. Emphasis on practice in making rough layouts and writing finished copy. (Sp)
- JMC 3363 Advertising Media 3 Credit Hours**
Prerequisite: 1013, 2033, 3303. Characteristics of the major advertising media. Problems of rates, coverage and costs of using various media mixes. Emphasis on the planning of the media schedule and its relationship to the creative strategy. (F)
- JMC 3383 Digital Design II 3 Credit Hours**
Prerequisite: JMC 1013, JMC 2033, JMC 3303, JMC 3333, JMC 3353 or permission from instructor. This course will provide students with instruction in how to create enhanced design work. Coursework will advance design capabilities using the latest digital design software and will prepare students to handle projects in the field of graphic design. Learn concepts relevant to graphic design in order to further develop creativity & personal design aesthetic. (F, Sp)
- JMC 3393 Advanced Copywriting 3 Credit Hours**
Prerequisite: 1013, 2033, 3303, 3333, 3353. Extended practice in application of creative copy principles for major advertising media including newspapers, magazines, radio and television. (Irreg.)
- JMC 3413 Introduction to Public Relations 3 Credit Hours**
Prerequisite: 1013, 2033. The history, scope, ethics and functions of public relations. Particular attention given to ways of gaining public support for an activity, cause, movement or institution. (F, Sp)
- JMC 3423 Public Relations Writing 3 Credit Hours**
Prerequisite: 1013, 2033, 3413. Fundamentals and practice in preparation of public relations copy for various media and channels, including news and feature stories, photo captions, public service broadcasts and telecasts, viewbooks, annual reports, plans-programs memos, speeches, letters and direct mail materials. Techniques in dealing with management and various publics, including the news media. Laboratory (Sp)

- JMC 3433 Public Relations Publications 3 Credit Hours**
Prerequisite: 1013, 2033, 3413, 3423. Planning, writing and producing company and institution magazines with special emphasis on design, layout and content. Laboratory (F)
- JMC 3440 Mentored Research Experience 3 Credit Hours**
0 to 3 hours. Prerequisites: ENGL 1113 or equivalent, and permission of instructor. May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)
- JMC 3443 Event Planning 3 Credit Hours**
Prerequisite: JMC 1013, JMC 2033, JMC 3413 or permission from instructor. This course explains how the event planning business works and what event planners do - from small parties to big corporate events. Elements covered include design, project management, site selection and development, safety and security, food and beverage service, and entertainment. (F)
- JMC 3504 Introduction to Professional Writing 4 Credit Hours**
Prerequisite: JMC 1013, JMC 2033, JMC 3011 or concurrent enrollment in JMC 3011, and instructor permission. Basic theory, orientation and fundamental techniques of fiction writing. (F, Sp)
- JMC 3534 Professional Writing: Magazine Writing 4 Credit Hours**
Prerequisite: 1013, 2033, 3023 or 3504. Research, preparation, technical devices, marketing of the nonfiction article or book. Study of current trends, with emphasis on magazine nonfiction. (Irreg.)
- JMC 3613 Electronic Field Production 3 Credit Hours**
Prerequisite: 2033, 2644 and/or 2623 or concurrent enrollment. Single-camera field production. Studies in methods for visual storytelling with electronic media. Students learn to gather, evaluate and post-produce content for traditional and emerging new media. (F, Sp)
- JMC 3633 Audio Production 3 Credit Hours**
Prerequisite: 1013, 2033. Studies in audio technology, recording techniques and technology, audio for television, film, radio and other distribution technologies. The study of processes including foley, synchronization, live mixing, talent microphone techniques, and audio engineering. Production of multiple audio elements for a variety of applications including news, advertising, promotion and others. (F, Sp)
- JMC 3653 Radio News 3 Credit Hours**
Prerequisite: 2033 and 3003 or 2623. Study and practice of writing, editing and preparation of radio newscasts. (F)
- JMC 3663 Electronic News Gathering Techniques 3 Credit Hours**
Prerequisite: 2033 and 3003. The history, theory and application of electronic news gathering techniques. Students learn to gather audiovisual information, evaluate it, edit it, and prepare the data for distribution through traditional and emerging news media. (F, Sp)
- JMC 3673 Radio-Television Sales 3 Credit Hours**
Prerequisite: 1013 and 2033. Interpretation of sales, market and media data used in making sales presentations on behalf of radio and television media. Emphasis is on creative use of these data regarding sales problems. (Irreg.)
- JMC 3683 Interactive Multimedia 3 Credit Hours**
Prerequisite: 2033 and 3003 or permission of instructor. Description and history of interactive multimedia. Students explore current uses of these new technologies and receive instruction in practical application. Students conceive and design iam programs, incorporating computer graphics, text, animation, audio and video. (F, Sp)
- JMC 3703 Photojournalism 3 Credit Hours**
Prerequisite: 3143. Assignments include preparation of portfolio involving techniques to add interest to photographic content and two photo stories submitted for sale to news and magazine editors. Laboratory (Irreg.)
- JMC 3713 History of Motion Media 3 Credit Hours**
Prerequisite: 2644 and 2683, or permission of instructor. History and development of film, television and emerging media as a communication medium. Varied critical perspectives are offered; exemplary media presented, preceded by lectures on history and technique, followed by discussion periods. (Irreg.)
- JMC 3723 Introduction to Documentary 3 Credit Hours**
Prerequisite: 1013 and 2644, or permission of instructor. History and development of the documentary medium. Varied perspectives are offered; exemplary films and videos are presented, preceded by lectures on history and technique. Includes discussion periods and practice. (Irreg.)
- JMC 3753 Electronic Media Criticism 3 Credit Hours**
Prerequisite: 1013, 2033. Offers basic skills to interpret the role that internet, video, film and audio play as a cultural force in society. Students will learn to become critical analysts of media texts. (Sp)
- JMC 3763 Visual Writing and Aesthetics 3 Credit Hours**
Prerequisite: 2033, 2644. Course covers how shots and their sequencing communicates specific messages to audiences. Focus is on writing short-form dramatic scripts. Students, using visual language as a basis, will script a television series or a number of short films. (F, Sp)
- JMC 3773 Television News 3 Credit Hours**
Prerequisite: 3003, 3013, 3063 and 3663. Television news principles and practice in use of ENG (electronic news gathering), editing of video tape stories and preparation of television news programs. Laboratory (F, Sp)
- JMC 3800 Internship 2-3 Credit Hours**
2 or 3 hours. Prerequisite: 3.00 grade point average required with a total of 75 semester hours completed of which 15 semester hours are required in JMC. Variable Credit, student may choose 2 or 3 credit hours. May be repeated; maximum 6 credit hours. Participation in supervised intern experience; grade of S or U based on work performance, regular reports, on-site supervisor evaluation. (F, Sp, Su)
- JMC 3960 Honors Reading 1-3 Credit Hours**
1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated with change of content; maximum credit six hours. Consists of topics designated by the instructor in keeping with the student's major program; covers materials not usually presented in regular courses. (F, Sp, Su)
- JMC 3970 Honors Seminar 1-3 Credit Hours**
1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated with change of content; maximum credit six hours. Projects vary; deal with concepts no usually presented in regular coursework. (F, Sp, Su)
- JMC 3980 Honors Research 1-3 Credit Hours**
1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated with change of content; maximum credit six hours. Provides an opportunity for the gifted Honors candidate to work at a special project in the student's field. (F, Sp, Su)
- JMC 3990 Independent Study 1-3 Credit Hours**
1 to 3 hours. Prerequisite: permission of instructor and junior standing. May be repeated once with change of content; maximum credit six hours. Independent study may be arranged to study a subject not available through regular course offerings. (F, Sp, Su)

- JMC G4013 Reporting Public Affairs 3 Credit Hours**
Prerequisite: 3003 and 3013 or graduate standing. Coverage of government news at the local level with special attention on court procedures, assessments, taxes, budgets and current city, county, state and school problems. Practical experience on city hall and courthouse assignments. (F)
- JMC 4033 Magazine Production 3 Credit Hours**
Prerequisite: 3003 and 3153. Focuses on the overall business structure of the magazine industry and how to create a business plan for a magazine start up. Explores the creative side of magazine, creating a magazine prototype that accompanies the publication's business plan. The class focuses on what is required to take a magazine from concept to sustainable circulation. No student may earn credit for both 4033 and 5033. (F, Sp)
- JMC 4183 Advanced Multimedia Journalism 3 Credit Hours**
Prerequisite: 3003, 3013, any two skills streams, or permission of instructor. Advanced instruction in multimedia journalism, with focus on producing news and information content using text, photography, audio and video for a web-based product. No student may earn credit for both 4183 and 5183. (F, Sp)
- JMC 4193 Principles of Media Entrepreneurship 3 Credit Hours**
(Slashlisted with JMC 5193) Prerequisite: JMC 1013 and JMC 2033. An in-depth examination of media entrepreneurship and distribution in the digital age. Students will learn how to create their own company, design a business plan, create budgets, and find financial backers and sponsors. Current approaches to marketing and distributing media products of various forms to the media industry will also be explored. No student may receive credit for both 4193 and 5193. (F, Sp, Su)
- JMC 4223 Digital Advertising 3 Credit Hours**
(Slashlisted with JMC 5223) Prerequisite: JMC 1013, JMC 2033 and JMC 3033. Recognizing the growing importance of newly emerging forms of advertising/promotions using non-traditional or alternative media, this course is designed to explore a new view of advertising in the current marketing/media environments. Along with learning the traditional advertising theories, students will understand how to effectively measure the use of interactive advertising media. No student may earn credit for both 4223 and 5223. (Irreg.)
- JMC 4233 Advertising Portfolio 3 Credit Hours**
(Slashlisted with 5233) Prerequisite: 1013, 2033, 3303, 3353. Designed for students interested in advertising copywriting, art direction, account planning, advertising media, and advertising account management. Students will learn how to create an advertising portfolio by exploring all aspects of portfolio creation and strategies for marketing it to real professionals. No student may earn credit for both 4233 and 5233. (Irreg.)
- JMC 4243 Strategic Fashion Communication 3 Credit Hours**
(Slashlisted with JMC 5243) Prerequisite: 1013, 2033, 3303, 3413. Offers both a critical and practical exploration of the fashion communication business covering the complete cycle of the fashion industry from the concept and production stages to marketing campaigns, product sales, and events planning. Focusing on the lifecycle of the fashion brand. No student may earn credit for both 4243 and 5243. (Irreg.)
- JMC 4253 British Media Studies 3 Credit Hours**
(Slashlisted with JMC 5253) Prerequisite: JMC 1013, JMC 2033, and permission of instructor. Critical analysis of the products of the media and the impact that the British media have upon their and our culture. Students will gain the ability to understand similarities and differences in British and American media cultures. No student may earn credit for both 4253 and 5253. (Irreg.)
- JMC 4263 British News Media Systems 3 Credit Hours**
(Slashlisted with JMC 5263) Prerequisite: junior standing and permission of instructor. Examines the structure, role, history and future of the news media in the United Kingdom and Europe. Covers print, broadcast, and web-based news media, with particular emphasis on broadcast/journalism and the current challenges it faces. There will be site visits to advertising and public relations agencies. Students will learn about the role of public service media in the U.K. as well as more market-based media. Explores how U.S. media companies operate outside their home country and the issues they face. No student may earn credit for both 4263 and 5263. (Irreg.)
- JMC 4273 Communicating Culture Tourism Media: Concepts and Theory 3 Credit Hours**
(Slashlisted with JMC 5273) Prerequisite: JMC 1013, JMC 2033 & JMC 3413 & permission from instructor; corequisite JMC 4283. Through an immersion experience in an international location, students will analyze the cultural traditions and history of modern travel media. Studies include the major contexts and motives of tourism, as well as the foundations of contemporary forms of travel media. No student may earn credit for both 4273 and 5273. (Irreg.)
- JMC 4283 Communicating Culture Tourism Media: Travel Genres 3 Credit Hours**
(Slashlisted with JMC 5283) Prerequisite: JMC 1013, JMC 2033, JMC 3413 & permission of instructor; corequisite JMC 4273. Through an immersion experience in an international location, this course will teach students the elements of narrative storytelling for media, and give them opportunities to hone and develop their individual writing styles through applied assignments. Students will gain the strategic and applied skills for feature-style writing that will allow them to produce media that meet professional standards. No student may earn credit for both 4283 and 5283. (Irreg.)
- JMC 4303 International Advertising 3 Credit Hours**
(Slashlisted with JMC 5303; Crosslisted with MKT 4303) Prerequisite: JMC 3303 or special permission from instructor. May be repeated with change of subject matter; maximum credit six hours. Designed to provide basic understanding of advertising and culture that applies to advertising in non-American locations. No student may earn credit for both 4303 and 5303. (Irreg.)
- JMC 4323 Advertising Account Planning 3 Credit Hours**
(Slashlisted with 5323) Prerequisite: 3303. Discussion and practice of the advertising agency function of representing the target audience. Emphasis on learning to think like a consumer. Incorporates creativity, market research, consumer behavior and critical thinking to help in understanding target audiences. No student may earn credit for both 4323 and 5323. (F)
- JMC G4333 Contemporary Problems in Advertising 3 Credit Hours**
(Slashlisted with 5333) Prerequisite: 1013, 2033, 3303, 3333. Survey of contemporary problems in advertising, including current social and economic criticisms, legal and self-regulation problems, and agency and media-related problems. No student may earn credit for both 4333 and 5333. (F)
- JMC 4343 Advertising Campaigns 3 Credit Hours**
Prerequisite: 1013, 2033, 3303, 3333, 3353, 3363 and senior standing. This is the senior capstone course for the advertising sequence. Working as members of competitive advertising agency teams, students research, plan, develop marketing, creative and media strategy and make formal presentations to a major client for a complete advertising campaign. Laboratory (F, Sp) [V] .

- JMC 4353 Cinematography** **3 Credit Hours**
(Slashlisted with JMC 5353) Prerequisite: JMC 1013, 2033 and JMC 2644. Students will learn to use light, camera and color correction to craft moving images, create mood and tell stories. Students will also gain an understanding of seminal cinematographers from around the world, their work and aesthetic sensibilities. No student may receive credit for both 4353 and 5353. (F, Sp)
- JMC 4363 Data Journalism** **3 Credit Hours**
(Slashlisted with JMC 5363) Prerequisite: JMC 1013 and JMC 2033 or permission from instructor. Introduction to the basic concepts and skills necessary to use numerical, statistical, geographical and survey data as a way of telling compelling fact-based stories. Stories may be used as news, strategic or narrative products. Data can be used in all of Gaylord fields from journalism to professional writing. Class builds skills in finding, cleaning, analyzing, interpreting and then using data. No student may earn credit for both 4363 and 5363. (F, Sp)
- JMC 4373 Media Psychology** **3 Credit Hours**
(Slashlisted with JMC 5373) Prerequisite: JMC 1013 and JMC 2033 or Instructor permission. Focus on cognitive and emotional processing of media. Topics cover: how do media impact our thoughts, feelings and behaviors, how and when we change our attitudes, what the media teach us about the world, how we pay attention to television, print media, and the Internet, how we respond emotionally, and how we decide what is real. Psychological theories reviewed. No student may earn credit for both 4373 and 5373. (F, Sp)
- JMC 4403 Public Relations Campaigns-Capstone** **3 Credit Hours**
Prerequisite: 1013, 2033, 3413, 3423, 3433. Capstone course for the Public Relations sequence. Detailed analysis of current case studies in the planning, execution and evaluation of public relations programs and projects, including practical work in the field. Emphasis given to fact finding, researching publics, setting objectives, planning the program/project, execution and evaluation. (Sp) [V] .
- JMC 4413 Crisis Communication** **3 Credit Hours**
Prerequisite: 3413 or instructor permission. Examine strategic communication practices throughout the three stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, ethical responses, and organizational learning. No student may earn credit for both 4413 and 5413. (F, Sp)
- JMC 4423 Public Relations Case Studies** **3 Credit Hours**
(Slashlisted with 5423) Prerequisite: 1013, 2033, 3413. Designed to demonstrate how to apply public relations theory to a wide range of possible situations. Requires the student to adapt the communications and PR models learned in the public relations principles course to a number of case studies and problems. No student may earn credit for both 4423 and 5423. (Irreg.)
- JMC 4433 Sports Public Relations** **3 Credit Hours**
(Slashlisted with 5433) Prerequisite: 1013, 2033, 3413. A study of public relations as it is practiced in the sports industry featuring guest and video presenters representing various sports publicity, promotion and public relations positions. Includes representatives of newspaper, television, and radio sports departments. No student may earn credit for both 4433 and 5433. (Irreg.)
- JMC 4453 Public Relations Research** **3 Credit Hours**
(Slashlisted with 5453) Prerequisite: 3413. To build skills in the use of various public relations research methodologies available for exploratory, evaluation, and management assessment of programs. No student may earn credit for both 4453 and 5453. (Sp)
- JMC G4463 Public Relations Management** **3 Credit Hours**
Prerequisite: 3413 or graduate standing. Theory and concepts of public relations as a management function. Emphasis on practical applications and case studies. Topics explored, in seminar fashion, include social and organizational contexts of public relations management, systems and strategies for planning, implementing and evaluating public relations activities, and tasks involved in public relations management. (F, Sp)
- JMC 4473 Social Media Marketing** **3 Credit Hours**
(Slashlisted with JMC 5473) Prerequisite: junior standing; majors only; JMC 1013, JMC 2033 and JMC 3413. Social Media Marketing explores the most effective marketing strategies and tactics used by brands to engage with consumers on each social media platform. You'll study best practices in social media marketing and apply them to the eight-step social media-planning model to construct an extensive real world social media marketing plan for a client. No student may receive credit for both 4473 and 5473. (F, Sp, Su)
- JMC 4483 Global and International Public Relations** **3 Credit Hours**
(Slashlisted with JMC 5483). Prerequisite: JMC 1013, JMC 2033 and JMC 3413. Investigate current issues in global public relations practice. Students will examine how political, socio-economic, cultural, and historical particularities, together with pop culture, influence modern public relations practice. Students will also learn what role the social media plays in shaping global public relations strategies, as well as what role globalization plays in shaping strategic communication messages on international markets. No student may receive credit for both 4483 and 5483. (F, Sp, Su)
- JMC 4503 Tutorial in Writing** **3 Credit Hours**
Prerequisite: 1013, 2033, 3504, 3514 and permission. May be repeated once for credit; maximum credit six hours. May accompany 3514 with permission. Individual conferences devoted entirely to preparation, criticism, editing and preparation for marketing of the student's original manuscript, both fiction and nonfiction. (F, Sp)
- JMC 4514 Writing the Novel** **4 Credit Hours**
Prerequisite: 1013, 2033, 3504 and 3514; or permission. May be repeated; maximum credit eight hours. Analysis of the practical creative problems involved in writing novels. Instruction in specific approaches and techniques useful in plotting, characterization, setting, scene, etc. Supervised writing of a novel by each student. (F, Sp)
- JMC 4524 Writing the Short Story** **4 Credit Hours**
(Slashlisted with JMC 5524) Prerequisite: majors only; JMC 1013, JMC 2033, JMC 3504 and permission of instructor or department. Techniques and theory of fiction writing and plots, with emphasis on current American short stories. No student may earn credit for both 4524 and 5524. (F, Sp)
- JMC 4533 Mystery Writing** **3 Credit Hours**
(Slashlisted with JMC 5533) Prerequisite: JMC 3504. A survey and discussion of the various popular forms that are used in the creation of commercial crime stories in fiction and film. This look at the most popular forms of crime writing and their rationales has the intention of allowing students to develop their own crime writing projects to better fit the prevailing markets. No student may earn credit for both 4533 and 5533. (F, Sp)

- JMC 4543 Sci-Fi & Fantasy Writing 3 Credit Hours**
(Slashlisted with JMC 5543) Prerequisite: JMC 3504. Although most people lump science fiction and fantasy stories together, these two genres are worlds apart. This course will help you expand your understanding of the two areas by focusing on world building, tech, and magic as well as potential societal differences. Sci-Fi & Fantasy Writing allows participants to dig more deeply into genres they wish to explore. No student may earn credit for both 4543 and 5543. (F, Sp)
- JMC G4563 Category Fiction 3 Credit Hours**
(Slashlisted with 5563) Prerequisite: 3504 and 3514, or permission of instructor. May be repeated once with change of content; maximum credit six hours. In-depth study of current popular fiction genres and techniques used by category authors. Discussion of books in terms of fiction devices and application of such techniques to student's own work. No student may earn credit for both 4563 and 5563. (F)
- JMC 4573 Theories of Professional Writing 3 Credit Hours**
(Slashlisted with JMC 5573) Prerequisite: majors only; JMC 3504. Study of significant theories of the writing process, the motivation to write, and intended effects of writing. Students will address aesthetics, philosophy and values relating to careers in writing. No student may earn credit for both 4573 and 5573. (F, Sp)
- JMC 4583 Romance & Suspense Writing 3 Credit Hours**
(Slashlisted with JMC 5583) Prerequisite: JMC 3504. These two genres exist independently of each other, yet can blend to make a hybrid that remains a highly successful type of story. This course will illustrate the core values of Romance and Suspense, touching on the various subgenres of each, then show participants how to use those core elements to create romantic suspense stories. Romance & Suspense Writing allows interested participants to gain a more rounded knowledge of each genre so that they can write in either field or combine the two. No student may earn credit for both 4583 and 5583. (F, Sp)
- JMC 4593 Young Adult Fiction Writing 3 Credit Hours**
(Slashlisted with JMC 5593) Prerequisite: JMC 3504. Young adult fiction is a thriving sector of the book industry. This class deconstructs the state of the young adult market and uses current award winners and bestsellers as models of aspects of story such as characterization, world-building, plotting and voice. Students learn how to position their work in a booming market and discover how writing young adult fiction is similar to and different from writing for adults. No student may earn credit for both 4593 and 5593. (F, Sp)
- JMC 4603 Business of Professional Writing 3 Credit Hours**
Prerequisite: JMC 4573 & Senior Standing. The capstone course should reflect the culmination of the student's training in writing technique and craftsmanship and demonstrate the student's ability to apply such knowledge in his or her own writing. Furthermore, the student should show awareness of the marketplace and what constitutes work that is commercial, professional, and saleable. (F, Sp) [V].
- JMC 4623 Producing and Directing for Multi-Camera 3 Credit Hours**
(Slashlisted with 5623) Prerequisite: 2644. Covers the techniques of multi-camera for studio and/or location production. Preparatory, practical, technical, and theoretical issues regarding pre-production, production, and directorial work for live television. No student may earn credit for both 4623 and 5623. (Irreg.)
- JMC 4633 Advanced Video Production 3 Credit Hours**
(Slashlisted with 5633) Prerequisite: 2033, 3613. May be repeated once; maximum credit six hours. Advanced single-camera class. Units on aesthetics, lighting, visualization, post-production and the integrations of sound. Intensive practice and skill development in television production techniques. No student may earn credit for both 4633 and 5633. Laboratory (F, Sp)
- JMC 4643 Advanced Audio Production 3 Credit Hours**
(Slashlisted with JMC 5643) Prerequisite: 2623, 3633. Advanced study of the technology, capabilities and utilization of audio media. Units on advanced audio techniques for radio, television and film. Intensive practice and skill development in audio production techniques. No student may earn credit for both 4643 and 5643. (Irreg.)
- JMC 4653 Issues And Ethics In Electronic Media 3 Credit Hours**
Prerequisite: 90 hours including twelve hours of Journalism and Mass Communications courses. Capstone course for Broadcasting and Electronic Media. Identification, examination, and analysis of current and ethical issues affecting media and media industries. Course content varies. (Sp) [V].
- JMC 4673 Advanced Broadcast News 3 Credit Hours**
(Slashlisted with 5673) Prerequisite: 3013 and 3773. Study of current requirements for and practice of public affairs programming, including news. Evolution of broadcast documentary form; writing, filming, editing techniques; budgeting and scheduling; actual preparation of public affairs programs of various types with emphasis on the extended-length news documentary. No student may earn credit for both 4673 and 5673. Laboratory (Sp)
- JMC 4683 Multimedia Content Management 3 Credit Hours**
(Slashlisted with 5683) Prerequisite: 3013 and 3683. Examines working with media content in a variety of formats such as text, audio, video, photography and graphics, for online media. Instruction and practice in editing designing, presenting, and managing news and information content for online media. No student may earn credit for both 4683 and 5683. (F, Sp) [V].
- JMC 4734 Film Script Writing 4 Credit Hours**
Prerequisite: 2033, 3504 or permission. May be repeated; maximum credit eight hours. Analysis of practical creative problems in writing the feature length narrative screenplay. Instruction in specific approaches and techniques including outlining, the three-act structure, format, dialogue, and characterization. Supervised writing of an original screenplay by each student. (Sp)
- JMC 4753 Documentary Research and Writing 3 Credit Hours**
(Slashlisted with 5753) Prerequisite: 2644, 3723 or concurrent enrollment or permission. Covers the preparation of a documentary from both practical and critical/theoretical directions. Focuses on research, writing and submission of documentary proposals, and practical writing exercises. No student may earn credit for both 4753 and 5753. (F)
- JMC 4763 Documentary Producing and Directing 3 Credit Hours**
(Slashlisted with 5763) Prerequisite: 4753. Emphasis is on the production and post-production phases of producing a documentary and developing the necessary skills. These include camera, lighting, sound recording, styles of visual coverage, interviewing, etc. The post production skills may include editing sound, visuals, writing and recording narration and voice over tracks, along with titles and graphics to complete a documentary. Students will shoot and complete a documentary project. No student may earn credit for both 4763 and 5763. (Sp)

- JMC 4773 Post Production and Graphics 3 Credit Hours**
(Slashlisted with 5773) Prerequisite: 3613. Practice and understanding of the aesthetic and technical applications of digital editing and design. Advanced non-linear editing techniques, DVD creation, graphic design, soundtrack creation, and compositing are covered in the context of fiction and non-fiction visual storytelling. No student may earn credit for both 4773 and 5773. (F, Sp)
- JMC 4793 Broadcast Advertising Production 3 Credit Hours**
(Slashlisted with 5793) Prerequisite: 2623 and 3613, or permission of instructor. Addresses all the major stages of creating broadcast advertising messages from research and development of scripts through production, post production and final presentation. Emphasis will be placed on working in teams to create commercial messages. No student may earn credit for both 4793 and 5793. (Irreg.)
- JMC 4803 History of Media 3 Credit Hours**
Prerequisite: junior standing and twelve hours of Journalism credit hours. European background and development of the colonial press. Emergence of the partisan and penny newspapers. Evolution of personal and independent journalism. Major trends in printed and other communication media in the twentieth century. (F, Sp)
- JMC 4813 Media Law 3 Credit Hours**
Prerequisite: ninety hours, including thirteen hours of journalism and mass communication. Capstone course for the Journalism sequence. Examines the principles by which the media exercise their public functions and fulfill the mission of the First Amendment. Areas studied include: the right to know, truth and fairness, responsibility, libel, privilege, fair comment, privacy, contempt, copyright, regulation of advertising and the rules, regulations and industry codes which affect the broadcast media. (F, Sp) [V].
- JMC 4833 Journalism Ethics 3 Credit Hours**
(Slashlisted with 5833) Prerequisite: junior standing and twelve hours of journalism and mass communication courses. Press criticism; organizational performance; reportorial performance; print/broadcast distinctions. No student may earn credit for both 4833 and 5833. (F, Sp)
- JMC 4853 Race, Gender and the Media 3 Credit Hours**
(Slashlisted with 5853) Prerequisite: junior standing and twelve Journalism and Mass Communication credit hours. Survey of past and present relationships between women and racial and ethnic minorities in the U.S. and the media. Media portrayal, employment, ownership and access will be studied. No student may earn credit for both 4853 and 5853. (Sp)
- JMC 4863 Journalism, Ethics and Democracy 3 Credit Hours**
Prerequisite: 90 hours, including 24 hours in Journalism. Journalism Capstone course that immerses majors in a conceptual examination of the crucial role of news professionals in a participatory democracy. Emphasizes freedom of speech and press, ethical principles, the watchdog function of journalism, and social and professional responsibilities of journalists in an age of rapidly changing media forms. (F, Sp) [V].
- JMC 4903 Production for Clients 3 Credit Hours**
(Slashlisted with JMC 5903) Prerequisite: JMC 4633 or permission of instructor. Students work on actual client projects. The class simulates a production house operation. Working in teams, students are responsible for budgeting, working with clients, scripting, shooting, editing, and follow-through on the project. No student may earn credit for both 4903 and 5903. (F, Sp)
- JMC 4913 Dramatic Series/Short Productions 3 Credit Hours**
(Slashlisted with 5913) Prerequisite: 3763 and 4633. Focuses on the production of dramatic narrative content appropriate for electronic media distribution. Includes concepts used in the development of serial storytelling and short focused productions. No student may earn credit for both 4913 and 5913. (F, Sp)
- JMC 4960 Directed Readings 1-4 Credit Hours**
1 to 4 hours. Prerequisite: good standing in University; permission of instructor and dean. May be repeated; maximum credit four hours. Designed for upper-division students who need opportunity to study a specific problem in greater depth than formal course content permits. (Irreg.)
- JMC 4970 Special Topics 1-3 Credit Hours**
1 to 3 hours. Prerequisite: permission of instructor. May be repeated with change of subject matter; maximum credit nine hours. Varied projects with experimental, innovative and creative approaches, to communicating through the mass media. (Irreg.)
- JMC 4990 Independent Study 1-3 Credit Hours**
1 to 3 hours. Prerequisite: three courses in general area to be studied; permission of instructor and department; 3.00 grade point average on all college work. May be repeated; maximum credit six hours. Contracted independent study for topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (F, Sp, Su)
- JMC 5001 Professional Practices 1 Credit Hour**
Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit six hours. Discussion and practice in specialized skills related to news and information, strategic communication, or media arts. (F, Sp)
- JMC 5033 Magazine Production 3 Credit Hours**
Prerequisite: graduate standing and permission of instructor. Focuses on the overall business structure of the magazine industry and how to create a business plan for a magazine start up. Explores the creative side of magazine, creating a magazine prototype that accompanies the publication's business plan. The class focuses on what is required to take a magazine from concept to sustainable circulation. No student may earn credit for both 4033 and 5033. (F, Sp)
- JMC 5063 Readings in Mass Communication 3 Credit Hours**
Prerequisite: graduate standing and permission. Exploration of key works defining the field of mediated communication. Students will examine an area of inquiry of interest to them in depth through readings, discussion, and writing. Includes an examination of online resources, bibliographies, histories, theoretical concepts and issues, and critical biographies of key figures. (Sp)
- JMC 5073 Conceptual Issues in Graduate Study in Journalism and Mass Comm 3 Credit Hours**
Prerequisite: graduate standing. Introduction to key study areas in journalism and mass communication. Historical foundations, theoretical development and research trends will be outlined. Students will meet graduate faculty members and discuss major ideas and issues in the field. (F)
- JMC 5083 Mass Communication Theory 3 Credit Hours**
Prerequisite: graduate standing or permission. Theoretical perspectives and issues in mass communication. Emphasis on processes and effects that affect mass communication practices and media. Exploration of contemporary research and its contribution to the growing body of knowledge about mass communication. No student may earn credit for both 5083 and 6083. (F)

- JMC 5091 Thesis/Project Seminar 1 Credit Hour**
Prerequisite: graduate standing. Choice and development of appropriate research topics and proposals for thesis and professional projects. Discussion of the rigor and expectations for this research. (Sp)
- JMC 5093 Introduction to Research Methods in Mass Communication 3 Credit Hours**
Prerequisite: graduate standing. Introduction to research methods used in the study and practice of mass communication. Addresses how to formulate research problems and choose appropriate methods to study them, including both quantitative and qualitative approaches. (F)
- JMC 5113 Qualitative Research Methods 3 Credit Hours**
Prerequisite: graduate standing. Surveys a range of conceptual and methodological approaches appropriate for qualitative research in mass communication. Topics include conceptualization of research problems, framing research questions, the nature and sources of evidence, modes of interpretation, and conceptual framework from which evidence is analyzed in qualitative studies. No student may earn credit for both 5113 and 6113. (Sp)
- JMC 5123 International Media Systems 3 Credit Hours**
Prerequisite: graduate standing or permission of instructor. Introduction to world press systems and description of the broad dimensions of global mass media communication. Global controversies, questions and problems; regional media systems and technological similarities/differences of various countries' media systems. (Irreg.)
- JMC 5133 Quantitative Research Methods 3 Credit Hours**
Prerequisite: graduate standing. Quantitative research methods commonly used in the study of the process and effects of mass communication and the application of the scientific method to such inquiry. No student may earn credit for both 5133 and 6133. (Sp)
- JMC 5153 Special Topics in Media Arts 3 Credit Hours**
Prerequisite: graduate standing and permission of department. May be repeated with change of content; maximum credit twelve hours. Investigation of a problem relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in television, film, book, and other artistic or entertainment media. (Irreg.)
- JMC 5163 Special Topics in News and Information 3 Credit Hours**
Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit twelve hours. Investigation of a problem relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in journalism, news, and information fields. (Irreg.)
- JMC 5173 Special Topics in Strategic Communication 3 Credit Hours**
Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit twelve hours. Investigation of a problem relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in advertising, public relations, and strategic communication fields. (Irreg.)
- JMC 5183 Advanced Multimedia Journalism 3 Credit Hours**
Prerequisite: graduate standing and permission of instructor. Advanced instruction in multimedia journalism, with a focus on producing news and information content using text, photography, audio and video for a web-based product. No student may earn credit for 4183 and 5183. (F, Sp)
- JMC 5193 Principles of Media Entrepreneurship 3 Credit Hours**
(Slashlisted with JMC 4193) Prerequisite: JMC 1013 & 2033 and graduate standing. An in-depth examination of media entrepreneurship and distribution in the digital age. Students will learn how to create their own company, design a business plan, create budgets, and find financial backers and sponsors. Current approaches to marketing and distributing media products of various forms to the media industry will also be explored. No student may receive credit for both 4193 and 5193. (F, Sp, Su)
- JMC 5223 Digital Advertising 3 Credit Hours**
(Slashlisted with JMC 4223) Prerequisite: graduate standing in Journalism. Recognizing the growing importance of newly emerging forms of advertising/promotions using non-traditional or alternative media, this course is designed to explore a new view of advertising in the current marketing/media environments. Along with learning the traditional advertising theories, students will understand how to effectively measure the use of interactive advertising media. No student may earn credit for both 4223 and 5223. (Irreg.)
- JMC 5233 Advertising Portfolio 3 Credit Hours**
(Slashlisted with 4233) Prerequisite: graduate standing in Journalism. Designed for students interested in advertising copywriting, art direction, account planning, advertising media, and advertising account management. Students will learn how to create an advertising portfolio by exploring all aspects of portfolio creation and strategies for marketing it to real professionals. No student may earn credit for both 4233 and 5233. (Irreg.)
- JMC 5243 Strategic Fashion Communication 3 Credit Hours**
(Slashlisted with JMC 4243) Prerequisite: graduate standing in Journalism. Offers both a critical and practical exploration of the fashion communication business covering the complete cycle of the fashion industry from the concept and production stages to marketing campaigns, product sales, and events planning. Focusing on the lifecycle of the fashion brand. No student may earn credit for both 4243 and 5243. (Irreg.)
- JMC 5253 British Media Studies 3 Credit Hours**
(Slashlisted with JMC 4253) Prerequisite: graduate standing and permission of instructor. Critical analysis of the products of the media and the impact that the British media have upon their and our culture. Students will gain the ability to understand similarities and differences in British and American media cultures. No student may earn credit for both 4253 and 5253. (Irreg.)
- JMC 5263 British News Media Systems 3 Credit Hours**
(Slashlisted with JMC 4263) Prerequisite: graduate standing and permission of instructor. Examines the structure, role, history and future of the news media in the United Kingdom and Europe. Covers print, broadcast, and web-based news media, with particular emphasis on broadcast/journalism and the current challenges it faces. There will be site visits to advertising and public relations agencies. Students will learn about the role of public service media in the U.K. as well as more market-based media. Explores how U.S. media companies operate outside their home country and the issues they face. No student may earn credit for both 4263 and 5263. (Irreg.)

JMC 5273 Communicating Culture Tourism: Concepts and Theory 3 Credit Hours

(Slashlisted with JMC 4273) Prerequisite: graduate standing and permission of instructor; corequisite JMC 5283. Through an immersion experience in an international location, students will analyze the cultural traditions and history of modern travel media. Studies include the major contexts and motives of tourism, as well as the foundations of contemporary forms of travel media. No student may earn credit for both 4273 and 5273. (Irreg.)

JMC 5283 Communicating Culture Tourism Media: Travel Genres 3 Credit Hours

(Slashlisted with JMC 4283) Prerequisite: graduate standing and permission from instructor; corequisite JMC 5273. Through an immersion experience in an international location, this course will teach students the elements of narrative storytelling for media, and give them opportunities to hone and develop their individual writing styles through applied assignments. Students will gain the strategic and applied skills for feature-style writing that will allow them to produce media that meet professional standards. No student may earn credit for both 4283 and 5283. (Irreg.)

JMC 5303 International Advertising 3 Credit Hours

(Slashlisted with 4303) Prerequisite: graduate standing. May be repeated with change of subject matter; maximum credit six hours. Designed to provide basic understanding of advertising and culture that applies to advertising in non-American locations. No student may earn credit for both 4303 and 5303. (Irreg.)

JMC 5323 Advertising Account Planning 3 Credit Hours

(Slashlisted with 4323) Prerequisite: 3303. Discussion and practice of the advertising agency function of representing the target audience. Emphasis on learning to think like a consumer. Incorporates creativity, market research, consumer behavior and critical thinking to help in understanding target audiences. No student may earn credit for both 4323 and 5323. (F)

JMC 5333 Contemporary Problems in Advertising 3 Credit Hours

(Slashlisted with 4333) Prerequisite: graduate standing and permission. Survey of contemporary problems in advertising; including current social and economic criticisms, legal and self-regulation problems, and agency and media-related problems. No student may earn credit for both 4333 and 5333. (F)

JMC 5353 Cinematography 3 Credit Hours

(Slashlisted with JMC 4353) Prerequisite: JMC 1013, 2033 and JMC 2644 or permission of instructor. Students will learn to use light, camera and color correction to craft moving images, create mood and tell stories. Students will also gain an understanding of seminal cinematographers from around the world, their work and aesthetic sensibilities. No student may earn credit for both 4353 and 5353. (F, Sp)

JMC 5363 Data Journalism 3 Credit Hours

(Slashlisted with JMC 4363) Prerequisite: Graduate standing. Introduction to the basic concepts and skills necessary to use numerical, statistical, geographical, and survey data as a way of telling compelling fact-based stories. Stories may be used as news and strategic or narrative products. Data can be used in all Gaylord fields from journalism to professional writing. Class builds skills in finding, cleaning, analyzing, interpreting, and then using data. No student may earn credit for both 4363 and 5363. (F, Sp)

JMC 5373 Media Psychology 3 Credit Hours

(Slashlisted with JMC 4373) Prerequisite: Graduate standing. Focus on cognitive and emotional processing of media. Topics cover: how do media impact our thoughts, feelings and behaviors, how and when we change our attitudes, what the media teach us about the world, how we pay attention to television, print media, and the Internet, how we respond emotionally, and how we decide what is real. Psychological theories reviewed. No student may earn credit for both 4373 and 5373. (F, Sp)

JMC 5413 Crisis Communication 3 Credit Hours

Prerequisite: graduate standing and instructor permission. Examine strategic communication practices throughout the three stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, ethical responses, and organizational learning. No student may earn credit for both 4413 and 5413. (F, Sp)

JMC 5423 Public Relations Case Studies 3 Credit Hours

(Slashlisted with 4423) Prerequisite: graduate standing and permission. To demonstrate how to apply public relations theory to a wide range of possible situations. Requires the student to adapt communications and PR models to a number of case studies and problems. No student may earn credit for both 4423 and 5423. (Irreg.)

JMC 5433 Sports Public Relations 3 Credit Hours

(Slashlisted with 4433) Prerequisite: graduate standing. A study of public relations as it is practiced in the sports industry featuring guest and video presenters representing various sports publicity, promotion and public relations positions. Includes representatives of newspaper, television, and radio sports departments. No student may earn credit for both 4433 and 5433. (Irreg.)

JMC 5453 Public Relations Research 3 Credit Hours

(Slashlisted with 4453) Prerequisite: graduate standing and permission. To build skills in the use of various public relations research methodologies available for exploratory, evaluation and management assessment of programs. No student may earn credit for both 4453 and 5453. (Sp)

JMC 5473 Social Media Marketing 3 Credit Hours

(Slashlisted with JMC 4473) Prerequisite: graduate standing. Social Media Marketing explores the most effective marketing strategies and tactics used by brands to engage with consumers on each social media platform. You'll study best practices in social media marketing and apply them to the eight-step social media-planning model to construct an extensive real world social media marketing plan for a client. No student may receive credit for both 4473 and 5473. (F, Sp, Su)

JMC 5483 Global and International Public Relations 3 Credit Hours

(Slashlisted with JMC 4483) Prerequisite: graduate standing. Investigate current issues in global public relations practice. Students will examine how political, socio-economic, cultural, and historical particularities, together with pop culture, influence modern public relations practice. Students will also learn what role the social media plays in shaping global public relations strategies, as well as what role globalization plays in shaping strategic communication messages on international markets. No student may receive credit for both 4483 and 5483. (F, Sp, Su)

JMC 5503 Graduate Tutorial in Writing 3 Credit Hours

Prerequisite: graduate standing and permission. May be repeated once; maximum credit six hours. Individual conferences devoted entirely to preparation, criticism, editing and preparation for marketing of the student's original manuscript, both fiction and non-fiction. (F, Sp)

- JMC 5514 Writing the Novel-Graduate 4 Credit Hours**
Prerequisite: graduate standing and permission. May be repeated; maximum credit eight hours. Analysis of the concepts, principles and practical creative problems involved in writing novels. Instruction in specific approaches and techniques useful in plotting, characterization, setting, scene, etc. Supervised writing of a novel by each student. (F, Sp)
- JMC 5524 Writing the Short Story 4 Credit Hours**
(Slashlisted with JMC 4524) Prerequisite: JMC 1013, JMC 2033, JMC 3504 and permission of instructor or department. Techniques and theory of fiction writing and plots, with emphasis on current American short stories. No student may earn credit for both 4524 and 5524. (F, Sp)
- JMC 5533 Mystery Writing 3 Credit Hours**
(Slashlisted with JMC 4533) Prerequisite: JMC 3504 or graduate standing and permission. A survey and discussion of the various popular forms that are used in the creation of commercial crime stories in fiction and film. This look at the most popular forms of crime writing and their rationales has the intention of allowing students to develop their own crime writing projects to better fit the prevailing markets. No student may earn credit for both 4533 and 5533. (F, Sp)
- JMC 5543 Sci-Fi & Fantasy Writing 3 Credit Hours**
(Slashlisted with JMC 4543) Prerequisite: JMC 3504 and graduate standing. Although most people lump science fiction and fantasy stories together, these two genres are worlds apart. This course will help you expand your understanding of the two areas by focusing on world building, tech, and magic as well as potential societal differences. Sci-Fi & Fantasy Writing allows participants to dig more deeply into genres they wish to explore. No student may earn credit for both 4543 and 5543. (F, Sp)
- JMC 5563 Category Fiction 3 Credit Hours**
(Slashlisted with 4563) Prerequisite: graduate standing and permission. May be repeated once with change of content; maximum credit six hours. In-depth study of current popular fiction genres and techniques used by category authors. Discussion of books in terms of fiction devices and application of such techniques to student's own work. No student may earn credit for both 4563 and 5563. (F)
- JMC 5573 Theories of Professional Writing 3 Credit Hours**
(Slashlisted with JMC 4573) Prerequisite: JMC 3504 and graduate standing. Study of significant theories of the writing process, the motivation to write, and intended effects of writing. Students will address aesthetics, philosophy and values relating to careers in writing. No student may earn credit for both 4573 and 5573. (F, Sp)
- JMC 5583 Romance & Suspense Writing 3 Credit Hours**
(Slashlisted with JMC 4583) Prerequisite: JMC 3504 and graduate standing. These two genres exist independently of each other, yet can blend to make a hybrid that remains a highly successful type of story. This course will illustrate the core values of Romance and Suspense, touching on the various subgenres of each, then show participants how to use those core elements to create romantic suspense stories. Romance & Suspense Writing allows interested participants to gain a more rounded knowledge of each genre so that they can write in either field or combine the two. No student may earn credit for both 4583 and 5583. (F, Sp)
- JMC 5593 Young Adult Fiction Writing 3 Credit Hours**
(Slashlisted with JMC 4593) Prerequisite: JMC 3504 or graduate standing and permission. Young adult fiction is a thriving sector of the book industry. This class deconstructs the state of the young adult market and uses current award winners and bestsellers as models of aspects of story such as characterization, world-building, plotting and voice. Students learn how to position their work in a booming market and discover how writing young adult fiction is similar to and different from writing for adults. No student may earn credit for both 4593 and 5593. (F, Sp)
- JMC 5594 Writing the Commercial Nonfiction Book 4 Credit Hours**
Prerequisite: graduate standing and permission. May be repeated; maximum credit eight hours. Techniques, structure and elements of writing commercial nonfiction. Each student will work on an original book project and create a submittable book proposal with a list of suitable markets. No student may earn credit for both 4594 and 5594. (F)
- JMC 5623 Producing and Directing for Multi-Camera 3 Credit Hours**
(Slashlisted with 4623) Prerequisite: graduate standing and permission of instructor. Covers the techniques of multi-camera for studio and/or location production. Preparatory, practical, technical and theoretical issues regarding pre-production, production and directorial work for live television. No student may earn credit for both 4623 and 5623. (Irreg.)
- JMC 5633 Advanced Video Production 3 Credit Hours**
(Slashlisted with 4633) Prerequisite: graduate standing and permission of instructor. May be repeated once; maximum credit six hours. Advanced single-camera class. Units on aesthetics, lighting, visualization, post-production and the integrations of sound. Intensive practice and skill development in television production techniques. No student may earn credit for both 4633 and 5633. (F, Sp)
- JMC 5643 Advanced Audio Production 3 Credit Hours**
(Slashlisted with JMC 4643) Prerequisite: graduate standing and permission of instructor. Advanced study of the technology, capabilities and utilization of audio media. Units on advanced audio techniques for radio, television and film. Intensive practice and skill development in audio production techniques. No student may earn credit for both 4643 and 5643. (Irreg.)
- JMC 5673 Advanced Broadcast News 3 Credit Hours**
(Slashlisted with 4673) Prerequisite: graduate standing and permission. Study of current requirements for and practice of public affairs programming, including news. Evolution of broadcast documentary form; writing, filming, editing techniques; budgeting and scheduling; actual preparation of public affairs programs of various types with emphasis on the extended-length news documentary. No student may earn credit for both 4673 and 5673. Laboratory (Sp)
- JMC 5683 Multimedia Content Management 3 Credit Hours**
(Slashlisted with 4683) Prerequisite: graduate standing and permission of instructor. Examines working with media content in a variety of formats such as text, audio, video, photography and graphics, for online media. Instruction and practice in editing designing, presenting, and managing news and information content for online media. No student may earn credit for both 4683 and 5683. (F, Sp)
- JMC 5734 Writing the Screenplay 4 Credit Hours**
Prerequisite: graduate standing and permission. May be repeated; maximum credit eight hours. Analysis of the form and structure of the narrative screenplay. Specific approaches and techniques useful in developing plotting, characterization, setting, scene, etc. Supervised writing of feature-length screenplay by each student. (Sp)

- JMC 5753 Documentary Research and Writing 3 Credit Hours**
(Slashlisted with 4753) Prerequisite: graduate standing and permission of instructor. Covers the preparation of a documentary from both practical and critical/theoretical directions. Focuses on research, writing and submission of documentary proposals, and practical writing exercises. No student may earn credit for both 4753 and 5753. (F)
- JMC 5763 Documentary Producing and Directing 3 Credit Hours**
(Slashlisted with 4763) Prerequisite: graduate standing and permission of instructor. Emphasis is on the production and post-production phases of producing a documentary and developing the necessary skills. These include camera, lighting, sound recording, styles of visual coverage, interviewing, etc. The post production skills may include editing sound, visuals, writing and recording narration and voice over tracks, along with titles and graphics to complete a documentary. Students will shoot and complete a documentary project. No student may earn credit for both 4763 and 5763. (Sp)
- JMC 5773 Post Production and Graphics 3 Credit Hours**
(Slashlisted with 4773) Prerequisite: graduate standing and permission of instructor. Practice and understanding of the aesthetic and technical applications of digital editing and design. Advanced non-linear editing techniques, DVD creation, graphic design, soundtrack creation, and compositing are covered in the context of fiction and non-fiction visual storytelling. No student may earn credit for both 4773 and 5773. (F, Sp)
- JMC 5793 Broadcast Advertising Production 3 Credit Hours**
(Slashlisted with 4793) Prerequisite: graduate standing and permission of instructor. Addresses all the major stages of creating broadcast advertising messages from research and development of scripts through production, post production and final presentation. Emphasis will be placed on working in teams to create commercial messages. No student may earn credit for both 4793 and 5793. (Irreg.)
- JMC 5800 Graduate Internship 1-3 Credit Hours**
Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit six hours. Professional work experience in mass communication with associated readings, analysis, and critical research. (F, Sp, Su)
- JMC 5833 Journalism Ethics 3 Credit Hours**
(Slashlisted with 4833) Prerequisite: graduate standing and permission. Press criticism; organizational performance; reportorial performance; print/broadcast distinctions. No student may earn credit for both 4833 and 5833.(F)
- JMC 5853 Race, Gender and the Media 3 Credit Hours**
(Slashlisted with 4853) Prerequisite: graduate standing and permission. Survey of past and present relationships between women and racial and ethnic minorities in the U.S. and the media. Media portrayal, employment, ownership and access will be studied. No student may earn credit for both 4853 and 5853. (Sp)
- JMC 5880 Graduate Project 2-4 Credit Hours**
2 to 4 hours. Prerequisite: graduate standing in journalism and mass communication. For students electing the project track (nonthesis track). Students will develop, under their project committee's direction, a creative or professional project, such as a novel, a film, an advertising or public relations campaign, or a management plan for a media-related organization. (F, Sp, Su)
- JMC 5903 Production for Clients 3 Credit Hours**
(Slashlisted with JMC 4903) Prerequisite: graduate standing and permission of instructor. Students work on actual client projects. The class simulates a production house operation. Working in teams, students are responsible for budgeting, working with clients, scripting, shooting, editing, and follow-through on the project. No student may earn credit for both 4903 and 5903. (F, Sp)
- JMC 5913 Dramatic Series/Short Productions 3 Credit Hours**
(Slashlisted with 4913) Prerequisite: graduate standing and permission of instructor. Focuses on the production of dramatic narrative content appropriate for electronic media distribution. Includes concepts used in the development of serial storytelling and short focused productions. No student may earn credit for both 4913 and 5913. (F, Sp)
- JMC 5960 Directed Readings 1-3 Credit Hours**
1 to 3 hours. Prerequisite: graduate standing and permission of department. May be repeated; maximum credit twelve hours. Directed readings and/or literature reviews under the direction of a faculty member. (F, Sp, Su)
- JMC 5970 Seminar 1-3 Credit Hours**
1 to 3 hours. May be repeated with change of subject matter; maximum credit 12 hours. Methods of research. Selection, evaluation and development of research problems. (Irreg.)
- JMC 5980 Research for Master's Thesis 2-9 Credit Hours**
Variable enrollment, two to nine hours; maximum credit applicable toward degree, four hours. (F, Sp, Su)
- JMC 5990 Independent Study 1-3 Credit Hours**
1 to 3 hours. Prerequisite: graduate standing; permission of instructor. May be repeated with change of subject matter; maximum credit six hours. (F, Sp, Su)
- JMC 6083 Advanced Mass Communication Theory 3 Credit Hours**
Prerequisite: graduate standing and permission. Advanced study of theoretical understandings in mass communication with attention to historical roots of the field. Exploration of a variety of perspectives such as the American progressives, the effects tradition, critical theory, and British cultural studies. (Sp)
- JMC 6091 Ph.D. Seminar 1 Credit Hour**
Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit six hours. Discussion and presentation of research by doctoral students, faculty and visiting scholars. Designed to enhance faculty-student interaction and collaboration on research, and to provide preliminary feedback toward development of dissertation proposals. (F, Sp)
- JMC 6113 Advanced Qualitative Methods 3 Credit Hours**
Prerequisite: graduate standing and permission. Advanced exploration of the nature of communication research and the place of qualitative methods in that research. Examination of a variety of qualitative techniques and their appropriateness for addressing particular issues in mediated communication. (Sp)
- JMC 6133 Advanced Quantitative Methods 3 Credit Hours**
Prerequisite: graduate standing and permission. Builds upon introductory methods courses and provides a conceptual and practical framework for using multivariate statistics in mass communication research. Explores the most effective and efficient methods of creating and improving quantitative measures. Emphasis on analyzing data and interpreting results. (Sp)

JMC 6153 Advanced Topics in Media Arts 3 Credit Hours

Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit twelve hours. Advanced investigation and analysis of a problem relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in television, film, book, and other artistic or entertainment media. (Irreg.)

JMC 6163 Advanced Topics in News and Information 3 Credit Hours

Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit twelve hours. Advanced investigation and analysis of a problem relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in journalism, news, and information fields. (Irreg.)

JMC 6173 Advanced Topics in Strategic Communication 3 Credit Hours

Prerequisite: graduate standing and permission. May be repeated with change of content; maximum credit twelve hours. Advanced investigation and analysis of a problem relating to such subjects as a significant trend, practice, medium, idea, critical principle, or significant person in advertising, public relations and strategic communication fields. (Irreg.)

JMC 6183 Approaches to Teaching in Mass Communication 3 Credit Hours

Prerequisite: graduate standing and permission. An overview of pedagogy related to teaching college classes, specifically in journalism and mass communication programs. Immediately helpful to graduate students with teaching assistantships, and ultimately helpful for all students interested in teaching careers. (F)

JMC 6960 Directed Readings 1-3 Credit Hours

1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit six hours. Directed readings and/or literature review under the direction of a faculty member. (Irreg.)

JMC 6970 Special Topics/Seminar 1-3 Credit Hours

1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit 12 hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or research and field projects. (Irreg.)

JMC 6980 Research for Doctoral Dissertation 2-12 Credit Hours

Prerequisite: graduate standing and permission. Research for Doctoral Dissertation. (F, Sp, Su)

JMC 6990 Independent Study 1-4 Credit Hours

Prerequisite: Graduate standing and permission. May be repeated with change of content; maximum credit eight hours. An individual course of intensive study with the area and problem to be determined by the student and the instructor responsible for supervising the study. (F, Sp, Su)

Faculty

Last Name	First/Middle Name	Middle init.	OU Service start	Title(s), date(s) appointed	Degrees Earned, Schools, Dates Completed
Beard	Fred	K	1988	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2003; VICE-CHAIR, INSTITUTIONAL REVIEW BOARD, 2013; GAYLORD FAMILY PROFESSOR, 2014	PhD, Univ of Oklahoma, 1995; MA, Univ of Oklahoma, 1987; BA, Univ of Oklahoma, 1985

Beliveau	Ralph	J	2004	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2011; ADJUNCT ASSOCIATE PROFESSOR OF FILM AND MEDIA STUDIES, 2018; BROADCAST AND ELECTRONIC MEDIA AREA HEAD, 2014; GAYLORD FAMILY PROFESSORSHIP, 2018	PhD, Univ of Iowa, 2000; BS, Northwestern Univ, 1983
Bergersen	Kyle	W	2010	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2016; ADJUNCT ASSOCIATE PROFESSOR OF FILM AND MEDIA STUDIES, 2016	M Comm, Univ of Iowa, 1989; BS, Univ of Nebraska, 1986
Boettcher	Michael	J	2009	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2012; GAYLORD FAMILY VISITING PROFESSIONAL JOURNALISM PROFESSOR, 2009	
Carstarphen	Meta	G	2002	GAYLORD PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2016; PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2014	PhD, Texas Woman's Univ, 1993; MA, Texas Woman's Univ, 1988; BS, Temple Univ, 1974
Chester	Deborah	A	1991	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2001; JOHN R. CRAIN PRESIDENTIAL PROFESSOR, 2006	MA, Univ of Oklahoma, 1986; BA, Univ of Oklahoma, 1978
Claxton	Ray	A	2018	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2018	
Craig	David	A	1996	PRESIDENT'S ASSOCIATES PRESIDENTIAL PROFESSOR, 2010; PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2010; GAYLORD FAMILY CHAIR, 2018	PhD, Univ of Missouri, 1997; MA, Wheaton College, 1993; BS, Northwestern Univ, 1982

Croom	William	A	2017	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2017	MA, Pepperdine Univ, 2015; BA, Univ of Oklahoma, 2009
Evans	Mary Anna	S	2015	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2015	MFA, Rutgers Univ, 2015; MS, Univ of Mississippi, 1984; BS, Murray State Univ, 1983
Gade	Peter		1998	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2012; GAYLORD FAMILY CHAIR, 2014	PhD, Univ of Missouri, 1999; M.J, Louisiana State Univ, 1987; BS, SUNY at Brockport, 1977
Hodgson	Scott	R	2006	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2008; GAYLORD FAMILY PROFESSOR , 2016	MS, Southern Illinois Univ, 1992; BS, Ithaca College, 1983
Johnson	Kathleen	L	2009	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2009; MCMAHON CENTENNIAL PROFESSOR OF NEWS COMMUNICATION, 2009	MBA, Full Sail Univ, 2009; BS, Oral Roberts Univ, 1987
Kelley	Carl	E	2016	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2015; GAYLORD CHAIR OF JOURNALISM AND MASS COMMUNICATION, 2018	BA, Univ of Oklahoma, 1975
Kerr	Robert	L	2002	EDITH KINNEY GAYLORD PRESIDENTIAL PROFESSOR, 2008; PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2012; GAYLORD FAMILY PROFESSOR, 2013	PhD, Univ of North Carolina, 2002; MA, Univ of Oklahoma; BA, Univ of Southern Arkansas, 1975
Kim	Jeong-Nam		2016	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2016; GAYLORD FAMILY CHAIR, 2016	
Leshner	Glenn	M	2015	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2015; EDWARD L. AND THELMA GAYLORD CHAIR, 2015	PhD, Stanford Univ, 1995; MA, Stanford Univ, 1993; MA, Univ of South Carolina, 1982; BA, Rutgers Univ, 1977
Moore	Jensen		2016	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2016	PhD, Univ of Missouri, 2007; MA, Univ of Minnesota, 2003; BS, Black Hills State Univ, 1998
Patten	Thomas	H	2018	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2018	
Schmeltzer	John	C	2009	PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2009; ENGLEMAN/LIVERMORE PROFESSOR OF COMMUNITY JOURNALISM, 2009	MA, Northern Illinois Univ, 1974; BA, Wartburg College, 1967
Steyn	Elizabeth	F	2007	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2013	PhD, Univ of the Western Cape, 2006; MA, City Univ London, 1997; MA, Univ of the Western Cape, 1995; BA, Univ of the Western Cape, 1991
Tsetsura	Ekaterina	Y	2004	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2010; GAYLORD FAMILY PROFESSOR, 2016	PhD, Purdue Univ, 2004; MS, Fort Hays State, 2000; MA, Voronezh State, 1997
Wilderman	Melanie	G	2013	ASSISTANT PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2013	EdD, Oklahoma State Univ, 2017; MA, Univ of Oklahoma, 2003; BA, Univ of Oklahoma, 2001
Yoon	Doyle		2003	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2009; ASSOCIATE PROFESSOR DATA SCIENCE AND ANALYTICS	PhD, Univ of Missouri, 2003; MA, Univ of Missouri, 1999; BA, Sogang Univ, 1989
Yount	Deborah	R	2013	ASSOCIATE PROFESSOR OF JOURNALISM AND MASS COMMUNICATION, 2017; PAUL D. MASSAD CHAIR IN STRATEGIC COMMUNICATION, 2017	BA, Univ of Oklahoma, 1974