

## School of Journalism

USC Annenberg School  
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*Associate Director:* Patricia K. Dean, M.S.

### Faculty

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Leadership:* Geoffrey Cowan, LL.B.

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Democracy:* Jay T. Harris, B.A.

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Jay T. Harris, B.A.; Bryce Nelson, M.Phil.\*;  
Michael Parks, B.A.; Joe Saltzman, M.S.\*;  
Philip Seib, J.D.; Roberto Suro, M.S.

*Associate Professors:* William Celis, M.S.,  
Jonathan Kotler, J.D.\*; Judy Muller, B.A.;  
Larry Pryor, M.S.; Diane Winston, Ph.D.

*Professors of Professional Practice:* Patricia K.  
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*Associate Professors of Professional Practice:*  
Laura Castañeda, M.A.; Jennifer Floto, M.A.\*

*Senior Lecturers:* Serena Cha, M.S.; Richard  
Reeves, M.E.

*Lecturers:* Daniel Birman, M.A.; Dana Chinn,  
M.B.A.; Marc Cooper; Stacy Scholder, B.A.;  
Willia Seidenberg, B.A.

*Visiting Professors:* Mike Chinoy, M.S.;  
K.C. Cole, B.A.; Tim Page, B.A.; Erna Smith,  
B.J.; Sandy Tolan, B.F.A.

*Writer in Residence:* Norman Corwin

*Senior Scholar:* Edwin O. Guthman, B.A.\*

*Emeritus Professors:* Murray Fromson; A.J.  
Langguth, B.A.; Clancy Sigal, B.A.

*Emeritus Associate Professor:* William Robert  
Faith, Ph.D.

\*Recipient of university-wide or college teaching award.

### Degree Programs

The School of Journalism offers Bachelor of Arts degrees in Print Journalism, Broadcast Journalism and Public Relations. It also offers minors in News Media and Society and Advertising. At the graduate level, Master of Arts degrees are awarded in Journalism, Specialized Journalism and Strategic Public Relations. Students completing the M.A. in Journalism must select an emphasis in print, broadcast or online. Journalism students learn the basic techniques of writing, reporting and production across all new media in print, broadcast and online. They also learn about the role of a free press in a democracy and the historical, legal and ethical aspects of journalism. The *Print Journalism* emphasis includes advanced courses in writing, reporting and editing for newspapers and magazines. The *Broadcast Journalism* emphasis includes advanced courses in radio and television news, documentary and public affairs. The *Online Journalism* emphasis provides a thorough grounding in Web site production combining traditional journalism with the ability to think flexibly in an interactive technical environment. The *Specialized Journalism* degree is designed for experienced professionals and recent journalism graduates interested in developing specialized reporting expertise. The *Strategic Public Relations* degree emphasizes the requisite skills of that

discipline, with an emphasis on strategic problem solving, public relations theory and techniques, writing, research-based planning and analysis, case studies, and the application of the discipline to specific industry categories.

The school stresses a broad-based liberal arts education to enhance writing and reporting, and encourages undergraduate students to pursue double majors or minors in disciplines outside the school. In addition to offering international study programs, the school also provides specialized reporting classes in

government and public affairs, international affairs, science, religion, education, urban ecology, demography, sports, entertainment, the environment, and the arts.

The school advises its students to participate in at least two internships. Annenberg's Career Development Office has listings for paid and unpaid internships from around the country. All journalism majors are encouraged to write and report for the independent student newspaper, the *Daily Trojan*.

Broadcast majors also should plan to write and report for the three student-produced programs run by the school: Annenberg TV News, Annenberg Radio News and the "Impact" newsmagazine show. All students should consider the Web journalism opportunities available with PopandPolitics.com, an online journal.

## Undergraduate Degrees

The School of Journalism offers Bachelor of Arts degrees in Print Journalism, Broadcast Journalism and Public Relations. The school also offers minors in Advertising and News Media and Society. Journalism students are encouraged to pursue double majors or minors in other areas of study. They must consult with an undergraduate journalism advisor at least once each semester to receive academic advisement covering major course selection and university degree requirements.

A grade point average of at least C (2.0) on all baccalaureate units attempted at USC, as well as on the combined USC-transfer GPA, is required for undergraduate degrees. A minimum cumulative grade point average of 2.0 in all attempted upper division courses for the major is also required. Students must complete each journalism class with at least a grade of C- in order to count the course toward a major requirement. Journalism courses with a grade of D+ or below must be repeated; courses may only be retaken once.

### General Education Requirements

The university's general education program provides coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated person. This program requires six courses in different categories, plus writing, foreign language and diversity requirements, which together comprise the USC Core. See pages 59 and 237 for more information.

### Core Curriculum

The School of Journalism's core curriculum prepares students to write and report for print, broadcast and online media. Print journalism, broadcast journalism and public relations students are required to complete both print and broadcast newswriting classes. Journalism majors are also required to complete print and broadcast reporting classes.

Print journalism majors must complete a newspaper editing and design class; broadcast journalism majors must complete a broadcast production class. In addition to the online media elements integrated into the newswriting and reporting classes, print journalism and broadcast journalism majors must complete an introduction to online media course.

### Grammar, Punctuation and Spelling Examination (GPSE) Requirement

Journalism and public relations majors enrolling in the core newswriting classes will take a diagnostic exam at the beginning of the semester to prepare for the Grammar, Punctuation and Spelling Examination (GPSE). The core newswriting instructors will administer the GPSE during final examination week.

Students who do not pass the GPSE may re-take the exam in the spring semester immediately following their enrollment in core newswriting. The GPSE will be offered on two dates in the spring term — the first week in February and the week of spring final examinations. (Students will be notified of the exam dates at the start of the spring semester.)

Students must pass the GPSE by the completion of the spring semester or they will not be allowed to progress in the School of Journalism and will be dismissed from the major.

Note: Students with disabilities may register with the Disabilities Services and Programs office (DSP) so the DSP staff can assess the nature of the students' disabilities and recommend the appropriate accommodations to be provided for each student.

### Broadcast Journalism Requirements for the Bachelor of Arts

REQUIRED COURSES, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	3
JOUR 203	Newswriting: Broadcast	3

REQUIRED COURSES, UPPER DIVISION		UNITS
JOUR 302	Reporting: Print	3
JOUR 303	Reporting: Broadcast	3
JOUR 306	Production: Broadcast	3
JOUR 309	Introduction to Online Media	3
JOUR 310	Investigative Reporting	4
JOUR 462	Law of Mass Communication	4

Two courses from:

JOUR 402	Advanced Television Reporting	4
JOUR 403	Television News Production	4
JOUR 405	Non-Fiction Television	4
JOUR 409	Radio News Production	4

Plus 6 upper division journalism elective units approved by an advisor 6

### Print Journalism Requirements for the Bachelor of Arts

REQUIRED COURSES, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	3
JOUR 203	Newswriting: Broadcast	3

REQUIRED COURSES, UPPER DIVISION		UNITS
JOUR 302	Reporting: Print	3
JOUR 303	Reporting: Broadcast	3
JOUR 308	Newspaper Editing and Design	3
JOUR 309	Introduction to Online Media	3
JOUR 310	Investigative Reporting	4
JOUR 462	Law of Mass Communication	4

Two courses from:

JOUR 431	Feature Writing	4
JOUR 435	Writing Magazine Non-Fiction	4
JOUR 440	Environmental Journalism	4
JOUR 448	Government and Public Affairs Reporting	4

Plus 6 upper division journalism elective units approved by an advisor

### Public Relations Requirements for the Bachelor of Arts

REQUIRED COURSES, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	3
JOUR 203	Newswriting: Broadcast	3

REQUIRED COURSES, UPPER DIVISION		UNITS
JOUR 350	Principles of Public Relations	4
JOUR 351ab	Public Relations Media	4-4
JOUR 450	Advanced Public Relations	4
JOUR 462	Law of Mass Communication	4
JOUR 463	Research and Analysis	4

One course from:

JOUR 451	Promotional Public Relations	4
JOUR 452	Public Relations in Entertainment	4
JOUR 455	Public Relations for Non-Profit Organizations	4
JOUR 456	Public Relations for Diverse Audiences	4
JOUR 458	Public Relations in Politics and Political Campaigns	4

Plus 6 upper division journalism elective units approved by an advisor 6

### Advertising Minor

The Advertising minor is designed for students interested in building a career in, or developing a better understanding of, the field of advertising. It explores the key role played by advertising in today's global economy. At no time has advertising been more successful or more controversial than it is today, and this program will explore both the positives and the negatives. Emphasis is placed throughout the program on both the practical skills required to meet the demands of the marketplace and the theoretical underpinnings of those practices. Program content includes: the history of advertising; creation of written and visual advertising elements; the measurement, selection and analysis of media; the concept of "branding;" the role of advertising in creating and maintaining successful brands; the analysis of advertising campaign case studies; and the creation of integrated marketing communications campaigns.

REQUIRED COURSES		UNITS
JOUR 340	Introduction to Advertising	4
JOUR 341	Advertising Copywriting	4
JOUR 342	Advertising Media and Analysis	4
JOUR 343	Advertising Design and Production	4
MKT 406	Practicum in Advertising and Promotion Design	4

select one additional course from the following:

MKT 405	Advertising and Promotion Management	4
MKT 425	Direct Response and Internet Marketing	4
MKT 470	Marketing Research	4

Total units 24

### News Media and Society Minor

News Media and Society is a journalism minor that explores the responsibilities, the influence, the ethics and the diversity of the news media. It explores the myths about news media in the United States and explains what the news media are, how they work, what they do wrong and what they do right, and why they are important to a society whose citizens depend on the free and unfettered flow of information. This minor will help all students in all majors to understand one of the most important and misunderstood forces in American society: the news media.

News Media and Society benefits every student at the university because it gives students a new appreciation and understanding of the news media that so much influence their lives on a daily basis.

REQUIRED COURSE, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4

REQUIRED COURSES, UPPER DIVISION		UNITS
COMM 371	Censorship and the Law: From the Press to Cyberspace	4
16 upper division journalism units		16
		24

Students are urged to choose their 16 upper division units from these classes:

JOUR 373	The Ethics of Television Journalism	4
JOUR 375	The Image of the Journalist in Popular Culture	4
JOUR 460	Social Responsibility of the News Media	4
JOUR 466	People of Color and the News Media	4
JOUR 467	Gender and the News Media	4

### Minor in Nonprofits, Philanthropy and Volunteerism

This four course minor enables students to learn about the nonprofit sector – its organizations, philanthropy and voluntary action. See complete description in the School of Policy, Planning, and Development section on page 829.

### Annenberg International Programs

*Spring Semester in London (City University School of Journalism)*

The semester program offers students the opportunity to study at the City University School of Journalism in London. Participants will be close observers of the British media and will have an opportunity for personal and direct comparison between the more structured and governmental controlled media system of the United Kingdom and the laissez faire approach to media regulation in the United States. Students earn 8 USC journalism elective units and 8 social sciences units.

*International Communication Studies — London, Paris, Prague and Geneva*

The International Communication Studies program (ICS) allows undergraduate students to study a range of approaches to public communication media across Europe.

Students divide the five-week course into stays in Los Angeles, London, Paris, Prague and Geneva. In addition to regular class meetings, students discuss the interplay of current world issues and international media practices with communication practitioners from international news and public relations media, government institutions, private industry and global organizations.

Students enroll in JOUR 482 Comparative Media in Europe (4 units) and JOUR 499 Applied Journalism Studies in Global Media (2 units) or COMM 499 Applied Communication Studies in Global Media (2 units) for a total of 6 units.

For further information, contact Annenberg International Programs at (213) 821-2180 or [ascintl@usc.edu](mailto:ascintl@usc.edu).

### Honor Society

Lambda Pi Eta is a national communication/journalism honor society that is open to declared majors who have completed at least 32 units (minimum 3.0 GPA), 12 of which are in the major (minimum 3.25 GPA).

**Admission**

Admission is competitive. Fall 2007 incoming freshmen had an average GPA of 4.10 with a middle 50% SAT score of 1920-2130. For application information and deadlines, refer to the USC Application for Undergraduate Admission. Transfer students had an average GPA of 3.66. Transfer students must submit high school transcripts, statement of intent, faculty recommendation and USC undergraduate application. The School of Journalism does not accept units for journalism course work taken at other institutions to fulfill degree, major or minor requirements so the best academic preparation is completion of course work that meets the USC General Education requirements (refer to page 59 and 237 for details). For students applying to USC, refer to the Annenberg Web site for transfer guidelines and the Transferring to USC booklet.

## Graduate Degrees

The School of Journalism offers three Master of Arts degree programs: Journalism, Specialized Journalism and Strategic Public Relations. Students completing the M.A. in Journalism will choose one of three emphases: print, broadcast or online. The Print Journalism emphasis is for students interested in newspaper and magazine journalism. Students may develop their special areas of interest through the selection of elective courses. The Broadcast Journalism emphasis is for those students interested in television news, public affairs and documentary programming. The curriculum is similar to the Print Journalism emphasis with the focus shifted to the development of writing and production skills for the broadcast media. The Online Journalism emphasis is for students interested in online journalism and new media. The Specialized Journalism degree is designed for experienced professionals and recent journalism graduates interested in developing specialized reporting expertise. The Strategic Public Relations degree is designed to train students for management-level public relations and communication positions in all types of public and private sector organizations.

**Admission Requirements***Prerequisites*

An applicant must have the equivalent of a four-year bachelor's degree from an accredited college or university.

Students currently enrolled at USC who wish to change their major to journalism must file a formal application with all supporting documents through the Annenberg Student Services Office. Supporting documents include: completed School of Journalism application form (for current USC students only); completed change/addition of major form; statement of intent; one writing sample; and sealed letters of recommendation. For current USC students, the application deadline is at the end of the first week of classes in the fall and spring semesters. Students must complete at least one semester of USC course work to be eligible to apply. It takes a minimum of five semesters from the time of admission to the program – starting in a fall semester – to complete the major requirements.

*Criteria*

Minimum recommended criteria are a 3.0 GPA for undergraduate work and all graduate work, and a score of 550-verbal and 1000-cumulative (verbal and quantitative) on the GRE General Test and 5.0 GRE-Writing. International applicants are required to take the Test of English as a Foreign Language (TOEFL) and should receive a score of at least 114-115 on the Internet-based exam. Applicants are strongly encouraged to take the Graduate Record Examinations one month prior to the application deadline. GRE scores are valid for five years and TOEFL is valid for two years.

In addition, applicants are judged on a statement of purpose explaining why they wish to pursue graduate studies in journalism or public relations, an essay and three letters of recommendation submitted on their behalf. Professional experience in journalism and/or communication is also considered. Applicants must submit a résumé and one sample of their writing for review.

*Procedure*

Applicants must complete and submit the online USC Graduate Admission Application and Annenberg Supplemental Form. Please refer to the graduate application guidelines on the Annenberg School Web site for details. In addition, international applicants must submit an affidavit of support and official TOEFL scores.

**Academic Integrity Policy**

Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed from the School of Journalism. There are no exceptions to the school's policy.

All applicants must upload the following materials to the online application: statement of purpose, one writing sample, a journalism or public relations essay, a résumé and three letters of recommendation. GRE and TOEFL scores must be received electronically from the Educational Testing Service (ETS). The USC institution code is 4852.

The School of Journalism admits students to the M.A. in Journalism and the M.A. in Strategic Public Relations degree programs for the fall semester. The M.A. in Specialized Journalism degree program admits students for the summer session. The application deadline for admission and department scholarship/assistantship consideration is January 15. Students usually receive notification of the Admission Committee's decision by March 31. The application filing period for the M.A. in Specialized Journalism is February 1 - April 2. Admission notifications will be mailed on a rolling basis as decisions are made.

**Degree Requirements**

These degrees are under the jurisdiction of the Graduate School. Refer to the Requirements for Graduation section (page 81) and the Graduate School section of this catalogue (page 91) for general regulations. All course work applied toward a degree must be approved by the School of Journalism and the Graduate School.

### Master of Arts

Studies toward the Master of Arts in Journalism and the Master of Arts in Strategic Public Relations require 40 units of prescribed courses and approved electives in the student's field of study. Students may take, with prior approval, two of their electives outside the school. No more than 12 units of 400-level course work may be applied toward the master's degree in journalism and the master's degree in strategic public relations. Studies toward the Master of Arts in Specialized Journalism require 34 units of prescribed courses and approved electives. No more than 10 units of 400-level course work may be applied toward the master's degree in specialized journalism. A GPA of 3.0 must be maintained for all work. Students who fall below a 3.0 grade point average will be placed on academic probation and must improve according to established terms if they are to remain in the school. In the case of courses offered on Credit/No Credit (CR/NC) basis, faculty review of competence will be substituted for grades.

### Residence

The School of Journalism will accept only 4 units of approved transferred graduate credit. Normally, full-time students in the Master of Arts in Journalism and the Master of Arts in Strategic Public Relations can complete the program in four semesters. The Master of Arts in Specialized Journalism can be completed in a nine-month enrollment cycle that includes the two-week summer session, plus the fall and spring semesters. These programs may be attended on a part-time basis.

### Foreign Language/Research Tool Requirements

There is no foreign language or research tool requirement for the master's degree.

### Course Requirements

A master's degree in journalism requires 40 units and a master's degree in strategic public relations requires 40 units. To graduate, students may elect the thesis or comprehensive examination option. Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units). A master's degree in specialized journalism requires 34 units. Specialized journalism students must complete the professional project thesis option and enroll in JOUR 594ab (2-2 units).

### Grammar, Punctuation and Spelling Examination (GPSE) Requirement

Journalism and strategic public relations graduate students are required to take a diagnostic exam at the Journalism Graduate Student Orientation in August to prepare for the Grammar, Punctuation and Spelling

Examination (GPSE). Journalism and strategic public relations students will take the GPSE in their first semester of enrollment during final examination week. Specialized journalism graduate students are not required to take the GPSE.

Graduate students who do not pass the GPSE may retake the exam the following spring semester. The GPSE will be offered on two dates in the spring term — the first week in February and the week of spring final examinations. (Students will be notified of the exam dates at the start of the spring semester).

Graduate students must pass the GPSE by the completion of their second semester of enrollment or they will not be allowed to progress in the program and will be dismissed from the School of Journalism.

Note: Students with disabilities may register with the Disabilities Services and Programs office (DSP) so the DSP staff can assess the nature of the students' disabilities and recommend the appropriate accommodations to be provided for each student.

### Thesis/Comprehensive Examination

The thesis option will take one of two forms: (1) a professional project presenting the results of an extensive print, broadcast, public relations or new media project completed by the student; or (2) a research thesis presenting the results of primary research undertaken by the student. In either case, students must establish a guidance committee of three tenure-track members, chaired by a faculty member from the School of Journalism. At least two of these members must be on the faculty of the School of Journalism; one may be a faculty member from another school or department. Students must secure approval of the professional project or thesis prior to enrollment in JOUR 594a. Students who elect the thesis option are required to enroll in JOUR 594ab (2-2 units), normally during their second year of study. The 4 units will count toward the approved elective units. Specialized journalism students normally enroll in JOUR 594ab (2-2 units) in their single year of study.

The comprehensive examination option allows students to complete the degree by passing a comprehensive examination in their last semester of course work. The comprehensive examination option is not available to students in the specialized journalism degree program.

### New Media Core Curriculum

Students enrolled in the Master of Arts in Journalism are required to take 9 units of New Media Core courses (JOUR 501, JOUR 502, JOUR 503) in their first year. These courses provide intensive preparation considered necessary for graduate studies in journalism at USC. At the end of each New Media Core course, students will be given a comprehensive skills test that must be passed.

In the 21st century it is imperative that all journalists understand the basic techniques of writing, reporting and production for all the new media in print, broadcast and online journalism. Upon graduation, students will be routinely expected to function in all new media, being able to report and write stories for a media corporation's newspaper, Web site, and radio and television broadcasts, and to do this while covering a single story. The 9-unit New Media Core ensures every student has a background in all media before completing the more advanced courses in the 40-unit Master of Arts in Journalism. The three courses are:

JOUR 501 (3 units) is designed to teach the student basic newswriting and ethical framework for print, broadcast and online. The print segment includes basic newswriting, news judgment, construction of print news stories. The broadcast segment includes an introduction to broadcast newswriting with the emphasis on the ear and eye, creation of audio statements and creation of video elements. The online segment includes an introduction to online writing with an emphasis on context and relationship of topics and subjects to the story.

JOUR 502 (3 units) is designed to teach the student basic production and ethical framework for print, broadcast and online. The print segment includes copyediting and newspaper production layout, headline and caption writing and design. The broadcast segment includes studio and field production for radio and television and use of tape recorders and camcorders to produce simple field pieces. The online segment includes database creation and management, online journalism production and Web production.

JOUR 503 (3 units) is designed to teach the student basic reporting and ethical framework for print, broadcast and online. The print segment includes basic reporting techniques, public records reporting and beginning pieces of investigative journalism. The broadcast segment includes field reporting, radio and audio media, TV and other visual media. The online segment includes computer assisted reporting and precision reporting including statistics.

**Master of Arts, Broadcast Journalism Emphasis****COURSE REQUIREMENTS (40 UNITS)**

		UNITS
JOUR 500	Media and Society	3
JOUR 501	Newswriting: Print, Broadcast, Online	3
JOUR 502	Production: Print, Broadcast, Online	3
JOUR 503	Reporting: Print, Broadcast, Online	3
JOUR 505	American Media History Seminar	3
JOUR 517	Advanced Investigative Reporting	3
JOUR 521	Broadcast Documentary, or	
JOUR 526	Advanced Broadcast News Production	3
JOUR 560	Seminar in Mass Communication Law	3
Plus 16 units of approved elective courses*		

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 12 units of approved elective courses. Students electing the comprehensive examination option must complete 16 units of elective courses.

**Master of Arts, Print Journalism Emphasis****COURSE REQUIREMENTS (40 UNITS)**

		UNITS
JOUR 500	Media and Society	3
JOUR 501	Newswriting: Print, Broadcast, Online	3
JOUR 502	Production: Print, Broadcast, Online	3
JOUR 503	Reporting: Print, Broadcast, Online	3
JOUR 505	American Media History Seminar	3
JOUR 517	Advanced Investigative Reporting	3
JOUR 560	Seminar in Mass Communication Law	3
Plus 19 units of approved elective courses*		

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 15 units of approved elective courses. Students electing the comprehensive examination option must complete 19 units of elective courses.

**Master of Arts, Online Journalism Emphasis****COURSE REQUIREMENTS (40 UNITS)**

		UNITS
JOUR 500	Media and Society	3
JOUR 501	Newswriting: Print, Broadcast, Online	3
JOUR 502	Production: Print, Broadcast, Online	3
JOUR 503	Reporting: Print, Broadcast, Online	3
JOUR 505	American Media History Seminar	3
JOUR 551	Intermediate Online Publishing	3

JOUR 555	Multimedia and Graphics in Online Publishing	3
JOUR 556	Online Journalism Seminar	3
JOUR 560	Seminar in Mass Communication Law	3
Plus 13 units of approved elective courses*		

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 9 units of approved elective courses. Students electing the comprehensive examination option must complete 13 units of approved elective courses.

**Master of Arts in Strategic Public Relations****COURSE REQUIREMENTS (40 UNITS)**

		UNITS
JOUR 504	Public Relations Research and Evaluation	3
JOUR 508	Introduction to Strategic Public Relations	3
JOUR 510	Legal, Ethical and Social Foundations of Public Relations	3
JOUR 535	Specialized Writing for Public Relations	3
JOUR 568	Critical Thinking and Crisis Management	3
GSBA 520	Business Fundamentals for Non-Business Professionals	3
Plus 22 units of approved elective courses*		

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 18 units of approved elective courses. Students electing the comprehensive examination option must complete 22 units of approved elective courses.

**Master of Arts in Specialized Journalism****COURSE REQUIREMENTS (34 UNITS)**

		UNITS
JOUR 580	Introduction to Specialized Journalism	2
JOUR 581	Specialized Journalism: Research Methods	3
JOUR 582	Specialized Journalism: Reporting Decisions	3
JOUR 590	Directed Research	3
JOUR 594ab	Master's Thesis	2-2

One course from:

JOUR 584	Specialized Reporting: Education, Youth and Learning	3
JOUR 585	Specialized Reporting: Religion	3
JOUR 586	Specialized Reporting: Science	3
JOUR 588	Specialized Reporting: Urban Ecology	3
JOUR 589	Specialized Reporting: The Changing U.S. Population	3
Plus 16 units of approved elective courses		

The Master of Arts in Specialized Journalism is a program focusing on experienced professionals who are choosing to specialize in a field of journalism that requires advanced reporting skills and subject matter expertise. The program is also open to recent journalism school graduates with records of excellence in their university classes and internships and to other outstanding applicants with demonstrated aptitude and expertise in journalism.

Students must begin the program in mid-August, enrolling in a required 2-unit, intensive two-week summer session course focused on journalism and society. In addition to the formal classes, the course includes noontime discussions and workshops as integral parts. This gateway course provides the master's students with a working knowledge of the specialized journalism background necessary for study in the program and sets the stage for a year of access to courses as substantively broad as a major research university such as USC makes available.

In the fall semester, students will enroll in a research methods course for journalists and a reporting seminar course in the area of demography, education, religion, science or urban ecology. With the advice of their faculty mentors, students will select elective course work totaling 8 units appropriate to their fields of specialization. These courses will be drawn from regular graduate and 400-level courses taught across the university and will require approval of a three-member committee composed of the faculty mentor in the School of Journalism, another member of the journalism faculty and a faculty member from the relevant discipline. Students also will begin research for their master's professional project. These projects may be full-length magazine (print or broadcast) treatments of issues in their field or similar professional work.

In the spring semester, students will enroll in a journalism course focused on the reporting and analysis of decision making and a directed research course, growing out of the fall seminar in specialized reporting. Students will enroll in elective course work totaling 8 units, chosen again from offerings across the university and in consultation with the mentors and approved by a three-member committee. Finally, students will complete their master's professional project.

The nine-month program has been designed for a summer session, fall and spring semester enrollment cycle; however, students may also elect to complete the program on a part-time basis.

### Annenberg International Programs

#### *Graduate Journalism Internships — United Kingdom, Hong Kong or South Africa*

Journalism master's degree students may spend eight weeks at internships in London, Hong Kong or Cape Town during the summer after their first year of graduate study at USC. Students apply to Annenberg International Programs in the fall semester of their first year and accepted students enroll in JOUR 540 International Journalism Seminar I during the spring semester. From mid-May to mid-July, they then enroll in JOUR 542 Foreign Reporting and JOUR 543 Field Study while working full-time at internships with prominent media organizations.

For more information, contact Annenberg International Programs at (213) 821-2180 or [ascintl@usc.edu](mailto:ascintl@usc.edu).

#### *Graduate Strategic Public Relations Internships — United Kingdom, Hong Kong or South Africa*

Strategic Public Relations master's degree students may spend eight weeks at internships in London, Hong Kong or Cape Town, during the summer after their first year of graduate study at USC. Students apply in the fall semester of their first year and accepted students enroll in JOUR 540 International Journalism Seminar I during the spring semester. From mid-May to mid-July, they then enroll in JOUR 532 International Public Relations and JOUR 543 Field Study while working full-time at internships with prominent public relations organizations.

For more information, contact Annenberg International Programs at (213) 821-2180 or [ascintl@usc.edu](mailto:ascintl@usc.edu).

### Academic Integrity Policy

Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed from the School of Journalism. There are no exceptions to the school's policy.

## Courses of Instruction

### JOURNALISM (JOUR)

The terms indicated are expected but are not *guaranteed*. For the courses offered during any given term, consult the *Schedule of Classes*.

**JOUR 090x Internships in the Media (1, max 8)** Intensive experience in the news and other media. Minimum time requirement; enables students to acquire skills and knowledge that cannot be gained in the classroom. Graded CR/NC. Open to journalism majors only. Not available for degree credit.

**JOUR 190 Introduction to Journalism (2, Fa)** Survey of all media and outlets including print, broadcasting, public relations and online journalism, plus analysis of what it means to be a professional journalist.

**JOUR 201 History of News in Modern America (4, FaSp)** Understanding news today. A survey of how news is gathered, weighed, and disseminated and how historical events have shaped news in the 20th century.

**JOUR 202 Newswriting: Print (3, Fa)** Introduction to basic skills of print newswriting, news judgment, construction of print news stories. Social responsibility and ethical framework for print journalists. Typing ability required. *Concurrent enrollment:* JOUR 203.

**JOUR 203 Newswriting: Broadcast (3, Fa)** Introduction to broadcast newswriting with emphasis on the ear and eye. News judgment. Social responsibility and ethical framework for broadcast journalists. Typing ability required. *Concurrent enrollment:* JOUR 202.

### JOUR 204 Newswriting: Online (2, Fa)

Introduction to online newswriting with emphasis on context and relationship of topics to the story. Social responsibility and ethical framework for online journalists. Typing ability required.

### JOUR 210x Basics of Broadcast Newsroom Production for Non-Majors Only (2, max 4, FaSp)

Introduction to broadcast newsroom production; preparation and treatment of form and content; procedures, problems, ethics, and practice in planning and producing a nightly newscast. Open to non-journalism majors only. Not available for degree credit to journalism majors. Graded CR/NC.

**JOUR 302 Reporting: Print (3, Sp)** Introduction to basic reporting techniques, public records reporting and beginning investigative journalism. Social responsibility and ethical framework for print journalists. *Prerequisite:* JOUR 202, JOUR 203; *concurrent enrollment:* JOUR 303.

### JOUR 303 Reporting: Broadcast (3, Sp)

Introduction to field reporting, audio and visual media. Social responsibility and ethical framework for broadcast journalists. *Prerequisite:* JOUR 202, JOUR 203; *concurrent enrollment:* JOUR 302.

**JOUR 304 Reporting: Online (2, Sp)** Introduction to computer assisted reporting, precision reporting including statistics. Social responsibility and ethical framework for online journalists. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

### JOUR 306 Production: Broadcast (3, Fa)

Studio and field production for audio and visual media. Social responsibility and ethical framework involving broadcast non-fiction production. *Prerequisite:* JOUR 302, JOUR 303.

### JOUR 308 Newspaper Editing and Design (3, Fa)

Copyediting and newspaper production layout. Headline and caption writing. Design. Social responsibility and ethical framework involving print production. *Prerequisite:* JOUR 302, JOUR 303.

### JOUR 309 Introduction to Online Media

**(3, FaSp)** Convergence journalism and online skill sets. Blogs and Web content production. Social responsibility and ethical framework in digital information technology. *Prerequisite:* JOUR 302, JOUR 303.

### JOUR 310 Investigative Reporting (4, FaSp)

Reportorial and analytical skills and techniques required for portraying and evaluating contemporary newsworthy events; lectures, discussions. *Prerequisite:* JOUR 302, JOUR 303.

### JOUR 330 Photojournalism (4, Fa)

Emphasis on fundamental skills necessary for photojournalism including camera techniques, story ideas and digital darkroom.

### JOUR 340 Introduction to Advertising

**(4, FaSp)** History and development of advertising; basic advertising campaigns showing relationships of marketing, creative, print and electronic media.

**JOUR 341 Advertising Copywriting (4, Fa)** Writing and editing for advertising and commercial copy for all media. *Prerequisite:* JOUR 340.

**JOUR 342 Advertising Media and Analysis (4, Fa)** Selling, planning, buying for the media; advertising's relationship to society and business; media choice. *Prerequisite:* JOUR 340.

**JOUR 343 Advertising Design and Production (4, Sp)** Production of advertising materials; emphasis on the creation and design of advertising elements. *Prerequisite:* JOUR 340.

**JOUR 350 Principles of Public Relations (4, FaSp)** Theories, processes, and techniques involved in planning and implementing programs designed to influence public opinion and behavior through socially responsible performance and mutually satisfactory communication.

**JOUR 351ab Public Relations Media (4-4, FaSp)** Research, design, production, and writing public relations media; includes news releases, features, pamphlets, brochures, financial statements, management reports, scripts, scenarios, and publicity. *Prerequisite:* JOUR 202, JOUR 203, JOUR 350.

**JOUR 371 Censorship and the Law: From the Press to Cyberspace (4)** (Enroll in COMM 371)

**JOUR 373 The Ethics of Television Journalism (4, Sp)** Ethical questions in television journalism; the application of these moral dilemmas to prepare students for dealing with similar issues in their lives.

**JOUR 375 The Image of the Journalist in Popular Culture (4, Fa)** The impact of conflicting images of reporters in movies and television on the American public's perception of newsgatherers in the 20th century. A decade-by-decade evaluation.

**JOUR 380 Sports, Business and Media in Today's Society (4, Sp)** An inside look at the symbiotic relationship of sports and the media — from the interdependence of sports and media, to the coverage of sports in newspapers, magazines, radio and television. The economic and ethical issues involved, the conflicts of interest, the history and current status of sports coverage in American media today.

**JOUR 381 Entertainment, Business and Media in Today's Society (4, Fa)** An examination of the symbiotic relationship of the entertainment business and the media; press coverage of the entertainment industry; Hollywood's relationship with news media.

**JOUR 390 Special Problems (1-4, Irregular)** Supervised, individual studies. No more than one registration permitted. Enrollment by petition only.

**JOUR 400 Interpretive Writing (4, Sp)** Weekly assignments in the shorter forms of newspaper and magazine writing: essays, reviews, editorials, opinion-page articles, profiles; analyses of major 20th century journalists. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 402 Advanced Television Reporting (4, FaSp)** Role of the broadcast journalism reporter; similarities and differences between print and electronic media; application of audio-video equipment; analysis and practical experience. *Prerequisite:* JOUR 306.

**JOUR 403 Television News Production (4, FaSp)** Production of television news programs; preparation and treatment of form and content; procedures, problems, and practice in planning and producing broadcast news materials. *Prerequisite:* JOUR 306.

**JOUR 405 Non-Fiction Television (4, FaSp)** Presentation and selection in non-fiction television programs including documentaries, electronic magazines and news series; ethical problems, field research, reporting, interviewing, pre-production. *Prerequisite:* JOUR 306.

**JOUR 406 Advanced Broadcasting Production (2)** Advanced analysis, methods, and techniques of radio and television production; preparation and treatment of complex form and content; procedures, problem-solving, and practice. *Prerequisite:* JOUR 402.

**JOUR 407 Newsradio (4, Sp)** Production of radio news: research, reporting, writing, preparation and treatment of form and content: procedures, problems and practice in producing radio news programs.

**JOUR 409 Radio News Production (4, Fa)** Reporting for public radio news: writing newsgathering, editing, vocal delivery. Study of standards, content and ethics. *Prerequisite:* JOUR 202, JOUR 203.

**JOUR 410 Radio Documentary (4, Sp)** In-depth reporting for public radio news: writing, editing, advanced vocal delivery. Production of long-form radio features and short documentaries. *Prerequisite:* JOUR 409.

**JOUR 412 Introduction to Online Publishing (4)** Introduction to the methods, theory and production of news publishing on the World Wide Web including basic HTML, graphics production and news design. (Duplicates credit in former JOUR 413.)

**JOUR 413 Introduction to Online Journalism (4)** An introduction to the methods and theory of news publishing on the World Wide Web, with an emphasis on journalism skills and techniques. (Duplicates credit in JOUR 412.) *Prerequisite:* ITP 101x or ITP 105x.

**JOUR 420 Advanced Photojournalism (4, Sp)** Emphasis on advanced photojournalism techniques for complex photo storytelling; focus on style, content, design, expression and ethics. *Prerequisite:* JOUR 330.

**JOUR 421 Photo Editing for News Media (4, Fa)** Emphasis on understanding, selection and power of photographs; how they work in concert with words and graphics to inform the public.

**JOUR 422 Visual Journalism (4, Sp)** Emphasis on photographic storytelling in print, video and Web-based media; understanding of visual thinking and imagery techniques.

**JOUR 425 Advanced Radio News Production (4, Sp)** Production of public radio news: producing real-time newscasts for Annenberg Radio News. Newsgathering, assigning stories, anchoring, interviewing, working with reporters, editing and producing live programming. *Prerequisite:* JOUR 409.

**JOUR 430 Writing the Film Review (4, Sp)** Techniques of writing the film review; preparation and treatment of form and content; problems, responsibilities and ethics of film reviewing. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 431 Feature Writing (4, FaSp)** Techniques of writing newspaper feature stories, including the profile, the light feature, the news feature, the in-depth story; the art of narrative writing. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 432 Sports Commentary (4, Fa)** Techniques of reporting and writing sports columns and commentary for print, video, radio and Web-based media.

**JOUR 433 Writing About Science (4, Sp)** Techniques of writing about science, including news, profiles, features and commentary.

**JOUR 435 Writing Magazine Non-Fiction (4, FaSp)** A seminar in "how to" interview, research, write – and place – professional quality articles for a full range of magazines/newspapers including women's, sports, ethnic, local and national. *Prerequisite:* JOUR 302, JOUR 303.



**JOUR 436 Magazine Production (4)** Publishing and production technologies; economics of magazine publishing including cost analysis, marketing, advertising, and circulation. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 438 Editing Magazine Non-Fiction (4, Fa)** Editing magazine non-fiction; defining audiences; editorial functions from assigning stories to creating page layouts. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 440 Environmental Journalism (4, Sp)** Techniques of reporting and writing about the environment. Includes both theory and practice needed for reporters specializing in this area of journalism. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 441 Sports Reporting (2, Sp)** News and feature coverage of sporting events, including social and economic factors influencing sports in America. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 442 Advanced Reporting in Spanish (4)** Coverage of news trends and events in Spanish, including spot news, profiles, features, essays, backgrounders, and analysis of media. Conducted in Spanish. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 443 Business Reporting (2, Fa)** Techniques of reporting and writing about business, economics and finance. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 444 Reporting on Religion (4, Sp)** Provides print, online and broadcast journalists with basic tools for reporting on the religion angle of news stories. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 446 Entertainment Reporting (2, Fa)** Techniques of reporting and writing about the entertainment business, economics and finances. Analysis of the skills and background needed for reporters specializing in this area of the news. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 447 Arts Reporting (2, Sp)** Techniques of reporting and writing about the arts, including television, film, theatre, music, graphic arts, architecture and design. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 448 Government and Public Affairs Reporting (4, FaSp)** Techniques for covering beats that are the foundation of daily newspaper reporting, including crime, education, immigration and local government. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 449 Reporting Los Angeles (2, Fa)** Specialized reporting class focused on Los Angeles that requires intensive fieldwork in the neighborhoods, ethnic communities and among local institutions such as City Council, hospitals, police departments, social work agencies, etc. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 450 Advanced Public Relations (4, Sp)** Application of principles and methods to intensive analysis of public relations problems, decision-making, programming, and evaluation in simulated staff and agency organization. *Prerequisite:* JOUR 351b, JOUR 463.

**JOUR 451 Promotional Public Relations (4, Sp)** Principles and practices of public relations as a basic component in the promotion and marketing of goods and services; regulatory considerations; consumerism. *Prerequisite:* JOUR 350.

**JOUR 452 Public Relations in Entertainment (4, Fa)** Public relations in the design, promotion, and presentation of popular entertainment, including films, broadcasting, music, expositions, amusement parks, resorts and arenas.

**JOUR 454 Sports Public Relations (2, FaSp)** Introduction to the field of sports information and promotion, including lectures, media assignments, role-playing, and presentations by sports professionals. Junior standing.

**JOUR 455 Public Relations for Non-Profit Organizations (4, Fa)** Introduction to the specialized field of public relations for non-profit and non-governmental organizations; emphasis on case studies, strategic and critical thinking, and campaign development. *Prerequisite:* JOUR 350.

**JOUR 456 Public Relations for Diverse Audiences (4)** Researching, planning, executing and evaluating communications campaigns aimed at audiences segmented by culture, lifestyle and other factors. *Prerequisite:* JOUR 350.

**JOUR 457 The Role of Celebrity in Public Relations (4, Sp)** Understanding of the history and application of celebrity in public relations, focusing on the entertainment industry and the notoriety attached to politics and the media.

**JOUR 458 Public Relations in Politics and Political Campaigns (4, Fa)** Application of public relations principles to the context of political campaigns; emphasis on message development and delivery; relationship between candidate, news media, and electorate.

**JOUR 459 Fact and Fiction: From Journalism to the Docudrama (4)** Historical, legal and ethical limitations to the misrepresentation of fact. Includes print and broadcast journalism, books, theatre, cinema and new technology.

**JOUR 460 Social Responsibility of the News Media (4)** News media as instruments of constructive social change; standards of ethics and aesthetics; interactions between news media and cultural settings; social responsibility of news media personnel.

**JOUR 461 Literature of Journalism (4)** Survey of journalistic careers and times; the influence of editing and reporting on such American writers as Whitman, Twain, Cather, Crane, Runyon, Lardner, and Hemingway.

**JOUR 462 Law of Mass Communication (4, FaSp)** Press law; government controls on the news media; legal responsibilities of the journalist.

**JOUR 463 Research and Analysis (4, Fa)** Use of social science research techniques in contemporary reporting and public affairs, including both interpretation and reporting of existing data and conducting of surveys. *Prerequisite:* JOUR 351a.

**JOUR 465 Latino News Media in the United States (4, Sp)** History and growing importance of Latino print and broadcast news media in covering immigration, discrimination, culture, social differences and other aspects of U.S. Latino life.

**JOUR 466m People of Color and the News Media (4, Sp)** Reporting and portrayal of people of color in the United States; impact of racial diversity on media, employment and access, and development of media for individuals and communities of color. Open to non-majors.

**JOUR 467 Gender and the News Media (4, Sp)** Gender and news media evolving images of women and men in print and electronic media. Impact of gender in content and style of news, television and cinema. Open to non-majors.

**JOUR 468m The American Press and Issues of Sexual Diversity (4, Fa)** Examines how news media reflect and affect perception of gay/lesbian issues; provides historical-contemporary context; arms students to bypass rhetoric and knowledgeably evaluate facts.

**JOUR 470 Community Journalism (2, FaSp)** Analyses of ethnic and community issues in community journalism. Students work with local youth to write, edit and design school newspapers and other media. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 474 Interviewing and Profile Writing (2, Sp)** Techniques of, and intensive application in researching and writing interviews and profiles for newspapers and magazines. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 475 Publications Design and Technology (4, FaSp)** Art, typography, and other graphic elements in publication design; traditional, contemporary, and advanced production methods, processes, and equipment; representative examples; practice in design.

**JOUR 482 Comparative Media in Europe (4, Sm)** Examines print, broadcast and public relations media and their interactive roles in multi-national and supra-national settings at sites in both Western and Eastern Europe. *Recommended preparation:* JOUR 350.

**JOUR 483 Negotiating and Reporting Global Change (4)** Examines 12 recent history-shaping decisions, negotiations and outcomes; considers how these decisions were reached, reported, positioned publicly and interpreted in retrospect.

**JOUR 490x Directed Research (2-8, max 8, FaSpSm)** Individual research and readings. Not available for graduate credit.

**JOUR 498 Honors Seminar (2, Sp)** Intensive study of a subject of contemporary relevance or of professional importance to journalists. *Prerequisite:* admission to Honors Program.

**JOUR 499 Special Topics (2-4, max 8, FaSpSm)** Selected topics in journalism.

**JOUR 500 Media and Society (3, FaSp)** Analysis of major theories on the role of communication media and society with special emphasis on the role and responsibility of the news media.

**JOUR 501 Newswriting: Print, Broadcast, Online (3, Fa)** Basic newswriting and news judgment in print, broadcast and online journalism. Social responsibility and ethical framework for new media journalists. Typing ability required.

**JOUR 502 Production: Print, Broadcast, Online (3, Sp)** Basic broadcast studio and field production, copyediting and newspaper production, database creation and management, online production. Social responsibility and ethical framework involving new media production.

**JOUR 503 Reporting: Print, Broadcast, Online (3, Sp)** Basic print reporting techniques, broadcast field reporting, computer assisted reporting and statistics. Social responsibility and ethical framework for new media journalists.

**JOUR 504 Public Relations Research and Evaluation (3, Fa)** Covers the use of primary psychographic and demographic research, pre- and post-campaign testing, and other highly quantifiable research techniques in program development and evaluation.

**JOUR 505 American Media History Seminar (3, FaSp)** A seminar surveying the history of the news media in the United States, and their sociopolitical impact, with emphasis on the 20th century.

**JOUR 508 Introduction to Strategic Public Relations (3, Fa)** A survey of the profession, focusing on the key role of strategic public relations in today's information-based society; provides a social, economic and political context for the program.

**JOUR 510 Legal, Ethical and Social Foundations of Public Relations (3, FaSp)** Explores the origins, effects of, and processes for adhering to the complex network of legal, ethical and social responsibilities of the contemporary PR practitioner.

**JOUR 512 Advanced Interpretive Writing (3, Sp)** Analysis and writing of editorials, essays, Op-Ed page articles, profiles, and other shorter forms of journalism, combined with study of historic practitioners of those forms.

**JOUR 513 Advanced Newswriting and Reporting (3)** Reportorial and analytical skills and techniques required in searching out and evaluating newsworthy events. Research and publication of stories.

**JOUR 515 Advanced Computer-Assisted Reporting (3)** Explore techniques useful in discovering, gathering, organizing, verifying, and evaluating knowledge in the context of news reporting. *Prerequisite:* JOUR 503.

**JOUR 517 Advanced Investigative Reporting (3, Fa)** Advanced reportorial and analytical skills and techniques required for evaluating newsworthy events. Group research and publication of stories on important current topics.

**JOUR 519 Advanced Magazine Writing (3, Sp)** Reporting and preparation of articles for publication; analysis of magazine non-fiction markets; research and writing, techniques, and analysis of magazine markets.

**JOUR 520 Advanced Broadcast Newswriting (3, Sp)** Writing for broadcast, preparation and presentation. Responsibility and ethics of broadcast newswriting. Form and content of broadcast news presentation. Similarities and differences between media.

**JOUR 521 Broadcast Documentary (3, Fa)** Pre-production of the television documentary; ethical problems, research, reporting, interviewing, writing, legal issues, economics, aesthetics. Problems of balanced presentation, selection of topics.

**JOUR 522 Advanced Broadcast Documentary Production (3)** Seminar in production of the documentary; techniques, aesthetics, economics, legal issues, production problems, research, execution.

**JOUR 524 Advanced Broadcast Reporting (3)** Reporting and writing broadcast news; analysis and practical experience; role of the broadcast journalism reporter; similarities and differences between media; application of audio-visual equipment.

**JOUR 526 Advanced Broadcast News Production (3, Fa)** Production of television news programs; preparation and treatment of form and content; procedures, problems and practice in planning and producing broadcast news materials.

**JOUR 530 Strategic Public Relations Management (3, Sp)** An analytical, case study-based approach to strategic campaign planning, management and execution, with heavy emphasis on problem solving and the role of research.

**JOUR 532 International Public Relations (3, Sm)** Public information policies and practices of national and supranational government units and national and multinational corporations involved in international relations.

**JOUR 534 Case Studies in Public Relations (3, FaSp)** Analysis of landmark and contemporary public relations cases; evaluation of current literature, programs, and professional personnel; identification of emerging issues.

**JOUR 535 Specialized Writing for Public Relations (3, Fa)** Intensive focus on the specialized writing requirements of online, broadcast, print and other public relations media; includes content analysis of strategic public relations materials.

**JOUR 536 Public Relations Media Strategies (3, FaSp)** Creation and execution of strategic public relations media plans based on organizational goals, audience analysis, and media characteristics.

**JOUR 540 International Journalism Seminar I (3, Sp)** Historical perspective of foreign correspondence; examination of the working conditions, problems and consequences of reporting from abroad.

**JOUR 541 International Journalism Seminar II (3)** Overview of significant issues that will confront journalists reporting about or analyzing the Third World.

**JOUR 542 Foreign Reporting (3, Sm)** News stories analyzed, researched, and critiqued for validity and background; projects to include editorials, news stories, magazine articles or broadcast reports.

**JOUR 543 Field Study (3, Sm)** Study of contemporary institutions in selected regions of the world. Graded CR/NC.

**JOUR 550 Introduction to Online Publishing (3)** Methods, theory and publishing of online news; HTML skills, graphics production and design theory.

**JOUR 551 Intermediate Online Publishing (3, Fa)** Advanced concepts in online publishing; focus on databases, editing, scripting and authoring applications for news Web sites. *Prerequisite:* JOUR 502.

**JOUR 555 Multimedia and Graphics in Online Publishing (3, Sp)** Focuses on the process of creating multimedia, images and graphics for news storytelling on the Web; integration of interactive content, animation and video. *Prerequisite:* JOUR 551.

**JOUR 556 Online Journalism Seminar (3, Sp)** Writing and reporting for the Internet and other technology platforms; computer-assisted reporting; multimedia storytelling. *Prerequisite:* JOUR 551.

**JOUR 560 Seminar in Mass Communication Law (3, FaSpSm)** Analysis of major elements of mass communication law, legal issues in contemporary mass communication, and the impact of legal trends on professional journalists.

**JOUR 563 Promotional and Product Public Relations (3, Fa)** Planning, managing and evaluating integrated communications campaigns utilizing public relations strategies in concert with advertising and other marketing disciplines; emphasis on research, case studies and campaign development.

**JOUR 565 Corporate Public Relations and Reputation (3, Fa)** Planning, managing and evaluating strategic public relations campaigns to effectively communicate with the investor community, regulators and related constituencies regarding the financial performance and reputation of the business entity and its management.

**JOUR 566 Public Relations for Multicultural and Niche Audiences (2)** Developing, managing and evaluating campaigns designed to reach audiences segmented by culture, lifestyle and other factors.

**JOUR 567 Internet and High Technology Public Relations (3)** Using the Internet as a strategic tool in the development and implementation of public relations campaigns for technology-based and other enterprises.

**JOUR 568 Critical Thinking and Crisis Management (3, FaSp)** Introduction to the concept of critical thinking and its practical application to a variety of public relations challenges and opportunities; emphasis on formulating and evaluating problems from multiple perspectives.

**JOUR 569 Ethics in Public Relations (3)** Application of public relations principles to ethical conduct in a business, government agency, non-profit organization or consulting entity; emphasis on applicable cases and dialogue.

**JOUR 575 Advocacy and Social Change in Entertainment and the Media (4, Fa)** (Enroll in COMM 575)

**JOUR 576 The Image of the Journalist in Popular Culture Seminar (3, Sp)** Study and analysis of the conflicting images of the journalist in popular culture and its impact on the public's perception of the media and newsgatherers.

**JOUR 580 Introduction to Specialized Journalism (2, Sm)** Understanding the role of specialized journalism and its changing role in U.S. news media; audience interest in areas of specialized coverage.

**JOUR 581 Specialized Journalism: Research Methods (3, Fa)** Advanced skills in the use of expert sources, scholarly resources, computer-assisted and investigative reporting in specialized journalism; social and ethical issues in specialized reporting.

**JOUR 582 Specialized Journalism: Reporting Decisions (3, Sp)** Reporting and analysis of decision making; case studies and analytical tools in dissecting decisions for readers, listeners and viewers.

**JOUR 583 Managing Communication in the Entertainment Industry (4, Fa)** (Enroll in CMGT 543)

**JOUR 584 Specialized Reporting: Education, Youth and Learning (3, Fa)** Reporting and writing on education; survey of historical and contemporary issues affecting children, families and public education.

**JOUR 585 Specialized Reporting: Religion (3, Fa)** Reporting and writing on religion; survey of world religion, religion and public life – including politics, gender and science.

**JOUR 586 Specialized Reporting: Science (3, Fa)** Reporting and writing on science; survey of scientific research fields and evaluation of evidence and claims.

**JOUR 587 Audience Analysis (4, Fa)** (Enroll in CMGT 587)

**JOUR 588 Specialized Reporting: Urban Ecology (3, Fa)** Reporting and writing on urban ecology; survey of the urban landscape as an environment and human impact on these communities.

**JOUR 589 Specialized Reporting: The Changing U.S. Population (3, Fa)** Reporting and writing on immigration and other forms of demographic change; survey of immigration, the journalism it has generated and the impact of coverage.

**JOUR 590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC.

**JOUR 594abz Master's Thesis (2-2-0, FaSpSm)** Credit on acceptance of thesis. Graded IP/CR/NC.

**JOUR 599 Special Topics (2-4, max 8, FaSpSm)** Seminar in selected topics in journalism.