# Journalism

**Chairperson: John Pauly, Ph.D.**

The journalism major prepares students to gather, synthesize and present news and information, using a variety of multimedia tools. The curriculum emphasizes the development of strong writing and reporting skills; an understanding of social science research methods; familiarity with the law, history and ethics of the profession; and skillful use of social media and other digital storytelling techniques. Journalism’s grounding in the liberal arts and its commitment to writing and analysis also make it good preparation for careers in law, business, government and education.

## Journalism Major

A total of 37 credits of course work must be completed for the major in journalism. Students with a major in journalism cannot take more than 48 credits in the mass communication areas (ADVE, COMM, DGMD, JOUR and PURE) and are required to take 72 credits outside of the mass communication areas. The following courses must be completed toward the 37 credits:

### Required Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 1100</td>
<td>Digital Journalism 1: Journalism Bootcamp</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 1550</td>
<td>Digital Journalism 2: Reporting and News Design</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 1964</td>
<td>Journalism Practicum</td>
<td>1</td>
</tr>
<tr>
<td>JOUR 2100</td>
<td>Digital Journalism 3: Community Reporting</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3800</td>
<td>Media Law</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3900</td>
<td>Ethical Problems of Mass Communications</td>
<td>3</td>
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</tbody>
</table>

One Theory/Research Course:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>COMM 4100</td>
<td>Mass Media and the American Family</td>
</tr>
<tr>
<td>COMM 4200</td>
<td>International Communication</td>
</tr>
<tr>
<td>COMM 4300</td>
<td>Survey Research and Reasoning for Communication Professionals</td>
</tr>
<tr>
<td>COMM 4400</td>
<td>Mass Communication Theory and Research</td>
</tr>
<tr>
<td>COMM 4500</td>
<td>Race and Gender Issues in Mass Media</td>
</tr>
<tr>
<td>COMM 4550</td>
<td>Media and the &quot;Other&quot;</td>
</tr>
<tr>
<td>COMM 4750</td>
<td>Media, Technology and Culture</td>
</tr>
</tbody>
</table>

One History Course:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>DGMD 4810</td>
<td>Radio and Television History</td>
</tr>
<tr>
<td>JOUR 4600</td>
<td>History of American News Media</td>
</tr>
</tbody>
</table>

Two Advanced Multimedia Reporting Courses. Take two separate offerings of the following variable topic course.

<table>
<thead>
<tr>
<th>Course</th>
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</thead>
<tbody>
<tr>
<td>JOUR 4932</td>
<td>Advanced Topics in Journalism</td>
</tr>
</tbody>
</table>

Two Electives: Choose from all upper division COMM and JOUR classes.

<table>
<thead>
<tr>
<th>Course</th>
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</thead>
<tbody>
<tr>
<td>JOUR 4996</td>
<td>Capstone: Journalism News Service</td>
</tr>
<tr>
<td>JOUR 4997</td>
<td>Capstone: Magazine with a Mission</td>
</tr>
</tbody>
</table>

### Total Credit Hours

37

One of the following courses is also required but does not count as hours in the major:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 1700</td>
<td>Modern Elementary Statistics</td>
</tr>
<tr>
<td>PSYC 2001</td>
<td>Psychological Measurements and Statistics</td>
</tr>
<tr>
<td>SOCI 2060</td>
<td>Social Statistics</td>
</tr>
</tbody>
</table>

### Total Credit Hours

0

## Typical Program for Journalism Majors

**Freshman**

<table>
<thead>
<tr>
<th>First Term</th>
<th>Hours</th>
<th>Second Term</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1050</td>
<td>1</td>
<td>COMM 1200</td>
<td>3</td>
</tr>
<tr>
<td>CMST 1000</td>
<td>3</td>
<td>PHIL 1001</td>
<td>3</td>
</tr>
</tbody>
</table>
ENGL 1001  3  Foreign language or UCCS Diverse Culture  3-4
JOUR 1964  1  JOUR 1100  3
Foreign language or UCCS Diverse Culture  3-4  Minor/elective  3
THEO 1001  3
UCCS History  3

17-18  15-16

Sophomore

First Term  Hours  Second Term  Hours
COMM 1100  3  JOUR 2100  3
COMM 2500  3  MATH 1700 (or UCCS Science)  3
JOUR 1550  3  PHIL 2310  3
MATH 1700 (or UCCS Science)  3  UCCS Diverse Culture or Minor/elective course  3
UCCS Diverse Culture or Minor/elective course  3  UCCS Literature/Performing Arts  3

15  15

Junior

First Term  Hours  Second Term  Hours
JOUR History elective  3  JOUR 4932*  3
JOUR Theory/Research elective  3  UCCS Theology  3
JOUR major elective  3  JOUR Major elective  3
Minor/elective  6  Minor/elective  6

15  15

Senior

First Term  Hours  Second Term  Hours
COMM 3800 or 3900  3  COMM 3800 or 3900  3
JOUR 4932*  3  JOUR 4996 or 4997  3
Minor/electives  8  Minor/electives  8

14  14

Total credit hours: 120-122

* Two terms of Advanced Topics in Journalism are required.

Wisconsin Teaching Licensure in Journalism (Middle Childhood/Early Adolescence)
In addition to completing all requirements as specified by the College of Education, students must also complete all requirements listed under the journalism major.

Wisconsin Teaching Licensure in Journalism (Early Adolescence/Adolescence)
In addition to completing all requirements as specified by the College of Education, students seeking Wisconsin teaching licensure in journalism at the early adolescence/adolescence level must also complete 37 hours including:

Required Courses

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>COMM 1200</td>
<td>Media in Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3800</td>
<td>Media Law</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3900</td>
<td>Ethical Problems of Mass Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 1100</td>
<td>Digital Journalism 1: Journalism Bootcamp</td>
<td>3</td>
</tr>
</tbody>
</table>
JOUR 1100. Digital Journalism 1: Journalism Bootcamp. 3 cr. hrs.
Covers basic journalism skills and concepts, including news values, story selection and fact verification by covering neighborhoods and events. Students will find and interview sources and write for radio, TV, web and print, with emphasis on learning and audio skills. Projects appear on a course website.

JOUR 1200. Basic News Photography. 3 cr. hrs.
Explore the historical, technical and aesthetic aspects of news photography. Assignments cover control of exposure, light, motion and composition. Lab work includes training and use of 35mm cameras and basic knowledge of software to produce a variety of finished images. Emphasis on visual communication in the digital age. Cameras are available for assignments.

Students move beyond event coverage and learn to research and produce stories about important neighborhood issues. Students learn to cover civic issues related to police, fire, courts and taxation, and dig for statistics and facts in databases. Includes writing for radio, TV, web and print, with an emphasis on learning still photography skills. Projects appear on a course website. Prereq: JOUR 1100.

JOUR 1964. Journalism Practicum. 1 cr. hr.
Students are introduced to the field of journalism, its standards and practices. Assignments in writing, editing and production. Guest speakers from mass communication fields. S/U grade assessment.

JOUR 2100. Digital Journalism 3: Community Reporting. 3 cr. hrs.
Students learn to mine databases, public records, archives, interviews, public meetings and press conferences for critical information. Students use their investigative skills to uncover and report issues of public interest. Students continue to develop news writing, editorial judgement and story production skills and values, with a special emphasis on video journalism. Projects appear on a class website. Prereq: JOUR 1550.

JOUR 3500. Television Reporting. 3 cr. hrs.
Students will produce professional quality television news stories that demonstrate the techniques of video storytelling, including reporting, writing, shooting and editing.

JOUR 3700. Radio Reporting. 3 cr. hrs.
Students will develop advanced writing and production techniques used in a variety of radio formats and become stronger storytellers.

JOUR 3986. Internship in Journalism. 0-3 cr. hrs.
Work experience in an area related to major supervised by an approved professional coupled with related academic work assigned. Approval of adviser and Internship Program Director required in advance of internship. May not substitute for a Journalism writing requirement. May be taken more than once to a maximum of three credits. Prereq: Jr. stndg.; JOUR major; and cons. of dept. ch. 0 credit will be SNC/UNC grade assessment; 1-3 credits will be S/U grade assessment.
JOUR 4160. Narrative Nonfiction Reporting. 3 cr. hrs.
Emphasizes longform journalism, stresses strong reporting, immersion in a single subject over the course of a semester, in-depth interviews and detailed observation. Students work individually, turning in portions of their work weekly. Produce a publishable 10,000 to 15,000 word article as the final project. Prereq: JOUR 2100 or equiv., cons. of instr.

JOUR 4200. Publications Editing. 3 cr. hrs.
Editing principles and practices for print and online news publications. Editing copy, photos, charts and graphs; verification of information; writing headlines and captions. News judgment, wire services, backpack journalism, digital newsroom; digital production software. Prereq: JOUR 2100; or ADPR 1800; or ENGL 3210; or cons. of dept. ch.

JOUR 4360. Freelance Writing. 3 cr. hrs.
Covers how newsstand, trade and online magazines work, how magazines use freelancers and writers, how magazine writing differs from newspaper reporting and other media, what excellence in magazine writing looks like and how students can focus, improve and polish their writing to sell to or work on a magazine.

JOUR 4400. Media Entrepreneurship. 3 cr. hrs.
The business side of being a journalist: management, financial, practical and professional issues running an online or print publication, operating as a backpack journalist, working as a freelancer. Management structures, business practices, contracts and marketing. Prereq: Jr. Stndg.

JOUR 4500. Newspaper Design and Production. 3 cr. hrs.
Fundamentals of design and production for print and online newspapers. Students develop skills in working with separate and integrated print and online delivery systems. Introduction to digital forms of news content for online news publications: audio, video, slide shows and podcasts. Digital production software. Prereq: JOUR 4200 or cons. of instr.

JOUR 4510. Magazine Design and Production. 3 cr. hrs.
Fundamentals of magazine design and production. Students develop understanding of basic elements of publication design and critical skills through analysis of various design problems. Prereq: JOUR 4200; computer workshop or demonstrated proficiency on the Macintosh computer with current design software.

JOUR 4520. Online Editing and Design. 3 cr. hrs.
Fundamental principles of processing and managing information in verbal and visual forms for Web publication. An emphasis on special editing and design issues created by the online environment and internet technology. Legal and ethical issues on the Internet. Prereq: JOUR 4200; computer workshop or demonstrated proficiency on the Macintosh computer with current design software.

JOUR 4600. History of American News Media. 3 cr. hrs.
The origin and development of Journalism in the United States considered in relation to American political, social and economic history. Consideration of newspapers, magazines, the electronic media, and important figures within each field. Prereq: Jr. stndg.

Covers strategies and methods for advising yearbooks, newspapers, online news and features in the context of scholastic journalism and for teaching journalism. Includes developing student staff; planning, production and assessment of scholastic publications and online products; evaluation of journalism texts for secondary level; working with faculty, school administrators, school boards, parents; budgeting; advertising sales; using desktop publishing and current software. Prereq: Jr. stndg.; JOUR 4200; cons. of instr.

JOUR 4931. Topics in Journalism. 3 cr. hrs.
Study of, and practice in, various areas of specialized work such as regional, small community, union, organization journalism, and the special interest press. Prereq: Jr. stndg.

JOUR 4932. Advanced Topics in Journalism. 3 cr. hrs.
Advanced reporting and producing of news stories on a single topic that varies by semester. Prereq: JOUR 2100 or cons. of instr.

JOUR 4951. MU Led Travel/Study Abroad. 3 cr. hrs.
Travel to London to explore the arts, British culture and writing about the arts. Develop critical theories for evaluation of the arts within the cultural context of London. Observe, participate in and reflect upon the cultural similarities and differences. Think critically about the production of the lively arts in disparate cultures and apply journalistic reporting and writing skills to writing arts criticism for dance, music, museums, dining and theatre. Course taught in an international setting by Marquette professors and where students earn Marquette credit. Study Abroad expenses apply.

JOUR 4953. Seminar in Journalism. 1-3 cr. hrs.
Specific subjects of seminars to be announced in the Schedule of Classes. Variable topics. Prereq: Jr. stndg.

JOUR 4995. Independent Study in Journalism. 1-3 cr. hrs.
Prereq: Jr. stndg. and cons. of dept. ch. Prereq: Jr. stndg. and cons. of dept. ch.

JOUR 4996. Capstone: Journalism News Service. 3 cr. hrs.
Students are the staff of an online news service, providing coverage of the area’s underserved. Students provide news stories using a range of new media and links to the online Diederich Magazine. Prereq: JOUR 2100; Sr. stndg.

JOUR 4997. Capstone: Magazine with a Mission. 3 cr. hrs.
Students are the staff of a city magazine that addresses Marquette’s social justice mission. Students produce print and online magazines with a social media presence. Students write, research, shoot, edit, design and produce stories about people and events that affect lines and spark change. Prereq: JOUR 2100; Sr. stndg.
JOUR 4999. Senior Thesis. 1-3 cr. hrs.
The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Prereq: Jr. stndg. and cons. of dept. ch.