
Journalism and Media Studies

In the College of Professional Studies and Fine Arts

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Faculty

Emeritus: Broom, Brown, Buckalew, Hartung, Martin, Odendahl, Spevak

Director: Borden

The Lionel Van Deerlin Professor of Communication and Public Policy: Eger

Professors: Borden, Davis, Dozier, Eadie, Mueller, Wulfemeyer

Associate Professors: Sha, Zhong

Assistant Professors: Arceneaux, Schmitz Weiss

Lecturers: Barker, Lockwood, McBride, Ulrich

Offered by the School

Master of Arts degree in communication with specialization in:
Mass communication and media studies.

Major in journalism with the B.A. degree in liberal arts and sciences:

Emphasis in advertising.

Emphasis in media studies.

Emphasis in public relations.

Minor in advertising.

Minor in journalism.

Minor in public relations.

The Lionel Van Deerlin Professor of Communication and Public Policy

More than 40 major communications companies contributed to establish The Lionel Van Deerlin Professor of Communication and Public Policy. The professorship serves as the center for the study of public policy and issues affecting the communications/information field, about which Lionel Van Deerlin was vitally concerned during his 18 years in Congress. The current holder of the professorship is John M. Eger.

General Information

The School of Journalism and Media Studies envisions a global society where citizens are engaged in their communities; where media professionals are ethical and committed to social justice, and embrace technology to serve the public good; and where people from all backgrounds think critically about the media. The school's curricula reflect these very important themes. Students are required to take a set of core classes in global communication and technology, ethics and law, and research methods for professional communicators. They also complement their in-class work with internships and service-learning projects in the community. Programs within the school prepare students for careers in advertising, journalism, public relations, and other media industries, as well as for jobs in a technologically driven workforce landscape whose future media forms cannot be predicted. The School of Journalism and Media Studies also prepares students to enter careers as analysts, producers, and editors of media content in government and private industry, as well as for graduate education in a variety of disciplines and the law.

Impacted Programs

Programs in the School of Journalism and Media Studies are impacted. Students must enter the university under the designated major code for the selected program. To be admitted to the selected program, refer to the program description for specific impacted criteria.

Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs Web site was created to help students navigate the course requirements for their majors and to identify which General Education courses will also fulfill a major preparation course requirement.

Journalism Major

With the B.A. Degree in Liberal Arts and Sciences

(Major Code: 06021)

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements." Selecting the B.A. degree in liberal arts and sciences requires meeting the language requirement.

Journalism education emphasizes the training of writers, reporters, and editors for the mass media. It also seeks to prepare and guide students interested in pursuing careers in a wide range of informational and interpretive multimedia environments. The courses offered in the journalism major are designed to give students a working knowledge of the skills, concepts, values, and ethics needed to succeed as professional communicators. Courses focus on the basic elements of factual and analytical writing, editing, producing, designing, history, communication law and theory, and responsibility of the mass media.

Career opportunities for journalism graduates are diverse, including book editing and publishing, freelance writing, industrial journalism, magazines, communication research, news agencies, newspapers, radio, television, teaching, and online electronic publishing.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment). No more than 48 units in journalism and media studies courses can apply to the B.A. degree in Liberal Arts and Sciences. Lower division activity/production courses in newspaper, magazine, yearbook, or broadcasting may not be applied toward the B.A. in journalism.

Impacted Program. The journalism major is designated as an impacted program. To be admitted to the journalism major, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the journalism major. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Proficiency Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Unit Requirement. Students in this major must complete a minimum of 80 units of coursework taken from academic departments outside of the School of Journalism and Media Studies. Of units taken toward the bachelor's degree, students must complete a minimum of 65 units of coursework taken to fulfill General Education requirements and/or from courses offered by academic departments that are part of the College of Arts and Letters and/or the College of Sciences.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 300, 310W, 375, 420, 470, 489, 494, 550; three units selected from Journalism and Media Studies 315, 430, 445; and six units selected from Journalism and Media Studies 315, 425, 430, 440, 441, 445, 490C, 529. A minor is required with this major.

Emphasis in Advertising (Major Code: 06041)

To complete the advertising emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Impacted Program. The advertising emphasis is designated as an impacted program. To be admitted to the advertising emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, and Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the advertising emphasis. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Proficiency Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Unit Requirement. Students in this major must complete a minimum of 80 units of coursework taken from academic departments outside of the School of Journalism and Media Studies. Of units taken toward the bachelor's degree, students must complete a minimum of

65 units of coursework taken to fulfill General Education requirements and/or from courses offered by academic departments that are part of the College of Arts and Letters and/or the College of Sciences.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 310W, 375, 460, 461, 489, 494, 560, 565; three units selected from Journalism and Media Studies 300, 440, 480; and six units of upper division coursework in Journalism and Media Studies.

Allied Discipline. Students selecting the advertising emphasis are required to complete a minor in one of the following departments or nine units of approved upper division courses in one of the following allied disciplines: economics, management, marketing, political science, psychology, sociology, or other area approved by program coordinator. See school for list of approved courses.

Emphasis in Media Studies (Major Code: 15060)

To complete the media studies emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Impacted Program. The media studies emphasis is an impacted program. To be admitted to the media studies emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200 and nine units selected from Economics 101, 102, Political Science 101, 102, Psychology 101, Sociology 101, Television, Film and New Media Production 160. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Preparation for the Major. Journalism and Media Studies 200 and nine units selected from Economics 101, 102, Political Science 101, 102, Psychology 101, Sociology 101, Television, Film and New Media Production 160. (12 units) These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Passing the Writing Proficiency Assessment with a score of 10 or above or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 36 upper division units to include Journalism and Media Studies 375, 408, 412, 450, 489, 492, 494; nine units selected from Media Studies topics courses: Journalism and Media Studies 300, 409, 410, 440, 460, 475, 480, 505, 506, 574, 589, 591, Professional Studies and Fine Arts 330, Television, Film and New Media 430; and six units selected from Discovery of the Media courses: Africana Studies 465 or French 465, American Indian Studies 435, Asian Studies 530, Chicana and Chicano Studies 400, Communication 482, 492, English 493, European Studies 424, 527 (or History 527), Gerontology 370, History 435, Psychology 344, 442, Religious Studies 364, Television, Film and New Media 363.

Minor. Students selecting the media studies emphasis are required to complete a minor. Recommended minors include art, educational technology, management, marketing, and theatre arts. See journalism and media studies advising for details.

Emphasis in Public Relations (Major Code: 05992)

To complete the public relations emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

JMS

Impacted Program. The public relations emphasis is designated as an impacted program. To be admitted to the public relations emphasis, students must meet the following criteria:

- Complete with a minimum grade point average of 3.0 and a grade of C or higher: Journalism and Media Studies 200, 220, Economics 101, and Political Science 101, 102. *These courses cannot be taken for credit/no credit (Cr/NC);*
- Achieve a passing score on the Grammar, Spelling and Punctuation test by the third attempt;
- Complete a minimum of 45 baccalaureate level semester units. A maximum of 90 semester units is recommended. (A minimum of 60 units is required for all transfer applicants.);
- Have a cumulative grade point average of 3.0 or higher.

Applicants not meeting the above minimum requirements may petition for admission to the public relations emphasis. See the School of Journalism and Media Studies advising office for further information.

Preparation for the Major. Journalism and Media Studies 200, 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 3.0 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to the section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Students must have fulfilled the Writing Proficiency Assessment with a score of 8 or above before taking Journalism and Media Studies 310W and earn a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Unit Requirement. Students in this major must complete a minimum of 80 units of coursework taken from academic departments outside of the School of Journalism and Media Studies. Of units taken toward the bachelor's degree, students must complete a minimum of 65 units of coursework taken to fulfill General Education requirements and/or from courses offered by academic departments that are part of the College of Arts and Letters and/or the College of Sciences.

Major. A minimum of 33 upper division units to include Journalism and Media Studies 310W, 375, 480, 481, 489, 494, 581, 585; three units selected from Journalism and Media Studies 300, 440, 460; and six units of upper division coursework in Journalism and Media Studies.

Allied Discipline. Students selecting the public relations emphasis are required to complete a minor in one of the following departments or nine units of approved upper division courses in one of the following allied disciplines: economics, management, marketing, political science, psychology, sociology, or other area approved by program coordinator. See school for list of approved courses.

Advertising Minor

(Minor Code: 06041)

The minor in advertising consists of 21 units to include Journalism and Media Studies 200, 220, 310W, 460, 461, 560, 565. Admission to the advertising minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 3.0 in these two courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Journalism Minor

(Minor Code: 06021)

The minor in journalism consists of 21 units to include Journalism and Media Studies 200, 220, 300, 310W, 420, 494, and three units selected from Journalism and Media Studies 315, 430, or 445. Admission to the journalism minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 3.0 in these two courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Public Relations Minor

(Minor Code: 05992)

The minor in public relations consists of 21 units to include Journalism and Media Studies 200, 220, 310W, 480, 481, 581, 585. Admission to the public relations minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Journalism and Media Studies 200 and 220 with grades of C (2.0) or better and a grade point average of 3.0 in these courses; and a passing score on the Grammar, Spelling and Punctuation test by third attempt.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Courses (JMS)

Refer to *Curricula and Courses and University Policies* sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

LOWER DIVISION COURSES

JMS 200. Introduction to Contemporary Media (3) [GE]

Mass media and emerging forms of niche media in the global community. Theories, structures, functions, practices, problems, interrelationships, economics, critical analyses, history, and ethics. (Formerly numbered Communication 200.)

JMS 220. Writing for the Mass Media (3)

One lecture and four hours of activity.

Prerequisites: Sophomore standing; ability to type; and a passing score on the Grammar, Spelling and Punctuation test. **Proof of completion of prerequisites required:** Grammar, Spelling and Punctuation test score and proof of sophomore standing.

Introduction to writing techniques for mass media. Laboratory practice in informational and persuasive writing, evaluation, and judgment. (Formerly numbered Journalism 220.)

JMS 296. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

UPPER DIVISION COURSES (Intended for Undergraduates)

JMS 300. Principles of Journalism (3)

Prerequisite: Upper division standing.

Theory and practice of journalism, survey of history, ethics, law, international news systems, and social responsibility of the press. Operations of newspapers, news magazines, radio and television news departments, and other news agencies. Impact of new media and technology on journalism, economics, and management of news organizations. (Formerly numbered Journalism 300.)

JMS 309. Workshop (1-3) Cr/NC

Prerequisite: Consent of instructor.

Practical experience in an area of study within the School of Journalism and Media Studies. Maximum credit three units. (Formerly numbered Communication 309B.)

JMS 310W. Media Writing and Reporting (3)

Two lectures and two hours of activity.

Prerequisites: Journalism and Media Studies 220 with a grade of C (2.0) or better. Satisfies Graduation Writing Assessment Requirement for students who have completed 60 units; completed Writing Proficiency Assessment with a score of 8 or higher (or earned a C or higher in RWS 280, 281, or LING 281 if score on WPA was 7 or lower); and completed General Education requirements in Composition and Critical Thinking. **Proof of completion of prerequisites required:** copy of transcript. Admission to majors and minors in Advertising, Journalism, and Public Relations.

Writing for advertising, journalism, and public relations products in various media platforms. Gathering information, interviewing, conducting observations, and using online database. Laboratory and field work. (Formerly numbered Communication 310W.)

JMS 315. Editing for Print Media (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course.

Techniques of preparing content for print publication, including copy editing, headline writing, use of photos and graphics, and layout and design. Laboratory experience. (Formerly numbered Journalism 315.)

JMS 375. Media Technology in the Global Environment (3)

Two lectures and one hour of discussion.

Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better.

Technology's crucial role in shaping the knowledge economy and communication policies affecting life and work in the global age. Digital communication, media convergence, media regulation, and economic development. (Formerly numbered Communication 375.)

JMS 408. Media and Society (3)

Prerequisite: Upper division standing.

Media theories, models, and research exploring media effects, and audience uses of media. (Formerly numbered Communication 408.)

JMS 409. Women and Media (3)

Prerequisites: Upper division standing. Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisites required:** Copy of transcript.

Role of women in media, including messages about women and employment status of women. (Formerly numbered Communication 409.)

JMS 410. Media and Sexuality (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisite required:** Copy of transcript.

Sexuality and sex-related issues in mass mediated news, entertainment, and advertising content. Sexuality in media and its effects on interpersonal relations, sexual identity, sexual politics, social discourse, and public policy. Portrayals of conventional sexuality and of sexual minorities.

JMS 412. Media and Audiences (3)

Prerequisites: Journalism and Media Studies 408 with grade of C (2.0) or better. Admission to Media Studies specialization. **Proof of completion of prerequisites required:** Copy of transcript.

Methods used by media industries to determine size and demographics of audience. Theories and models that explain audience behavior. Individual and group-action effects on media institutions and content.

JMS 420. Public Affairs News Reporting (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W. Admission to Journalism major or minor. **Proof of completion of prerequisite required:** Copy of transcript.

Field and laboratory practice in news gathering and writing, covering news beats including courts, local governments, and other news sources. Emphasis on accuracy, clarity, comprehensiveness and interpretation. (Formerly numbered Journalism 420.)

JMS 425. Writing Opinion, Reviews, and Criticism (3)

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Principles and practices of writing editorials and opinion essays for media outlets (print, broadcast, and online) to include writing reviews of theatre, music, books, and film. (Formerly numbered Journalism 425.)

JMS 430. Digital Journalism (3)

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Using the web to publish media content and design to include how to use text, graphics, sound, and video to effectively transmit information. Role and responsibilities of media professionals as they add online publication to already established print and broadcast platforms.

JMS 440. Management of Media Organizations (3)

Prerequisite: Upper division standing. **Proof of completion of prerequisite required:** Copy of transcript.

Revenue generation, marketing, distribution, production, personnel, social responsibilities, and current developments in media organizations. Planning, organizing, implementing organizational plans. (Formerly numbered Communication 440.)

JMS 441. Magazine and Feature Writing (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Planning, gathering material, writing and marketing articles for specialized and general publications. Production of expository articles and marketing of at least one article. (Formerly numbered Journalism 441.)

JMS 445. Electronic News Reporting and Producing (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Electronic news, focusing on reporting and producing newscasts. Shooting, writing, editing, and presenting news. Roles and responsibilities in electronic newsrooms to include role of producer.

JMS 450. Using Media to Understand Cultures (3)

Prerequisites: Journalism and Media Studies 408 with grade of C (2.0) or better. Admission to Media Studies specialization. **Proof of completion of prerequisites required:** Copy of transcript.

Cultural phenomena through media products to include films, television programs, print media. Appreciation of various cultures and practices through analysis of media products.

JMS 460. Principles of Advertising (3)

Prerequisite: Upper division standing.

Concepts, history, theory, social responsibility, management, and regulation of advertising. Survey of advertising practices, including planning, consumer and market research, creative, and media. (Formerly numbered Communication 460.)

JMS

JMS 461. Advertising Creative Development (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 310W and 460 with grades of C (2.0) or better in each course. Admission to Advertising majors and minors, Major Code: 06041. **Proof of completion of prerequisites required:** Copy of transcript.

Advertising creative philosophy, strategy, and tactics; art, copy, and creation of advertisements for broadcast, print, and interactive electronic media. Application of computers to creative development. (Formerly numbered Communication 461.)

JMS 470. Multimedia News Writing (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Principles and techniques of writing news for print, online, radio-television, and emerging media platforms. Field and laboratory experience. (Formerly numbered Journalism 470.)

JMS 475. Mediated Communication in Intercultural Contexts (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies.

Role of culture in professional fields such as advertising, journalism, media studies, and public relations. Cultural values and practices as applied to various mediated communication products and contexts.

JMS 480. Principles of Public Relations (3)

Prerequisite: Upper division standing.

Concepts, history, theory, social responsibility, and management of public relations. Survey of problems and practices in corporations, government agencies, associations, and not-for-profit organizations. (Formerly numbered Communication 480.)

JMS 481. Public Relations Media and Methods (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 310W and 480 with grades of C (2.0) or better in each course. Admission to Public Relations majors and minors, Major Code: 05992. **Proof of completion of prerequisites required:** Copy of transcript.

Practical applications of public relations techniques with emphasis on writing and media usage. News releases and media relations, print and electronic communications production, multi-media techniques, speeches, other audio-visual presentations, and special events. Field and laboratory practice. (Formerly numbered Communication 481.)

JMS 489. Research Methods in Mediated Communication (3)

Two lectures and one hour of discussion.

Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Understanding and critically analyzing media reports of public opinion polls and other scientific research. Sampling and inferences to populations. Basic design and measurement issues. Margin of error. Levels of measure. (Formerly numbered Communication 489.)

JMS 490A. Advertising Internship (1-3) Cr/NC

Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 461 with grade of C (2.0) or better.

Supervised work at organizations engaged in professional advertising activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 490B. Public Relations Internship (1-3) Cr/NC

Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 481 with grade of C (2.0) or better.

Supervised work at organizations engaged in professional public relations activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 490C. Journalism Internship (1-3) Cr/NC

Prerequisites: Upper division standing, consent of instructor, and Journalism and Media Studies 420 with grade of C (2.0) or better.

Supervised work at organizations engaged in professional journalism activities under combined direction of practitioners and professors. Maximum credit three units.

JMS 492. Media Convergence (3)

Prerequisites: Journalism and Media Studies 412 and 450 with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

New and often unexpected convergence of media institutions, technology, and content. New economic and social alliances, uses, and effects.

JMS 494. Media Law and Ethics (3)

Prerequisites: Upper division standing and Journalism and Media Studies 200 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Importance of freedom of expression. Legal issues and responsibilities of print, broadcast, and online media, and applications to advertising, journalism, and public relations. Ethical dilemmas encountered by media professionals and communication specialists, including challenges posed by global technologies. (Formerly numbered Communication 502.)

JMS 496. Experimental Topics (1-3)

Prerequisites: Upper division standing and consent of instructor.

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

JMS 499. Special Study (1-3)

Prerequisites: Upper division standing and consent of instructor.

Individual study or project, normally in a research area selected by the student. Maximum credit three units.

UPPER DIVISION COURSES (Also Acceptable for Advanced Degrees)

JMS 505. Government and Telecommunications (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisite required:** Copy of transcript.

Responsibilities of telecommunication organizations as prescribed by law, government policies and regulations, and significant court decisions. (Formerly numbered Communication 505.)

JMS 506. Advertising and Society (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisites required:** Copy of transcript.

Theoretical and philosophical analysis of advertising in modern society. (Formerly numbered Communication 506.)

JMS 529. Investigative Reporting (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Development of articles of substance and depth in specialized areas. Research, analysis and interpretation of complex issues in the news. Special problems of the sustained, reportorial effort. Field and laboratory practice. (Formerly numbered Journalism 529.)

JMS 550. Multimedia News Laboratory (3)

One lecture and four hours of activity.

Prerequisites: Journalism and Media Studies 300, 310W, 420 and three units selected from Journalism and Media Studies 315, 430, 445 with grades of C (2.0) or better in each course. **Proof of completion of prerequisites required:** Copy of transcript.

Capstone course using skills and knowledge acquired in critical thinking, writing, reporting, editing, production, and design courses. Teams prepare multimedia news content. Field and laboratory experience. (Formerly numbered Journalism 550.)

JMS 560. Advertising Research (3)

Prerequisites: Journalism and Media Studies 310W and 460 with grades of C (2.0) or better in each course. Admission to advertising majors and minors, Major Code: 06041. **Proof of completion of prerequisites required:** Copy of transcript.

Systematic application of quantitative and qualitative research to planning, design, and management of advertising campaigns. Cases, practices, and problems in application of research to consumer, market analysis, positioning, creative selection, media planning, and campaign evaluation. (Formerly numbered Communication 560.)

JMS 565. Advertising Campaigns (3)

Prerequisites: Journalism and Media Studies 461 and 560 with grades of C (2.0) or better in each course.

Planning and creation of advertising campaigns including situation analysis and strategy, advertising and marketing objectives, consumer analysis and target audience selection, creative development, media strategy and tactics, sales promotion, and campaign evaluation. (Formerly numbered Communication 565.)

JMS 574. International Advertising (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies.

Comparative cultural, economic, legal, political, and social conditions relevant to international advertising. (Formerly numbered Communication 574.)

JMS 581. Public Relations Research (3)

Two lectures and two hours of activity.

Prerequisites: Journalism and Media Studies 310W and 480 with grades of C (2.0) or better in each course. Admission to public relations majors and minors. Major Code: 05992. **Proof of completion of prerequisites required:** Copy of transcript.

Qualitative and quantitative methods used in evaluation research to plan, track, and evaluate public relations programs. Computerized statistical analysis. (Formerly numbered Communication 581.)

JMS 585. Professional Practices in Public Relations (3)

Prerequisites: Journalism and Media Studies 481 and 581 with grades of C (2.0) or better in each course.

Cases in public relations management. Theory and practice of issues management, integration of the public relations function in strategic management in a variety of corporate, governmental, non-profit, social, and cultural organizations. (Formerly numbered Communication 585.)

JMS 589. Ethical Issues in Mediated Communication (3)

Prerequisites: Upper division standing or graduate standing. Admission to a major or minor for undergraduates in the School of Journalism and Media Studies. **Proof of completion of prerequisites required:** Copy of transcript.

Ethical challenges faced by journalists, public relations and advertising professionals, and other communication specialists. Classical and modern ethical concepts and issues as they apply to mediated communication, as well as codes of ethics. (Formerly numbered Communication 589.)

JMS 591. International Telecommunications (3)

Prerequisite: Admission to a major or minor in the School of Journalism and Media Studies. **Proof of completion of prerequisite required:** Copy of transcript.

Comparative study of economic, social, political determinants of broadcasting, and telecommunication systems around the world. (Formerly numbered Communication 591.)

JMS 595. Seminar in Theoretical Approaches to Public Relations (3)

Prerequisite: Journalism and Media Studies 585 with grade of C (2.0) or better.

Diverse theoretical approaches to public relations, including management, rhetorical, critical, relational and marketing approaches. Preparation for independent scholarly research project or master's thesis.

JMS 596. Selected Topics (1-3)

Prerequisite: Senior standing or above.

Specialized study in selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

JMS

GRADUATE COURSES
Refer to the Graduate Bulletin.

Latin

Refer to "Classics" in this section of the catalog.