

Journalism and Mass Communications

Dean and Director: H. Will Norton, Ph.D.
Graduate Chair: Nancy Mitchell, PhD

The graduate program in journalism is designed to prepare students to enter a variety of media professions. Students hone their abilities to communicate effectively to audiences in the midst of a changing media environment by focusing their studies in advertising, broadcasting, news editorial or a combination of areas. Students may choose a thesis or a professional track for each of the areas.

Students interested in news-editorial and broadcasting can select the professional journalism track, designed to combine principles and practices to prepare them to be leaders in the field, or a thesis track, created to help them build a foundation for a successful future in the academic world. Students interested in an academic career in advertising, publication and strategic communication can also choose the thesis track. Advertising students can also select an interdisciplinary program that permits them to combine course work in strategic communications in advertising and public relations with minors in marketing and communication studies (MCA specialization).

Students entering the graduate program, with the exception of those in the advertising, marketing and communication studies specialization, must have the equivalent of a journalism major from an accredited program in journalism. Applicants with an undergraduate major in an area of study other than journalism, or students with deficiencies in their journalism background, may be admitted with a provisional status and will be required to complete undergraduate journalism courses. For students admitted to an advertising graduate option, an undergraduate or graduate level statistics course is a prerequisite. An applicant's professional experience will be considered by the Graduate Committee of the College of Journalism and Mass Communications in determining the specific courses required to provide a background necessary to qualify for study in the master of arts degree program in journalism.

Master of Arts in Journalism. All candidates must complete a program that conforms to the general requirements of the Graduate College. Please refer to "Requirements for Graduate Degrees" in this bulletin. Completion of a minimum of 30 semester hours credit in approved courses is required for those choosing the thesis track, Option I (refer to "Requirements for the Masters Degree"). At least 9 hours in graduate-level courses must be included from academic course work to be taken outside the College or outside the student's area of specialization within the college. Journalism course numbers that are required in Option I are: 915 Mass Communication Theory (3 cr); 919 Methods of Mass Communication Research (3 cr); 954 Mass Media and Government (3 cr); 992 Professional Project, or advanced level course work (6 cr); 899 Masters Thesis (6-10 cr).

The advertising, marketing and communication studies (MCA) specialization is an Option II program. The program consists of a major—a minimum of 18 hours in advertising and two minors of 9 hours—one in communication stud-

ies and one in marketing. Eighteen hours of the program are specified in courses that include 6 hours from each of the following three departments: Advertising, Communication Studies and Marketing. Required courses for MCA students include: ADVT 881 Advertising and PR Research (3 cr); ADVT 884 Advertising Management (3 cr); GRBA 813 Managerial Marketing (3 cr); MRKT 830 Strategic Issues in Marketing Communication; COMM 852 Communication and Culture; and COMM 886 Organizational Communication. There is also a written comprehensive exam, which can be waived if the student has a 3.25 GPA or higher in all courses taken in the specialization. All students in this specialization must pass an oral comprehensive exam.

News-editorial and broadcasting students in the professional journalism specialization follow the guidelines for Option III. This requires students to complete 36 hours of course work, including a capstone project and intensive course work in place of a minor. Fifteen hours of course work are required, including JGRD 901 Mass Media Issues and Ethics (3 cr); JGRD 902 Media Convergence (3 cr); JGRD 903 Media Management (3 cr); and JGRD 992 Professional Project (6 cr). Students select 21 hours of electives. Eighteen credit hours must be earned in courses open exclusively to graduate students. A minimum of 18 credit hours must be taken in the college.

All applicants to the graduate program must provide Graduate Record Examination scores. In addition, applicants who speak English as a second language must present documentation of a TOEFL score of 600 or higher and a minimum of 25 on the speaking section of the TOEFL exam, if they do not have a bachelors degree from a U.S. post-secondary institution.

Specializations available for the MA in Journalism: Advertising; Broadcasting; Marketing, Communication and Advertising; News-Editorial; and Professional Journalism.

Faculty

Alloway, Richard -1986; Assistant Professor; BA 1977, MA 2002 Nebraska (Lincoln)

Bender, John R. -1990; Associate Professor; BA 1970 Westminster (Missouri); MS 1977 Kansas; PhD 1991 Missouri

Berens, Charlyne R. -1996; Professor; BSEd 1967 Concordia; MA 1995 Nebraska (Lincoln)

Goff, Michael J. -2000; Senior Lecturer; BSEd 1971, MEd 1978, EdS 1990 Nebraska (Lincoln)

Hachtman, Franke -2002; Assistant Professor; BJ 1994, MA 1997, MBA 2000 Nebraska (Lincoln)

James, Stacy -1988; Senior Lecturer; BA 1970, MA 1992 Nebraska (Lincoln)

Larsen, Phyllis V. -2000; Senior Lecturer; BS 1978, MA 1980 Nebraska (Lincoln)

Lee, Laurie Thomas -1994; Associate Professor; BS 1982 Nebraska (Kearney); MA 1983 Iowa; PhD 1993 Michigan State

McCoy, Barney -2006; Associate Professor; BS 1979 Kansas; MA 1996 Michigan State

Mitchell, Nancy -1990; Professor; BSJ 1973 Northwestern; MA 1989 West Texas State; PhD 1998 Nebraska (Lincoln)

Norton, H. Will -1990; Dean and Professor; BA 1963 Wheaton; MA 1971 Indiana; PhD 1974 Iowa

Renaud, Jerry R. -1989; Professor; BS 1975, MA 1990 Nebraska (Lincoln)

Sass, Gerald M. Jr. -2004; Associate Professor; BA 1977 Oregon; MS 1984 Kansas

Shipley, Linda -1984; Associate Dean and Professor; BA 1967 Nebraska (Lincoln); MA 1969 Missouri; PhD 1974 Pennsylvania

Starita, Joseph -2000; Associate Professor; BA 1978, MA 1995 Nebraska (Lincoln)

Struthers, Amy -2004; Assistant Professor; BA 1976, MA 1979 Nebraska (Lincoln)

Thorson, Bruce -2005; Associate Professor; BS 1983 Oregon; MA 1990 Ohio

Walklin, Larry -1967; Professor; BA 1961 Kansas State; MA 1962 Michigan State; PhD 1968 Iowa

Wunder, John -1988; Professor; BA 1967, MA 1970, JD 1970 Iowa; PhD 1974 Washington

Courses

Journalism Graduate Courses (JGRD)

801. Depth Reporting (NEWS 801) (3 cr) Prereq: NEWS 371 and permission.
 For course description, see NEWS 801.

***809. Media Law Seminar** (3 cr) Lec, rct.
 Reading, discussion, and research on current issues in mass media law or theoretical bases for freedom of expression.

***811. Seminar in Media History** (3 cr) Lec, rct.
 Readings and discussion of major issues, events, and people in the history of mass media in the United States.

***820. Mass Media: Introduction** (3 cr) Prereq: Permission.
 Mass media structure, development, systems, responsibilities and ethics, and criticisms.

***830. Strategic Communications: Advertising Issues and Strategies** (3 cr) Seminar for graduate students who do not have the equivalent of an undergraduate degree in advertising.
 Business of advertising and promotion, and the processes and planning involved in strategic promotional communication. Current issues and strategies faced by advertising practitioners, the importance of branding, integrated marketing communications and promotion. Creation of a strategic marketing plan.

***831. Strategic Communications: Writing and Design** (3 cr) Seminar for graduate students who do not have an undergraduate degree in advertising.
 Strategic and creative components of advertising, both from the visual and textual perspectives. Specific strategies for writing and designing advertising, promotional and public relations materials; creative aspects related to strategic planning.

***835. International Communications** (3 cr) Prereq: Permission.
 Systems of mass communications in foreign countries and across international boundaries.

***896. Independent Study** (1-3 cr, max 3) Prereq: Permission of major adviser.

898. Special Topics (JGEN 498) (1-4 cr, max 12) Course may be repeated up to three times so long as the topics are different.
 Topic varies each semester.

***899. Masters Thesis** (6 cr) Prereq: Admission to masters degree program and permission of major adviser.

901. Ethics and Issues in Mass Communication (3 cr) Lec 3.
 Ethical framework for exploring current issues in mass communications.

902. Multi-platform Journalism (3 cr) Lec 3.
 Skills and technologies involved with multi-platform journalism and management.

903. Media Management (3 cr) Lec 3.
 Current issues in business management related to the media environment.

915. Mass Communication Theory (3 cr)
 Process and effects of mass communication.

919. Methods of Mass Communication Research (3 cr)
 Research concepts and procedures with emphasis on methodology and research techniques in mass communication. Development of competency in consumption and interpretation of research combined with an introduction to research design, analysis, and decision making.

954. Mass Media and Government (3 cr)

Process and effects of regulatory information control procedures of federal, state, and local government.

992. Professional Project (1-6 cr, max 6) Ind. *Development of thesis topic may come from JGRD 992. JGRD 992 is designed for increasing competency in professional practice and depending on goals, may be concentrated in ADVT, BRDC, or NEWS.*

Translation of social, political, and economic affairs to mass audiences in both print and electronic media.

995. Issues in Mass Communication (1-3 cr, max 3) Lec.

Current problems in mass communication and interrelated social, economic, and political factors. Topic varies.

Journalism Core Courses (JOUR)***807. Investigative and Computer-assisted Reporting**

(3 cr) Lec 3.

Conduct investigative and in-depth reporting by using documents and computer databases, interviewing, and field research to write compelling stories.

***808. Politics and the Media** (3 cr) Lec 3.

Current issues in media and politics, domestically and internationally.

812. Literature of Journalism (3 cr) Lec 3.

The roles and effects of mass media and major works exemplifying the practice of journalism.

***813. Media Economics** (3 cr) Lec 3.

Economic theory applied to analysis of mass media industries. Structure, performance, and competitions across print media, advertising, broadcasting, and new digital media. Preparation for conducting economic analyses of mass media behavior and performance.

814. Government Controls of Information (3 cr) Lec 3.

Laws, regulations and practices by which federal, state, and local government enhance or retard access to information about the executive, legislative, and judicial branches.

822. Race, Gender, and Media (3 cr) Prereq: 2.75 GPA.

Open to non-College of Journalism and Mass Communications majors. Multicultural and gender diversity issues within the mass media. Broadcast news, print, and advertising media messages of racial, ethnic, and gender-based minorities, including African Americans, Hispanic Americans, Asian Americans, Native Americans, and women.

844. Science Writing (3 cr) Prereq: 2.75 GPA and permission. *Open to non-College of Journalism and Mass Communications majors. Articles will be submitted for publication.*

Advanced writing about science for the non-expert and/or general audience. Issues in science communication explored through reading the best writers in science and journalism. Research and write short articles and longer profiles about science and scientists at the University of Nebraska-Lincoln and elsewhere.

864. Sports Media Relations (3 cr) Prereq: ADVT 357; 2.75 GPA.

Sports media relations and integrated marketing communications. Unpredictable nature of the sports industry and the relationships with its various publics and the media.

885. Mass Media History (3 cr) Prereq: Permission; 2.75 GPA. *Required of all students seeking a degree through the College of Journalism and Mass Communications.*

History of American mass media in cultural and philosophical contexts. The evolution of mass media as a social institution.

886. Mass Media Law (3 cr) Prereq: Permission; 2.75 GPA.

Required of all students seeking a degree through the College of Journalism and Mass Communications.

Legal principles and their application to mass media content and conduct regulation.

887. Mass Media and Society (3 cr) Prereq: Permission;

2.75 GPA. *Required of all students seeking a degree through the College of Journalism and Mass Communications.* Interrelationships between American mass media and society, integrating ethics, theories and contemporary issues.

898. Special Topics (1-4 cr, max 12) *Course may be repeated up to three times so long as the topics are different.*

Topic varies each semester.

Advertising (ADVT)**832. Strategic Communications Research and Strategy** (3 cr) Prereq: ADVT 332 and 333; 2.75 cum GPA.

Communication strategies and the role that research plays in the development of an integrated marketing communication campaign. Analysis and application of creative strategies, product positioning, branding, and writing techniques used for different media, audiences, product categories, and clients.

833. Advanced Communications Graphics and Electronic Design (3 cr) Prereq: ADVT 333; JOUR 217; and 2.75 cum GPA.

Intermediate/advanced portfolio course in visual and graphic design as applied to the corporate environments of advertising and public relations. Print and electronic design principles, strategies and elements incorporated into individual and team projects using traditional and new digital technologies. Development of creative materials for actual clients, corporate identities, electronic presentations, professional creative portfolios, non-traditional resumes, and World Wide Web student and faculty home pages and other WWW sites.

838. Global Advertising (3 cr) Prereq: ADVT 337; 2.75 cum GPA.

Global advertising and communication. Cultural, economic, political and social differences that affect advertising strategy and execution in foreign markets. Advertising a USA product or service in the global market.

847. Strategic/Creative Concepting (3 cr) Prereq: ADVT 333 or NEWS 217; 2.75 cum GPA.

The alternative and advanced methods of communicating a message, a need, a perception or attitude. Creative storytelling and problem solving, critique and analysis and how to creatively communicate with strategic thinking and design.

850. Public Relations Theory, Strategy and Management (3 cr) Prereq: ADVT 332 or BRDC 227 or NEWS 202; 2.75 cum GPA.

Philosophies and theories that underlie the discipline and profession of public relations. Both critical and supportive perspectives used to gain insight into the history and direction of public relations.

851. Advertising and Public Relations Techniques (3 cr)

Prereq: ADVT 832 or BRDC 227, or NEWS 202; 2.75 GPA. Multimedia tools in advertising, public relations, direct marketing, and sales promotion. Promotional writing, publications development, and media relations.

858. New Media Design (3 cr) Lec, lab. Prereq: ADVT 333; 2.75 GPA.

The new media and interactive technologies that can be used in a variety of print, broadcast, and electronic media, and digital communications. Writing, designing and producing communications messages using traditional and new multimedia technologies.

859. Advertising and Public Relations in the Electronic Media (3 cr) Prereq: BRDC 228 or ADVT 357; 2.75 GPA.

Analysis and preparation of radio and television commercials and announcements in terms of content and production techniques. Development of structure and functions of the broadcast advertising media with emphasis on regulation, responsibilities, audience analysis, and promotion.

860. Media Planning and Strategy (3 cr) Prereq: 2.75 GPA; ADVT 832.

Principles and practices of evaluating and selecting media for advertising in both the local and national advertising situations. Explanation of the media, their differences, how they are used in advertising, information resources and strategies for using media.

881. Advertising and Public Relations Research (3 cr)

Lec. Prereq: ADVT 332 and 832; 2.75 cum GPA. *Experience the actual research process and produce a report.* Research in the planning, development and evaluation of advertising. The research process, the use of secondary sources of information, and how to analyze data from these sources. The planning and execution of primary research. Survey techniques.

882. Direct Advertising (3 cr) Prereq: ADVT 832; 2.75 cum GPA.

Laboratory assignments provide practical experience. Fundamentals of direct advertising. Database building and management, the economics of the industry, development and testing of effective creative materials, product selection and pricing, telemarketing, business to business direct advertising, lead-generating programs, the use of electronic and print media in the direct advertising mix and fund-raising for worthy causes.

884. Advertising Management (3 cr) Prereq: ADVT 832 and 860; 2.75 GPA.

The managerial philosophy, techniques, and processes in advertising. Includes organizational structures, integrated marketing communications, strategic planning, marketing planning, advertising planning, advertising research, budgeting, and decision paradigms.

888. Media Sales and Promotion (3 cr) Lec 3.

Techniques for print and electronic media sales and promotion. Rate structures, legal requirements, and social and economic effects.

889. Advertising and Public Relations Campaigns (3 cr)

Prereq: 2.75 GPA; ADVT 432 and 860.

Problems and procedures in planning multimedia advertising campaigns. Students work in teams to develop the integrated marketing communications strategy and creative materials needed by an actual client. Students required to make sound advertising decisions based on research, applied theory and specific skills learned in earlier advertising course work.

898. Special Topics in Advertising (1-4 cr, max 12)

Course may be repeated up to three times so long as the topics are different. Topic varies each semester.

Broadcasting (BRDC)**828. Advanced Television Production** (3 cr) Prereq:

BRDC 228 or permission.

Theory of visualization for television. Practical application of directing techniques. Programs analyzed in relation to translation of facts, ideas, emotions, and attitudes through television. Program production experience in the studios of the University station, KUON-TV.

854. Broadcast Management (3 cr) Prereq: Permission.

Organizational and management procedures as they relate to the telecommunications media.

855. Broadcast Programming (3 cr) Prereq: Permission.

Radio and television program philosophies and formats with emphasis on regulations, responsibilities, economics, and audience measurement procedures.

856. Cable Telecommunications (3 cr) Prereq: BRDC 228 or permission.

Development of cable telecommunications systems and relevant regulatory aspects of cable development. Current and future projections of cable systems management systems—satellites, teletext, interactive, access channels, importation, origination, pay cable.

861. Instructional Television (3 cr) Prereq: Permission.

Preparation of instructional television programs. Historical development of television as an instructional medium, learning and communication theory relevant to proper applications of televised instruction.

865. International Broadcasting (3 cr) Prereq: Permission.

Development of programming patterns and controls as well as cultural consideration of national and international systems of broadcasting.

866. Telecommunication and Information Systems (3 cr)

Prereq: Permission of College Dean's office. *Open to non-journalism students.*

The telephone industry, voice and data communication and networking systems. Development and structure of telecommunication, issues, services, applications, technology, and management.

869. Advanced Cinematography/Videography (3 cr)

Prereq: BRDC 369 or permission.

Continuation of BRDC 369 with additional emphasis on production of single and double system sound films as well as production of videotapes for television.

873. Broadcast Documentary (3 cr) Prereq: BRDC 372 or permission.

Depth reporting and advanced production techniques necessary for the preparation of a broadcast documentary program.

874. Advanced Broadcast Writing (3 cr) Prereq: Permission.

Techniques of planning, preparing and writing radio, television and motion picture scripts, including announcements, interviews, talk programs, features, editorials, investigative reports and dramatic adaptations.

898. Special Topics in Broadcasting (1-4 cr, max 12)

Course may be repeated up to three times so long as the topics are different.

Topic varies each term.

News Editorial (NEWS)**801. Depth Reporting** (JGRD 801) (3 cr) Prereq: NEWS 371 and permission.

Gathering and presenting of stories that require extensive interviewing, backgrounding and research. Individual assignments and conferences.

***803. Public Journalism** (3 cr) Prereq: BRDC 372 or NEWS 371 or permission.

Survey of public/civic journalism, its goals and practices and how it differs from and is similar to traditional ideas of journalism.

***804. Newsroom Management and Organization** (3 cr)

Newsroom structure, organization, management and staffing, including personnel decisions and how they are made.

***806. News Photography** (3 cr) Lec, lab.
News, feature, sports, and picture story photojournalism.

810. Creative Editing (3 cr) Prereq: NEWS 303 and permission.
Broad, theoretical problems of newspaper editing. Selection of news and illustration and the display of those elements. Newspaper ethics, reader research, and the changing industry.

867. School Publications (3 cr) Prereq: Open only to students seeking a 7-12 journalism teaching endorsement.
Problems and procedures involved in producing school newspapers, yearbooks, literary magazines and radio/video projects.

879. Advanced Graphics (3 cr) Prereq: NEWS 303 and permission. *Intensive lecture-laboratory experience.*
Journalism writing and editing with computer graphics techniques.

898. Special Topics in News-Editorial (1-4 cr, max 12)
Course may be repeated up to three times so long as the topics are different.
Topic varies each term.