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. These students 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 specializations).

Students entering the graduate program, with the exception of those in the advertising, marketing and communication studies specializations, 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 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 status and will be required to complete undergraduate statistics and promotion. Creation of a strategic marketing plan.


Faculty

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

Bender, John R. - 1990; Associate Professor; BA 1970 Westminster (Lake County Ilinois); MA 1997; PhD 1991 University of Iowa

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

Goff, Michael J. - 2000; Senior Lecturer; BSEd 1967, MA 1976, Eds 1990 Nebraska (Lincoln)

Hatchman, Franke - 1991; Assistant Professor; BSJ 1994, MA 1997, MB 2000 Nebraska (Lincoln)

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

Larson, Phyllis W. - 2000; Senior Lecturer; BS 1978, MA 1988 Nebraska (Lincoln)

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

McCoy, Barney - 2005; Associate Professor; BS 1979 Kansas; MA 1996 Michigan State

Mitchell, Nancy - 1990; Professor; BS 1973 Northwestern; MA 1989 East Texas; PhD 1996 Nebraska (Lincoln)

Norton, H. Will - 1996; Dean and Professor; BA 1963 Wheaton; MA 1971 Indiana; PhD 1974 Iowa

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

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

Shipley, Linda - 1984; Associate Professor; BA 1967 Nebraska (Lincoln); MA 1969 M.I. asur; PhD 1974 Pennsylvania

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

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

Thorson, Bruce - 2005; Assistant Professor; BS 1983 Nebraska (Lincoln)

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


Courses of Study

Journalism Graduate Courses (JGRD)

801. Depth Reporting (N EWS 801) (3 cr) Pre Req: N EWS 371 and permission. For course description, see N EWS 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) Pre Req: Permission. MCA specializations, 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 media 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 perspectives related to strategic planning.

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

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

899. Special Topics (J GR D 498) (1-4 cr, max 12) Course may be repeated up to three times as long as the topics are different. Topics vary each semester.

899b. Masters Thesis (6 cr) Pre Req: 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 related to 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.
### 800. Investigative and Computer-assisted Reporting (3 cr) Lec.
Conduct investigative and in-depth reporting by using documents and computer databases, interviewing, and field research to write compelling stories.

### 801. Politics and the Media (3 cr) Lec.
Current issues in media and politics domestically and internationally.

### 802. Race, Gender, and Media (3 cr) PreReq: 2.75 GPA. Opens to non-College of Journalism and Mass Communications majors. An overview of race and gender diversity issues with the mass media. The roles of the mass media and major works exemplifying the practice of journalism.

### 803. Economic Media (3 cr) Lec.
Economic theory applied to analysis of mass media industries. Structure, production, and competition across print media, advertising, broadcasting, and new digital media. Preparation for conducting economic analyses of mass media behavior and performance.

### 804. Government Controls of Information (3 cr) Lec.
Laws regulating all practices by which federal, state, and local government enhance or restrict access to information about the executive, legislative, and judicial branches.

### 822. Race, Gender, and Media (3 cr) PreReq: 2.75 GPA. Opens to non-College of Journalism and Mass Communications majors. An overview of race and gender diversity issues within the mass media. The roles of the mass media and major works exemplifying the practice of journalism.

### 823. Advanced Communications Graphics and Electronic Publishing (3 cr) PreReq: ADVT 353, JOUR 217, and 2.75 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 W W W sites.

### 838. Global Advertising (3 cr) PreReq: ADVT 373, 2.75 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 332, 2.75 GPA. The alternative and advanced methods of communicating a message, a need, a perception or attitude. Creative storytelling and problem solving and functions on how to creatively communicate with strategic thinking and design.

### 850. Public Relations Theory, Strategy, and Management (3 cr) PreReq: ADVT 332 or BR DC 227 or N E W S 202; 2.75 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) Lec. 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.

### 853. Strategic Communications Research and Strategy (3 cr) PreReq: ADVT 333; 2.75 GPA. Analysis and preparation of radio and television commercials and announcements in terms of content and production techniques. Development of media and functions on how to broaden advertising media with emphasis on regulation, responsibilities, audience analysis, and promotion.

### 854. Broadcast Management (3 cr) Lec. Prereq: BRDC 228 or permission. Organizational and management issues 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: BR DC 228 or permission. Development of media of telecommunications systems and relevant regulatory aspects of cable development. Current and future projections of cable systems management systems—satellites, tether, 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.

### 863. Advanced Television Production (3 cr) PreReq: BR DC 228 or permission. Television production and program profitability. Equipment, production techniques, and equipment for the production of television programs. Evaluation of the educational, entertainment, and public service television programs. The role of the television producer. The role of the television production staff.

### 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.

### 865. Mass Media History (3 cr) PreReq: Permission; 2.75 GPA. An overview 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.

### 866. Mass Media Law (3 cr) PreReq: Permission; 2.75 GPA. An overview 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 regulations.

### 867. Mass Media and Society (3 cr) PreReq: Permission; 2.75 GPA. An overview of all students seeking a degree through the College of Journalism and Mass Communications. Interrelationships between American mass media and society, integrating ethics into the curricula.

### 880. 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)

#### 822. Strategic Communications Research and Strategy (3 cr) PreReq: ADVT 332, 2.75 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.

### News Editorial (NEWS)

#### 880. Depth Reporting (3 cr) PreReq: Permission. Gathering and presenting of stories that require extensive interviewing, backgrounding and research. Individual assignments and conferences.

#### 881. Public Journalism (3 cr) PreReq: BR DC 372 or permission. Survey of public/civic journalism, its goals and practices and how they differ from and are similar to traditional ideas of journalism.

#### 882. Newsroom Management and Organization (3 cr) PreReq: Permission. 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.


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