

JOUR - JOURNALISM (JOUR)

JOUR U201 Survey of Mass Communication 3 Credit Hours

Survey of the principles, philosophies, policies and practices of the mass media with an overview of the print media, the broadcast media, and advertising/public relations.

Prerequisite(s): ENGL U102.

JOUR U302 Journalism's Role in History 3 Credit Hours

Analyzes the role of mass media from the colonization of America to the present. The interrelationships between journalism and American social, cultural, economic and political issues are explored.

Prerequisite(s): ENGL U102.

JOUR U303 Laws and Ethics of the Mass Media 3 Credit Hours

South Carolina and federal law relating to mass communications, the Internet, and the ethics of the journalistic profession.

Prerequisite(s): JOUR U201 or consent of instructor.

JOUR U304 Writing for the Media 3 Credit Hours

Writing for print, broadcasting, public relations, the Internet, both news and non-news. Using word processors, students prepare exercise and copy both in class and out of class on set deadlines.

Prerequisite(s): ENGL U101.

JOUR U305 Mass Communication Theory 3 Credit Hours

The role of communication models such as the social learning theory, agenda setting, and cultivation theory in explaining the processes and effects of mass communications.

Prerequisite(s): ENGL U102.

JOUR U310 Media and Society 3 Credit Hours

How mass media and new media function and influence today's world. Political, economic, and cultural relationships between the industries of media are considered, including issues of race, gender, sexuality and everyday life.

Prerequisite(s): ENGL U102.

JOUR U315 International Media 3 Credit Hours

Exploration of different media systems around the world and the political, cultural, economic and technological issues surrounding global mass communications.

Prerequisite(s): ENGL U102.

JOUR U328 Fundamentals of Public Relations 3 Credit Hours

Inquiry into the role, influence and practice of planned and responsive communication between organizations and their multiple publics. Through exploring the foundations and evolving application of public relations, publicity and informational materials for varied purposes and audiences are produced using traditional and emerging industry tools.

Prerequisite(s): ENGL U102.

JOUR U330 TV Studio Production 3 Credit Hours

A combination of lectures and labs in a professional television setting. Fundamental skills in basic lighting, use of the audio board, directing, camera work, scene blocking, switching, and production sequences are practiced from the planning stage through post-production. Students produce short examples of contemporary television genres.

Prerequisite(s): ENGL U102.

JOUR U333 News and Feature Writing 3 Credit Hours

Practices in journalism and news media. The processes and skills needed to prepare news and feature copy against set deadlines are explored and applied.

Prerequisite(s): JOUR U201.

JOUR U334 Writing for Broadcasting 3 Credit Hours

Writing commercials, news stories, interview programs, documentaries for radio, television and film. Using word processors, students prepare copy in class against deadlines.

Prerequisite(s): JOUR U201.

JOUR U335 Video Editing 3 Credit Hours

Acquire skills in gathering and assembling electronic video and audio clips using non-linear editing system.

JOUR U348 Illness, Culture and the Media 3 Credit Hours

Critical exploration of how media represent the experience, causes, and social effects of illness in the United States and in selected contexts throughout the world. Particular attention is paid to the ways that stigma is attached to people with specific health problems via print and electronic media portrayals and to the ways in which media can be used to combat public ignorance, fear, and misperceptions of illness.

Prerequisite(s): ENGL U102.

JOUR U349 Health Messaging and the Media 3 Credit Hours

The construction of media messages designed to influence audience perceptions, attitudes, and behaviors in matters of personal and public health. Goals are to critically examine existing media health messages in medical industries, news, and popular culture and to learn professional techniques for researching and creating original messages and campaigns.

Prerequisite(s): ENGL U102.

JOUR U350 Social and Emerging Media 3 Credit Hours

Practical and theoretical overview of the impact of social media and other emerging technologies and platforms on both communication professions as well as culture and society. Topics include strategically creating and integrating tools such as blogs, interactive maps, online video, infographics, podcast, and social media platforms for use in journalism, public relations, and marketing.

Prerequisite(s): ENGL U102 or consent of instructor.

JOUR U351 Social Media Strategy 3 Credit Hours

Planning and application for the purposes of public relations and strategic communication campaigns. Topics include landscape analysis, objective-driven tactic development, monitoring, evaluation, crisis planning, analytics, budgeting, and calendaring.

Prerequisite(s): ENGL U102.

JOUR U360 Copyediting 3 Credit Hours

Intensive and technical overview of English grammar, mechanics, spelling, and general rules of the language as well as principles of writing strong sentences, paragraphs and professional documents. A combination of practical and theoretical lessons are explored, and emphasis is placed on grammar mechanics as well as different styles of writing, including Associated Press style. Special attention is placed on editing news stories, blog posts, and other public relations and journalism-specific documents. Offered online only.

Prerequisite(s): SPCH U201.

JOUR U365 Social Media & eHealth 3 Credit Hours

Developments in the internet, mobile technologies, and social media for health interventions. Topics include eHealth (electronic health) and mHealth (mobile health), online health information seeking and credibility, digital health theories, emoji and memes, virtual and augmented reality, gamification, customization and personalization, geo-filters, interactivity and social media use for health campaigns.

Prerequisite(s): ENGL U102 or consent of instructor.

JOUR U398 Special Topics in Journalism 3 Credit Hours

A specific area or media field is explored relating to the professional responsibilities of the journalism student looking toward the career marketplace.

Prerequisite(s): JOUR U201.

JOUR U428 Public Relations Campaigns 3 Credit Hours

Exploration and application of the fundamental skills and processes needed for successful campaigns serving professional, corporate and non-profit clients. All aspects of public relations campaigns including publicity materials, teamwork, developing timelines and budgets and presenting proposals to clients are applied; culminating in a completed client-specific public relations plan.

Prerequisite(s): ENGL U102 and JOUR U328; or consent of instructor.

JOUR U429 Crisis Communication 3 Credit Hours

Introduces and implements strategies and tactics for organizations to avoid and mitigate crisis situations through effective communication with the public, government, and other stakeholders.

Prerequisite(s): ENGL U102.

JOUR U430 Media Management 3 Credit Hours

Procedures, problems, and concerns relating to the administration and management of media agencies: print, broadcast, advertising, and public relations.

Prerequisite(s): ENGL U102.

JOUR U450 Women in Media 3 Credit Hours

Roles women play in media production, and the portrayal of women in mass media genres including advertising, cartoons, daytime and primetime dramas, films, video games, sports programs, political campaigns, and news. Emphasis is placed on the effects of media portrayals on women and solutions for countering negative media constructions of women.

Prerequisite(s): ENGL U102 or consent of instructor.

JOUR U480 Diversity in the Media 3 Credit Hours

Media's depiction of groups marginalized based on race, and/or class. The interactions and relationships among professional terminology, cultural implications, message construction, media analysis and community perceptions are explored.

Prerequisite(s): ENGL U102 or consent of instructor.