

# JOURNALISM (J)

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**J 205: Intro to Public Relations (3)**

Introduction to Public Relations is an introductory course in the theory and practice of public relations as a function of modern business, industry and government. Emphasis is on research and program development which utilizes public opinion, persuasion and media relations techniques in helping organizations deal with the various public to which it must respond. 3 lecture hrs/wk

**Registration-Enforced Prerequisite:** WR 115 with a grade of C or higher.

**Terms Typically Offered:** Spring

**J 211: Intro to Mass Communications (3)**

J211 is a broad survey of the field of mass media and mass communication including information on key current and historical events and agents contributing to the evolution and execution of mass media. The course emphasizes critical media literacy, critical media communication theories, and the relationship between culture and mass communication. The class will analyze mass communication needs, concerns, controversies, effects and control mechanisms within public, government, and media corporation contexts. 3 lecture hrs/wk

**Terms Typically Offered:** Spring

**J 215: Journalism Production (1-3)**

This course provides students with practical experience in the production of media. Experiences may include editorial, photojournalism, advertising, and/or graphic design aspects of the student newspaper. Variable credit: Course can be taken for 1, 2 or 3 credits. 3-9 lab hrs/wk

**Terms Typically Offered:** Fall, Winter, Spring

**J 251: Writing for the Media (3)**

This course introduces the process and practice of writing for mass media channels. It also includes discussion of the rights and responsibilities of a public communicator. 3 lecture hrs/wk

**Terms Typically Offered:** Fall

**J 280: CWE: Journalism (1-13)**

Qualified students work at training sites that provide experience appropriate to their major. These experiences will provide the opportunity for students to gain knowledge of the various tasks performed in their career field. A student may take any number of CWE credits per term, not to exceed 13 credits per year. 1 credit = 33 hours of lab

**Registration-Enforced Prerequisite:** Instructor approval.

**Terms Typically Offered:** Fall, Winter, Spring, Summer