Journalism

Founded in 1908, the School of Journalism educates students about the responsibilities and skills necessary to enhance the research and practice of journalism and strategic communication. As part of a land grant institution the School's broader goals are to advance the professions of journalism and strategic communication for the good of society through scholarly research, innovation, teaching and service.

The Missouri Method of learning-by-doing in professional settings ensures that students graduate with knowledge about the world, as well as the critical thinking and communication skills to apply that knowledge to real-world problems.

Students in the program complete lab work in a variety of collaborative settings, including an NBC-affiliated television station, an NPR-member radio station and a digital first community newspaper and magazine. Our two strategic communication agencies allow students to practice principles of advertising and public relations.

The Jonathan B. Murray Center for Documentary Journalism provides a home for students wishing to pursue documentary filmmaking. The David Novak Leadership Institute develops leaders who believe in the power of people coming together to solve the world's biggest challenges. The Donald W. Reynolds Journalism Institute provides resources to research and innovate ensuring citizens have access to news and information they need to flourish in everyday life.

The School offers the Bachelor of Journalism, Bachelor of Journalism with an Emphasis in Strategic Communication, Minor in Journalism, Master of Arts in Journalism and Doctor of Philosophy in Journalism.

Administration

David D. Kurpius, Dean
Earnest Perry, Associate Dean for Graduate Studies
Lynda Kraxberger, Associate Dean for Undergraduate Studies and Administration
Fritz Cropp, Associate Dean for Global Programs

Administration, 120 Neff Hall
(573) 882-4821

Undergraduate Student Services, 76 Gannett Hall
(573) 882-1045
journalismstudentservices@missouri.edu

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Faculty

Journalism Studies Faculty
Professor D. Kurpius, E. Perry Jr., A. Hinnant
Professor (Professional Practice) B. Horvit, A. Simons, M. Steffens
Associate Professor F. Cropp, K. Greenwood, C. Mislán, J. Schroeder, Y. Volz
Associate Professor (Professional Practice) A. Heiss, J. Jenkins
Assistant Professor N. Mathews

Journalism Professions Faculty
Professor D. Kiesow
Professor (Professional Practice) J. Abbott, J. Anderson, J.S. Bell, D.L. Herzog, M. Horvit, K. Kiely, L.S. Kraxberger, J.L. Rowe, R. Stodghill, E.K. Brixey, E. Frogge, S.S. Hiles, H. Isherwood, L. Johnston, J.D. Nevalga, R.A. Reeves
Associate Professor T. Warhover
Associate Professor (Professional Practice) R. Greene, B. Kratzer, E.K. Lucas, K. Lucchesi, K. Stanfield, E.C. Stephens
Assistant Professor (Professional Practice) F. Anklam, P. Bland, J. Carl, G. Dickson, K. Duncan, K. Edgerson, D. Estrada Orue, D. Fuentes, S. Jastrzebski, D. Lee, K. Lucchesi, S. Martinez Valdivia, J. Saidi, M. Stacy

Strategic Communication Faculty
Professor M.E. Duffy, S.L. Rodgers
Professor (Professional Practice) B. Best, F. Corridori, J.B. Flink, J.D. Flink, J. Stemmle
Associate Professor S. Lee
Assistant Professor M. Luisi, S. Renoe, K. Rose, C. Tong
Assistant Professor (Professional Practice) T. Draksler Brown, L. Lackland, J. Porter, D. Salisbury

* Graduate Faculty Member - membership is required to teach graduate-level courses, chair master's thesis committees, and serve on doctoral examination and dissertation committees.
** Doctoral Faculty Member - membership is required to chair doctoral examination or dissertation committees. Graduate faculty membership is a prerequisite for Doctoral faculty membership.

Undergraduate

- BJ in Journalism (https://catalog.missouri.edu/schoolofjournalism/journalism/bj-journalism/)
  - with an emphasis in Strategic Communication (https://catalog.missouri.edu/schoolofjournalism/journalism/bj-journalism-emphasis-strategic-communication/)
- Minor in Journalism (https://catalog.missouri.edu/schoolofjournalism/journalism/minor-journalism/)

Undergraduate Programs

Undergraduate students in the School of Journalism pursue their degree in Journalism or with an emphasis in Strategic Communication as approved by the University Board of Curators and the Missouri Coordinating Board of Higher Education.

A minor in Journalism is also offered.

Global and Domestic Programs

The School of Journalism offers exchange, internship, and a variety of short-term programs in the United States and abroad. Students interested in these programs should consult with an advisor in the Journalism Global Programs Office.

Degree with Honors Requirements

Graduation with Latin honors is based on the grade point average from all UM-system courses. Cum laude requires 3.5, magna cum laude 3.7, and summa cum laude 3.9. The School computes the grades to three decimal points and does not round up. Students are reviewed for honors prior to the graduation ceremony and after the semester concludes.

Kappa Tau Alpha is a journalism honorary society that accepts the top 10 percent of each graduating class. Qualifying students are sent a letter with details about the society and are recognized at the journalism graduation ceremony.

Graduate

- MA in Journalism (https://catalog.missouri.edu/schoolofjournalism/journalism/ma-journalism/)
  - with emphasis in Health Communication (https://catalog.missouri.edu/schoolofjournalism/journalism/ma-journalism-emphasis-health-communication/)
  - with emphasis in Interactive Media (https://catalog.missouri.edu/schoolofjournalism/journalism/ma-journalism-emphasis-interactive-media/)
  - with emphasis in Media Management (https://catalog.missouri.edu/schoolofjournalism/journalism/ma-journalism-emphasis-media-management/)
  - with emphasis in Strategic Communication (https://catalog.missouri.edu/schoolofjournalism/journalism/ma-journalism-emphasis-strategic-communication/)
- PhD in Journalism (https://catalog.missouri.edu/schoolofjournalism/journalism/phd-journalism/)

About Journalism's Graduate Degree Programs

The Missouri School of Journalism awarded the first master's and doctoral degrees in journalism in 1921 and 1934, respectively. The master's and doctoral programs at the School enjoy superb reputations, both among scholars and among practitioners in news, advertising, public relations and strategic communication.

Master's Programs

For the master's program, Missouri Journalism offers a complete set of real-media experiences. We operate the only network affiliate (NBC) television station in the country used to train journalism students. We publish a community daily newspaper (not a campus paper), and we operate several major web sites, a local magazine and an international magazine. Students also may train at our campus-based NPR affiliate.

Our strategic communication students design media campaigns for local and national clients through our two student-run advertising agencies, MOJO Ad and Adzou. Our students have created advertising and public relations campaigns for Nokia, Apple, Dr Pepper, Anheuser-Busch, Duncan Hines, DuPont, Dow Chemical, Kinko's, Eastman Kodak and many other leading international brands.

We operate educational programs in Washington, D.C., New York, Brussels and Barcelona where many of our students carry out their capstone projects or do research. We also partner with educational programs around the world.

The MA is offered in an on-campus program and an online program.

On-Campus Master's Program: https://journalism.missouri.edu/degrees-programs/graduate-degrees/masters/

Online Master's Program: https://journalism.missouri.edu/degrees-programs/graduate-degrees/online-masters/

On-Campus Options - MA in Journalism

Students who wish to pursue a traditional on-campus experience, should refer to the MA in Journalism page (https://journalism.missouri.edu/degrees-programs/graduate-degrees/masters/). Students choose from more than 20 program models, and complete a thesis or professional project. An accelerated BJ to MA program is available, as well as a joint Journalism and Law program, and a dual degree option with the Masters of Public Health.

Online Options - MA in Journalism with emphasis

Professional journalists or others who cannot travel to mid-Missouri to attend the on-campus program might consider doing their program in an online format, available to applicants who have a minimum of three years professional journalism-related experience. Students in the online program are required to make two short visits, two to three days each, to campus during their program. Learn more about our online master's programs here https://journalism.missouri.edu/degrees-programs/graduate-degrees/online-masters/.

The online option is offered in four emphasis areas: Health Communication, Interactive Media, Media Management, and Strategic Communication.

Graduate Minor in Law and Conflict Resolution

This program is for journalism doctoral students who are interested in teaching and researching in journalism, law and conflict resolution in a school of journalism or communication department. For details, refer to the Graduate Minor in Law and Conflict Resolution (https://catalog.missouri.edu/schoolofjournalism/additionalcertificatesminors/grad-minor-law-conflict-resolution-journalism-doctoral-students/).

Facilities and Resources

A variety of special facilities and resources are available to help students meet their educational objectives. These include the Columbia *Missourian*, a general circulation daily newspaper with full-leased wires of The Associated Press and The New York Times Service; KOMU-TV, an NBC affiliate; KBIA-FM, a National Public Radio station; MOJO Ad and Adzou advertising agencies; and Vox magazine, a weekly city magazine. All provide students the opportunity for hands-on learning under faculty supervision and to conduct applied research.

The Journalism Library subscribes to more than 125 newspapers and magazines worldwide and catalogs more than 40,000 volumes. Many more resources are available in electronic format.

The State Historical Society of Missouri, located on-campus, has an extensive collection of state newspapers dating from 1808.

The Freedom of Information Center maintains a day-to-day study of the actions by government, media and society affecting the movement of information.

The national headquarters of Investigative Reporters and Editors and the National Institute for Computer Assisted Reporting provide educational services to reporters, editors and others interested in investigative journalism.

The Association of Health Care Journalists is headquartered at Missouri and is dedicated to advancing public understanding of health care issues. Its mission is to improve the quality, accuracy and visibility of health care reporting, writing and editing.

The Center on Religion & the Professions works to improve religious literacy among professionals, to help them serve a diverse public. As America grows more religiously diverse, professionals need to better understand the religious traditions and beliefs of the public they serve. CORP's interdisciplinary, practical and applied work centers on that

mission. Founded in 2003 with a grant from The Pew Charitable Trusts, the Center is one of Pew's 10 Centers of Excellence. CORP is affiliated with Religion Newswriters Association.

The American Society of News Editors focuses on leadership development and journalism-related issues. Founded in 1922 as a nonprofit professional organization, ASNE promotes fair, principled journalism, defends and protects First Amendment rights, and fights for freedom of information and open government.

Founded in 2003 with a generous gift from the Donald. W. Reynolds Foundation, the Reynolds Journalism Institute is committed to developing and testing new ways to improve journalism through new technology and improved processes.

Special Events

Each year the school sponsors the Missouri Honor Medal Award program, which brings contemporary leaders in mass communications to the campus. The school also directs a number of professional development and awards programs, including the international competition for the best Pictures of the Year.

Honor Society

Kappa Tau Alpha, national honor society for scholarship in journalism, founded at the university in 1910, has its headquarters in the school.

Funding

An array of competitively awarded fellowships, assistantships, scholarships and other financial aid opportunities are available.

JOURN _0501: Study Abroad: Exchange Graduate
Attributes: Study Abroad Program, Requires Consent, Journalism Course Fee, Course Has Non Standard Meeting Dates, Course Not Transcripted on Students Record Instruction Mode: Traditional Location: Study Abroad Exchange Units: 0 - 12 units

Credit Hour: 0-12

JOURN _0502: Study Abroad: Exchange
Study Abroad: Exchange.

Credit Hour: 0-15
Prerequisites: Consent by Journalism Study Abroad Program

JOURN _0503: Study Abroad: Missouri London
Study Abroad: Missouri London. Obtain consent in 76 Gannett

Credit Hour: 0-12
Prerequisites: Accepted into program; consent by International Programs Office

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JOURN _0506: Study Abroad: Brussels
Study Abroad: Brussels.

Credit Hour: 0-12
Prerequisites: Consent by Journalism Study Abroad Program

JOURN _0510: Study Abroad: Europe Tour
Study Abroad: Europe Tour. No term finalization not graded.

Credit Hour: 0-12
Prerequisites: consent by International Programs. Obtain consent in 76 Gannett

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JOURN _0523: Study Aboard: Brussels Program - Graduate
Study Aboard: Brussels Program - Graduate. Reserved for graduate Journalism students participating in the Brussels Program.

Credit Hours: 0
Prerequisites: consent of International Programs. Obtain consent in 134 Neff Annex

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JOURN _0526: Study Abroad: Prague
Study Abroad: Prague. Reserved for Journalism Prague students.

Credit Hour: 0-12
Prerequisites: consent by International Programs Office. Obtain consent in 76 Gannett

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JOURN _0527: Study Abroad: New York Internship
Study Abroad: New York Internship. Reserved for Journalism interns in New York.

Credit Hours: 0
Prerequisites: Consent by Journalism Study Abroad Program

JOURN _0528: Study Abroad: New York - Graduate
Study Abroad: New York - Graduate. Reserved for graduate Journalism students participating in the New York Internship Program.

Credit Hours: 0
Prerequisites: Consent by International Programs. Obtain consent in 134 Neff Annex

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JOURN _0531: Study Abroad: China Open Placeholder
Study Abroad: China Open Placeholder. Reserved for Journalism students participating in China Open.

Credit Hours: 0
Prerequisites: Consent by Journalism Study Abroad Program

JOURN _0535: Study Aboard: Washington DC Placeholder
Study Aboard: Washington DC Placeholder. Reserved for Journalism students participating in Washington DC Internship Program. No term finalization not graded.

Credit Hours: 0
Prerequisites: Consent by Journalism Study Abroad Program

JOURN _0536: Study Abroad: Washington DC - Graduate
Study Abroad: Washington DC - Graduate. Reserved for graduate Journalism students participating in the Washing DC Program. Obtain consent in 134 Neff Annex

Credit Hours: 0
Prerequisites: Consent by International Programs

JOURN _0541: Study Abroad: Tokyo
Study Abroad: Tokyo. Reserved for Journalism students participating in the Tokyo, Japan short-term summer program.

Credit Hours: 0
Prerequisites: Consent by International Programs, obtain consent in 134 Neff Annex

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JOURN _0542: Study Abroad: Florence
Study Abroad: Florence. Reserved for Journalism, Science and Agricultural Journalism and appropriate honors students participating in the FlorenceProgram..

Credit Hours: 0
Prerequisites: Consent by Journalism International Programs, obtain consent in 134 Neff Annex

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JOURN _0558: Study Abroad: Barcelona
Study Abroad: Barcelona.

Credit Hour: 0-12
Prerequisites: consent by Global Programs

JOURN _0560: Delhi Internship - UG
Placeholder only. No credit; No grade. Attributes: Study Abroad Program; Requires Consent; Journalism Course Fee may apply; Course has Non-Standard Meetings Dates, Location: Study Abroad, Not Exchange Units: 0-12.

Credit Hour: 0-12

JOURN _0561: Study Abroad Europe Tour - Grad
Study Abroad: Europe Tour. No term finalization not graded.

Credit Hour: 0-12
Prerequisites: consent by International Programs. Obtain consent in 76 Gannett

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JOURN _0900: News Practicum
Instruction in fundamentals of newswriting for students entering the graduate program without an undergraduate degree in journalism.

Credit Hours: 3

JOURN 1000: Journalism for Non-Majors
How do you know the media are telling the full truth and nothing but the truth? In this course, you will learn how to decide what information sources to trust. You'll survey the roles played by you, the consumer, as well as by journalists, strategic communicators and advertisers in their relationships with different audiences. Students will weigh the merits of various storytelling methods, uses of social media and revenue models while developing a deeper understanding of the ethical issues facing consumers and journalists in today's fast-paced media environment. Pre-Journalism and Journalism majors cannot count this course towards the Bachelor of Journalism.

Credit Hours: 3
Prerequisites: Restricted to non-journalism majors

JOURN 1010: Career Explorations in Journalism
Colloquium in which experts discuss their specialties and answer students' questions on the nature and current status of their disciplines. Graded on S/U basis only.

Credit Hour: 1
Prerequisites: Undeclared Journalism, Pre-Journalism, or Science and Agricultural Journalism majors only

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JOURN 1010H: Career Explorations in Journalism - Honors
Colloquium in which experts discuss their specialities and answer students' questions on the nature and current status of their disciplines. Graded on S/U basis only.

Credit Hour: 1
Prerequisites: Freshman Journalism and Science and Agricultural Journalism Majors only. Honors Eligibility Required

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JOURN 1050: Public Relations and Image Management for Non-Majors
For non-journalism majors who are interested in the basics of public relations. This course is designed to show the possibilities of using public relations for communication purposes in today's society. In this class, students will learn about the basics of public relations, using social and digital media, identifying audiences for messaging, working with the

news media and other current promotional methods. Pre-Journalism and Journalism majors cannot count this course towards the Bachelor of Journalism. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Restricted to non-journalism majors
Recommended: This course is recommended for non-journalism majors who are interested in the basics of public relations

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JOURN 1060: Chancellor's Leadership Class
(same as LEAD 1060). The 1-credit-hour course offers practical and proven strategies to help you become a more effective communicator, develop your people skills, enhance your self-confidence, and gain strategies for leading yourself and others. Graded on A-F basis only.

Credit Hour: 1

JOURN 1100: Principles of Journalism in Democracy
Course designed to acquaint students with concepts and functions of journalism in American society. Stresses the basic issues and problems facing journalists and the mass media.

Credit Hours: 3
Prerequisites: Restricted to Major during early registration; open to MU after early registration

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JOURN 1100H: Principles of Journalism in Democracy - Honors
Course designed to acquaint students with concepts and functions of journalism in American society. Stresses the basic issues and problems facing journalists and the mass media.

Credit Hours: 3
Prerequisites: Restricted to Major during early registration; open to MU after early registration. Honors eligibility required

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JOURN 1200: Fundamentals of Visual Journalism and Strategic Communication
Visual Fundamentals is designed to be one of three courses to introduce students to the basics of journalism and strategic communication practice. In this course, students will learn and practice the basics of visual and audio storytelling and design across the disciplines of journalism and strategic communication. Effective storytelling in audio, video, still photography and design requires an understanding of both the theory and philosophy as well as the software fundamentals necessary to manipulate these elements. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Sections of this course may be restricted to Undergraduate Journalism Majors only or Non-Journalism Majors only during Early Registration

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JOURN 1300: Fundamentals of Written Journalism and Strategic Communication
Fundamentals of Written Journalism and Strategic Communication is designed to be one of three courses to introduce students to the basics of journalism and strategic communication practice. In this course, students will learn and practice the basics of information gathering and writing across the disciplines of journalism and strategic communication. Good media writing requires more than an ability to craft clear sentences. It requires accuracy, curiosity, creativity and attention to detail. The class encompasses a variety of activities that will teach the following skills: AP style; News writing; Reporting; Interviewing; Story structure; Story boarding/scripting; Generating creative ideas; Research; Strategic thinking; Persuasive writing; Use of multiple platforms; Judgment; Attribution; Meeting deadlines. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Sections of this course may be restricted to Undergraduate Journalism Majors only or Non-Journalism Majors only during Early Registration

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JOURN 1300W: Fundamentals of Written Journalism and Strategic Communication - Writing Intensive
Fundamentals of Written Journalism and Strategic Communication is designed to be one of three courses to introduce students to the basics of journalism and strategic communication practice. In this course, students will learn and practice the basics of information gathering and writing across the disciplines of journalism and strategic communication. Good media writing requires more than an ability to craft clear sentences. It requires accuracy, curiosity, creativity and attention to detail. The class encompasses a variety of activities that will teach the following skills: AP style; News writing; Reporting; Interviewing; Story structure; Story boarding/scripting; Generating creative ideas; Research; Strategic thinking; Persuasive writing; Use of multiple platforms; Judgment; Attribution; Meeting deadlines. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Sections of this course may be restricted to Undergraduate Journalism Majors only or Non-Journalism Majors only during Early Registration

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JOURN 1301: Topics in Journalism and Strategic Communication
Organized study of selected topics. Subjects, specific content, and credits may vary from semester to semester. Graded on A-F basis only.

Credit Hour: 1-3

JOURN 1400: Applied Projects for Journalism and Strategic Communication
This course is designed to introduce students to the basics of journalism and strategic communication practice.This course allows students to build on the basic principles and skills learned in the fundamentals courses through hands-on projects. Students will work individually and in teams to complete four projects throughout the semester. Two projects focus on journalism/news and two focus on strategic communication. Students will learn how communication differs depending on their role

and their audience. Additionally, students will be challenged to think critically about how journalism and strategic communication intersect and overlap, yet remain distinct in today's complex media landscape. Finally, this course will help students better identify an academic major in the journalism school, as well as informing students' individual career interests and plans. The class puts into practice all of the skills learned in Writing Fundamentals and Visual Fundamentals, including (but not limited to): Reporting; Interviewing; Proper framing; Proper use of lighting, stability and sound; Using sequencing and matched action; Creativity; Pacing; Use of multiple platforms; AP style; News writing; Reporting; Interviewing; Story structure; Story boarding/scripting; Generating creative ideas; Research; Strategic thinking; Persuasive writing; Use of multiple platforms; Judgment; Attribution; Meeting deadlines. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 1200 and JOURN 1300 with C- or better

JOURN 1400H: Applied Projects for Journalism and Strategic Communication - Honors
This course is designed to introduce students to the basics of journalism and strategic communication practice.This course allows students to build on the basic principles and skills learned in the fundamentals courses through hands-on projects. Students will work individually and in teams to complete four projects throughout the semester. Two projects focus on journalism/news and two focus on strategic communication. Students will learn how communication differs depending on their role and their audience. Additionally, students will be challenged to think critically about how journalism and strategic communication intersect and overlap, yet remain distinct in today's complex media landscape. Finally, this course will help students better identify an academic major in the journalism school, as well as informing students' individual career interests and plans through an independent research project that spans the entire semester. The class puts into practice all of the skills learned in Writing Fundamentals and Visual Fundamentals, including (but not limited to): Reporting; Interviewing; Proper framing; Proper use of lighting, stability and sound; Using sequencing and matched action; Creativity; Pacing; Use of multiple platforms; AP style; News writing; Reporting; Interviewing; Story structure; Story boarding/scripting; Generating creative ideas; Research; Strategic thinking; Persuasive writing; Use of multiple platforms; Judgment; Attribution; Meeting deadlines. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 1200 and JOURN 1300 with C- or better; Honors eligibility required

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JOURN 1940: Pre-Sequence Internship
Internship for Journalism students who have not yet entered their emphasis areas. Used to satisfy employer requirements. Graded on S/U basis only.

Credit Hour: 0-1
Prerequisites: Consent from internship coordinator required

JOURN 2000: Cross-Cultural Journalism
Cross-Cultural Journalism provides journalistic tools for the coverage of diverse ethnic, gender, ability and ideological groups inside and outside the United States. The critical role of diverse voices in a democracy will be discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 1100 with C- or higher, 30 hours, 2.8 GPA. Restricted to Journalism majors only or Journalism minors with C- or higher in JOURN 1000 or JOURN 1100, 30 hours, and 2.8 GPA

JOURN 2000H: Cross-Cultural Journalism - Honors
Cross-Cultural Journalism provides journalistic tools for the coverage of diverse ethnic, gender, ability and ideological groups inside and outside the United States. The critical role of diverse voices in a democracy will be discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 1100 with C- or better, 30 hours, 2.8 GPA. Honors eligibility required. Restricted to Journalism majors only

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JOURN 2200: Audiences and Persuasion
This course introduces the concepts of strategic communication and audiences for students in the School of Journalism. It focuses on audiences in a variety of communication settings. Graded on A-F basis only.

Credit Hours: 2
Prerequisites or Corequisites: JOURN 1400 with C- or higher
Prerequisites: Restricted to Journalism Majors with a C- or higher in JOURN 1100 or journalism minors with a C- or higher in JOURN 1000 or JOURN 1100

JOURN 2301: Topics in Journalism and Strategic Communication
Organized study of selected topics. Subjects, specific content, and credits may vary from semester to semester. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: Restricted to Non-Journalism Majors Only

JOURN 3000: History of American Journalism
American mass media from colonial days to present in the context of social, economic and political change. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 1100 and JOURN 2000 with C- or better, 45 hours, 3.0 GPA or students admitted to the Bachelor of Journalism major that have completed JOURN 1100 and JOURN 2000 with a C- or better and 45 hours

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JOURN 3301: Topics in Journalism and Strategic Communication
Organized study of selected topics. Subjects, specific content, and credits may vary from semester to semester. Graded on A-F basis only.

Credit Hour: 1-3

JOURN 4000: Communications Law
Legal concepts, including prior restraint, libel, privacy, obscenity, contempt and access as they relate to print, broadcast, advertising and other areas.

Credit Hours: 3
Prerequisites: Junior Standing; Journalism and Science and Agricultural Journalism majors

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JOURN 4050: Communications Practice
(cross-leveled with JOURN 7050). Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: Consent of Instructor for Journalism majors
Recommended: C- or higher in JOURN 4180 or C- or higher in JOURN 4200

JOURN 4050H: Communications Practice - Honors
(cross-leveled with JOURN 7050). Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: Consent of Instructor for Journalism majors. Honors eligibility required
Recommended: C- or higher in JOURN 4180 or C- or higher in JOURN 4200

JOURN 4050HW: Communications Practice - Honors/Writing Intensive
(cross-leveled with JOURN 7050). Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: Consent of Instructor for Journalism majors. Honors eligibility required
Recommended: C- or higher in JOURN 4180 or C- or higher in JOURN 4200

JOURN 4050W: Communications Practice - Writing Intensive
(cross-leveled with JOURN 7050). Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: Consent of Instructor for Journalism majors
Recommended: C- or higher in JOURN 4180 or C- or higher in JOURN 4200

JOURN 4058: New York Program: Journalism Theory and Practice
Interdisciplinary course offering on-site study at national media venues in New York. Journalism alumni working in Manhattan provide weekly discussions on contemporary practices, job networks and work experiences.

Credit Hour: 2-3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only. Junior standing required

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JOURN 4122: Fundamentals of Data Reporting
(cross-leveled with JOURN 7122). Explores the importance to journalists of mining public records and data; reviews basic newsroom mathematics; teaches basic techniques for using Microsoft Excel to create and manipulate spreadsheets and to produce graphics. This course is not to be taken by students who have already completed JOURN 4430 or JOURN 7430. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: C- or higher in JOURN 4180 or C- or higher in JOURN 4200; Journalism major

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JOURN 4126: Digital Audio and Visual Basics for Journalists
(cross-leveled with JOURN 7126). Introduces journalism students to audio and video tools used in converged environments. Students will create news stories, ads or promos to meet journalistic or strategic communication goals. Graded on S/U basis only.

Credit Hour: 1
Prerequisites: Restricted to Journalism and Agricultural Journalism majors only

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JOURN 4130: Account Services
(cross-leveled with JOURN 7130). Designed for advanced strategic communication students preparing for careers in account services. Section topics vary. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: Restricted to Journalism Strategic Communication and Science and Agricultural Journalism Majors

JOURN 4138: Public Relations Techniques
(cross-leveled with JOURN 7138). Designed for advanced strategic communication students preparing for careers in public relations. Section topics vary. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: JOURN 4204, JOURN 4952

JOURN 4140: Interactive Techniques
(cross-leveled with JOURN 7140). Designed for advanced strategic communications students preparing for careers in interactive media. Section topics may vary. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: JOURN 4204, JOURN 4952

JOURN 4146: Strategic Communication Techniques
(cross-leveled with JOURN 7146). Designed for advanced strategic communication students. Section topics vary. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: C- or higher in JOURN 4204 and JOURN 4952

JOURN 4148: Interviewing Essentials
(cross-leveled with JOURN 7148). This class focuses on the journalistic interviewing process, from identifying and gaining access to the best sources, setting ethical boundaries, asking the most effective questions and ensuring accuracy. It applies to the full range of story types, from breaking news to in-depth work in all coverage areas.

Credit Hour: 1
Prerequisites: Consent of instructor required

JOURN 4150: Using Infographics
An introduction to the various types of information graphics and how each can be used effectively to help explain the news. Additional emphasis on generating graphic ideas and on the specific challenges of gathering information for graphics.

Credit Hour: 1
Prerequisites: instructor's consent required. Restricted to Journalism and Science and Agricultural Journalism majors only

JOURN 4152: Concepts in Engaged Journalism
Journalists need to know how to be in conversation with their communities rather than lecture to them. In this course, we will look at how a collaborative culture is changing journalism, and how journalists can take advantage of the new landscape. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: C- or higher in JOURN 4180

JOURN 4160: Social Media Foundations and Practice
(cross-leveled with JOURN 7160). This course introduces social media usage and research basics for journalism students. Graded on A-F basis only. Restricted to: Undeclared Journalism, Pre-Journalism students, or Journalism minor, (C- or higher in JOURN 1000 or JOURN 1100).

Credit Hour: 1
Prerequisites or Corequisites: C- or higher in JOURN 1400
Prerequisites: 30-hours required; C- or higher in JOURN 1100 and MU GPA of 2.8

JOURN 4180: News Content Creation
(cross-leveled with JOURN 7180). Students advance their knowledge of multimedia reporting and writing. Students apply their reporting to specific topic areas in public-facing media outlets under the direction of faculty and staff editors. Graded on A-F basis only.

Credit Hours: 3
Prerequisites or Corequisites: JOURN 2200
Prerequisites: C- or higher in JOURN 1100 and JOURN 1400 and 3.0 GPA

JOURN 4180W: News Content Creation - Writing Intensive
(cross-leveled with JOURN 7180). Students advance their knowledge of multimedia reporting and writing. Students apply their reporting to specific topic areas in public-facing media outlets under the direction of faculty and staff editors. Graded on A-F basis only.

Credit Hours: 3
Prerequisites or Corequisites: JOURN 2200
Prerequisites: C- or higher in JOURN 1100 and JOURN 1400 and 3.0 GPA

JOURN 4198: Area Seminar
Special lectures, readings, discussions relating to the urban journalism, state government reporting or local public affairs reporting programs. Some sections may be A-F only or S/U only grading.

Credit Hours: 3
Prerequisites: Consent of Instructor required

JOURN 4200: Principles of Strategic Communication
(cross-leveled with JOURN 7200). Foundation course familiarizing students with an array of strategic communication tools and how they are used in the field.

Credit Hours: 3

Prerequisites: JOURN 1100, JOURN 1400 and JOURN 2200 with C- or better and 3.0 GPA

JOURN 4204: Introduction to Strategic Writing and Design
(cross-leveled with JOURN 7204). This course will teach you about strategic writing and design, and then show you how to apply these skills to key communication platforms such as digital media, TV, radio, social media and others. Along the way, you will learn to think, write and design creatively and strategically. Graded on A-F basis only.

Credit Hours: 3
Prerequisites or Corequisites: JOURN 4200 with a C- or higher

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JOURN 4206: Strategic Writing I
(cross-leveled with JOURN 7206). Students learn strategic writing for a variety of media such as print, radio, television, outdoor, new media, news releases, pitch letters and other persuasive messages.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4208: Strategic Writing II
(cross-leveled with JOURN 7208). Advanced course in the creation of advertising and public relations materials with an emphasis on strategic planning, developing creative concepts, producing and polishing copy and visuals, execution of finished product and refining. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with C- or higher

JOURN 4212: Sports and Entertainment Promotion
(cross-leveled with JOURN 7212) Course focuses on the role that research, sponsorship, advertising, public relations, social media, positioning, target marketing, psychographics, and other strategic communication processes play in the promotion of the sports and entertainment industry. The course will critically analyze and examine how chief executive officers of sport and entertainment organizations choose, maintain, or redirect their promotion strategies and activities to help achieve organization missions, encourage tickets sales, and attract large audiences.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with C- or higher

JOURN 4213: Strategic Communication Mobile Sports Production
(cross-leveled with JOURN 7213). This class is designed to prepare Strategic Communication students for vital new positions in the world of sports marketing with the emphasis on video productions, strategic planning, and strategic dissemination of video content via multiple media, channels and platforms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180 or JOURN 4204

JOURN 4214: Strategic Communication Integrated Sports Production
(cross-leveled with JOURN 7214). This course will prepare Strategic Communication students for vital new positions in the world of sports marketing with an emphasis on video production, graphics, social media analytics, messaging management and strategic planning. Students will be taught basic information, techniques and strategies necessary for success in these fields. You will be working closely with the Mizzou Sports Network and Strategic Communication faculty from day one. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4216: Media Sales
(cross-leveled with JOURN 7216). Focus of this course is to familiarize students with how to sell a variety of media, including newspaper, radio, television, outdoor, new media, and others.

Credit Hours: 3
Prerequisites: JOURN 4200 or JOURN 4180 with a C- or higher

JOURN 4218: MOJO Ad Staff
(cross-leveled with JOURN 7218). Application of strategic communication skills in a professional services agency specializing in the youth and young adult segment. Positions include management, planning, creative media and research. Other electives required based on position. Application required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of Instructor

JOURN 4218H: MOJO Ad Staff - Honors
(cross-leveled with JOURN 7218). Application of strategic communication skills in a professional services agency specializing in the youth and young adult segment. Positions include management, planning, creative media and research. Other electives required based on position. Application required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of Instructor; Honors eligibility required

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JOURN 4220: Creative Portfolio
(cross-leveled with JOURN 7220). Students will produce a free-standing collection of outstanding, polished creative work to demonstrate his/her ability to perform at a high level of creativity.

Credit Hours: 3
Prerequisites: JOURN 4208 or JOURN 4228 with C- or higher

JOURN 4224: Effective Job Search Strategies
Are you getting ready to apply for a job or internship? A resume is a brief written account of personal, educational, and professional qualifications and experience that you prepare as part of your application materials for a prospective job. To ensure that your resume is read by the recipient, you will need a cover letter that markets your unique qualifications for the specified job description. In the current global economy, it is essential for job seekers to optimize their chances of being considered and hired for positions that are well-suited to their qualifications and interests. This course will help you effectively develop employment application materials for today's job market by honing your resume writing skills, providing you with tools to create an impressive resume (or to improve the one you already have), and giving suggestions on developing an effective cover letter. You will study different types of resume and cover letter formats that can be applied to various prospective employment situations and your own personal career goals. You will undertake a critical assessment of the professional skills you already possess, brainstorm and apply the best ways to market these skills in your resume and cover letter, and enhance your application materials by using specific tips and techniques to make you more competitive for the job you seek. Special focus is placed on developing effective application correspondence, follow-up correspondence and interviewing techniques. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4226: Strategic Design and Visuals I
Course gives students a foundation in visual communication in areas such as typography, balance, eye flow and layouts.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4226H: Strategic Design and Visuals I - Honors
Course gives students a foundation in visual communication in areas such as typography, balance, eye flow and layouts.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher. Honors eligibility required

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JOURN 4228: Strategic Design and Visuals II
(cross-leveled with JOURN 7228). Advanced course in strategic design and visuals. Persuasive visual principles applied to variety of integrated media including print, broadcast and on-line. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4236: Psychology in Advertising
(cross-leveled with JOURN 7236). Application of psychological principles, learning, perception, motivation, attitudes to advertising. Emphasis on the increasing use of psychographics (the "lifestyle" factor) to understand consumer wants and buying behavior.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4242W: Strategic Communication Leadership - Writing Intensive
(same as LEAD 4242W; cross-leveled with LEAD 7242, JOURN 7242). In this course, students learn practical strategies for effectively leading self and others in the pursuit of big goals. Building upon David Novak's proven Taking People with You leadership framework, students discover how principles of strategic communication can translate into effective leadership. Students apply course concepts through hands-on projects, exercises, and discussions and complete assignments that assist in career planning and preparedness. Each student also participates in a leadership development team in which they share ideas, receive feedback, and work toward a personal Big Goal. For a final project, students research and present a 5-7 minute TED-style talk on a leadership topic of interest. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: ENGLSH 1000 and 60 credit hours needed

JOURN 4244W: Creating Cultures Through Effective Strategic Communication and Leadership - Writing Intensive
(same as LEAD 4244W; cross-leveled with JOURN 7244, LEAD 7244). The course focuses on the role culture and communication play in organizational success, management, and leadership. Rooted in principles of ethical persuasion and strategic communication, it helps students develop individual skills and abilities and the mindset of helping others achieve their goals. The course is distinctly different from traditional organizational studies because of its focus on communication and marketing principles. It offers hands-on learning through the case method. Based on experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974). Graded on A-F basis only.

Credit Hours: 3
Prerequisites: (JOURN 4180) or (JOURN 4200 and JOURN 4952) with a C- or higher

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JOURN 4246: Taking People With You: Entrepreneurial Leadership and Innovation
(cross-leveled with JOURN 7246). In this course, students explore the current landscape of entrepreneurship (with specific reference to the strategic communication space) and practice a human-centered approach to solving problems. Students will gain valuable leadership skills and develop the knowledge and mindset needed to pursue their own entrepreneurial ventures or to become innovators and "intrapreneurs"

within existing organizations. The course introduces students to insight-driven approaches to innovation including David Novak's Taking People with You philosophy of leadership and design thinking while offering ample opportunities to put these methods into practice. To simulate the entrepreneurial process, students identify an unmet need or market opportunity and develop an innovative product or service to solve a real-world problem. "Startup teams" of four students engage in research, ideation, rapid prototyping, and iterative design to develop insights and a solution to meet the needs of real customers. Teams also conduct a market analysis, and develop a business model and go-to-market strategy for launching their startup and enlisting key partners to support their venture. The course culminates in a pitch competition in which teams present their ideas and strategies to a panel of industry experts and investors. In the process, students gain valuable leadership skills, develop an entrepreneurial mindset, and learn how to work with diverse teams and audiences to collaborate and solve problems. This is one of the three courses comprising the Leadership Interest Area in Strategic Communication. Students admitted to this course are also given priority to participate in the Novak Future Leaders Tour to San Francisco, where they gain exposure to ideas and leaders at some of the world's most innovative companies and organizations. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Restricted to Journalism majors only. 60 credit hours earned

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JOURN 4246W: Taking People With You: Entrepreneurial Leadership and Innovation - Writing Intensive
(cross-leveled with JOURN 7246). In this course, students explore the current landscape of entrepreneurship (with specific reference to the strategic communication space) and practice a human-centered approach to solving problems. Students will gain valuable leadership skills and develop the knowledge and mindset needed to pursue their own entrepreneurial ventures or to become innovators and "intrapreneurs" within existing organizations. The course introduces students to insight-driven approaches to innovation including David Novak's Taking People with You philosophy of leadership and design thinking while offering ample opportunities to put these methods into practice. To simulate the entrepreneurial process, students identify an unmet need or market opportunity and develop an innovative product or service to solve a real-world problem. "Startup teams" of four students engage in research, ideation, rapid prototyping, and iterative design to develop insights and a solution to meet the needs of real customers. Teams also conduct a market analysis, and develop a business model and go-to-market strategy for launching their startup and enlisting key partners to support their venture. The course culminates in a pitch competition in which teams present their ideas and strategies to a panel of industry experts and investors. In the process, students gain valuable leadership skills, develop an entrepreneurial mindset, and learn how to work with diverse teams and audiences to collaborate and solve problems. This is one of the three courses comprising the Leadership Interest Area in Strategic Communication. Students admitted to this course are also given priority to participate in the Novak Future Leaders Tour to San Francisco, where they gain exposure to ideas and leaders at some of the world's most innovative companies and organizations. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Restricted to Journalism majors only. 60 credit hours earned

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JOURN 4248: Media Strategy and Planning
(cross-leveled with JOURN 7248). Course deals with strategic planning and the selection and evaluation of appropriate media outlets. Students gain a clear understanding of the problems and issues involved in crafting effective media strategies, creative problem solving and selection of appropriate media.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4250: Management of Strategic Communication
(cross-leveled with JOURN 7250). How to lead and contribute to strategically sound, highly creative and seamlessly integrated strategic communication on the agency or client side of the business. Directly relevant to agency account management and account planning, as well as client career paths.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4252: Branded Strategic Storytelling
(cross-leveled with JOURN 7252). This course for Strategic Communication students integrates digital and content marketing planning and operational methodologies designed to deepen students' knowledge of content creation, distribution strategies and audience engagement. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4254: Tools, Techniques and Technology of Visual Storytelling
(cross-leveled with JOURN 7254). In this course, students will learn how to professionally shoot and strategically edit video, visuals and textual content, strategize how to publish that content on owned media and social media platforms, utilize tools like GoPro and Drone technology, and even VR/AR and 360 attachments to make content that is more immersive, influential, impactful and persuasive. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4200 with a C- or higher

JOURN 4256: Public Relations
(cross-leveled with JOURN 7256). Current methods of communicating with constituents as practiced by agencies, corporations and government/not-for profit organizations.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4256H: Public Relations - Honors
(cross-leveled with JOURN 7256). Current methods of communicating with constituents as practiced by agencies, corporations and government/ not-for profit organizations.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher. Honors eligibility required

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JOURN 4262: Digital Strategy I
(cross-leveled with JOURN 7262). Course covers every step from integrating Internet efforts into the overall strategic communication plan to building a website that works. Designed for those with an interest in interactive advertising. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4263: Digital Strategy II
(cross-leveled with JOURN 7263). Course goes in-depth on top issues in the interactive process from video advertising to social networking sites and how to increase campaign performance with web analytics. Designed for those who want a career in interactive advertising. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4262

JOURN 4268: Strategic Communication Practicum
(cross-leveled with JOURN 7268). Practical experience in public relations, corporate communications and strategic planning.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 4270: Public Relations Writing
(cross-leveled with JOURN 7270). Develop skills and capabilities in strategic communication applications, including news releases, media advisories, pitch letters, video news releases, media relations techniques, writing for electronic and broadcast media, feature writing, brochures and speeches. Graded on A-F basis.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4204, JOURN 4256, and JOURN 4952

JOURN 4274: Event Planning and Promotion
(cross-leveled with JOURN 7274). Event planning is a skill that all PR professionals should have, but many have to learn on the job. This course will teach students how to plan, promote, coordinate and manage an event from start to finish. Students will gain hands-on, real world experience on event logistics such as picking a venue, creating the look of invitations, selecting food options, and managing a budget. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher. During early registration, course is restricted to strategic communication students meeting the prerequisites. After early registration, course registration will open to journalism students who have met a JOURN 4824 corequisite or prerequisite
Recommended: JOURN 4256

JOURN 4300: TV News Reporting I
(cross-leveled with JOURN 7300). This course prepares students to be professional television reporters. Students learn and refine the necessary skills to find and pitch stories relevant and valuable to the mid-Missouri community, and then execute those stories on deadline in the KOMU-TV newsroom through weekly reporting shifts. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4304 or JOURN 7304

JOURN 4301: Topics in Journalism
Selected current topics in journalism and strategic communication. Topics courses are experimental in nature. Course subjects vary from semester to semester. Often new courses are initiated as topics courses prior to being added as permanent courses in the journalism curriculum. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: C- or higher in JOURN 4180W or JOURN 4200

JOURN 4301W: Topics in Journalism - Writing Intensive
Selected current topics in journalism and strategic communication. Topics courses are experimental in nature. Course subjects vary from semester to semester. Often new courses are initiated as topics courses prior to being added as permanent courses in the journalism curriculum. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: C- or higher in JOURN 4180W or JOURN 4200

JOURN 4304: TV News Producing I
(cross-leveled with JOURN 7304). The course will prepare students to be professional television newscast producers. Students will learn and refine the necessary skills to find and write stories relevant and valuable to the mid-Missouri community, and then execute those stories on deadline in

the KOMU-TV newsroom through weekly producing shifts. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180; Restricted to Journalism majors

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JOURN 4306: Television News Reporting II
(cross-leveled with JOURN 7306). Introduction to general assignment reporting skills for the newsroom environment. Instruction in time management, writing, storytelling and performance. Team skills and ethnic diversity in the newsroom are discussed. Students begin work for broadcast newsrooms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4300

JOURN 4308: Broadcast News III
(cross-leveled with JOURN 7308). Intermediate reporting and news writing skills for radio and television. Advanced techniques in the use of video and sound in production of news stories.

Credit Hours: 3
Prerequisites: JOURN 4306

JOURN 4308W: Broadcast News III - Writing Intensive
Intermediate reporting and news writing skills for radio and television. Advanced techniques in the use of video and sound in production of news stories.

Credit Hours: 3
Prerequisites: JOURN 4306

JOURN 4310: News Producing
(cross-leveled with JOURN 7310). Instruction in techniques of television newscast preparation. Emphasis on role of the television news producer. Graded on A-F basis only.

Credit Hour: 2-3
Prerequisites: C- or higher in JOURN 4300 and JOURN 4304 or C- or higher in JOURN 4830 and JOURN 4832

JOURN 4320: Advanced Broadcast Reporting
(cross-leveled with JOURN 7320). In-depth reporting and editing for radio or television; advanced production techniques; emphasis on writing, interviewing, effective use of audio, video and text to shape a story for delivery via traditional and emerging media. Requires shifts for NBC affiliate, KOMU-TV or NPR affiliate, KBIA-FM. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4306

JOURN 4328: Advanced News Communication
(cross-leveled with JOURN 7328). This course will focus on on-air performance critique and best practices on set and in the field. It will cover hands-on practice on the anchor desk, in the studio, live reporting, social media performance, and recorded voice tracks. The course will also examine live and recorded interview techniques. Students will get regular performance critique and will be required to have a shift with on-air presence. Preference given to seniors and students enrolled in advanced broadcast courses. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: C- or higher in JOURN 4306 and 90 credit hours (senior standing)

JOURN 4330: From Murrow to Moore: What Good Journalists Read
Introduces undergraduates to seminal works in broadcast and print Journalism that influences contemporary professional practices. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 1000 or C- or better in JOURN 1100

JOURN 4340: Viewing Journalism Films: Images of the Reporter
(cross-leveled with JOURN 7340). The course will examine images of journalists in American films ranging from "Citizen Kane" to the present. Students will analyze award-winning movies that pose key questions about the professional responsibilities of journalists in all fields. Topics will include issues related to the practice of journalism as well as those triggered by the work of specific journalists, such as Woodward and Bernstein. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or C- or better in JOURN 4200

JOURN 4350: Problems in Journalism
Independent research arranged with individual faculty member. Contract must be approved by instructor and dean. Not accepted as a substitute for any regularly scheduled course. Some sections of the course may be offered on either A-F graded or S/U graded basis only.

Credit Hour: 1-3
Prerequisites: Consent of instructor required

JOURN 4350W: Problems in Journalism - Writing Intensive
Independent research arranged with individual faculty member. Contract must be approved by instructor and dean. Not accepted as a substitute for any regularly scheduled course. Some sections of the course may be offered on either A-F graded or S/U graded basis only.

Credit Hour: 1-3
Prerequisites: Consent of instructor required

JOURN 4360: Fundamentals of Design
(cross-leveled with JOURN 7360).This is a beginning course in editorial design. We will study design history and learn basic design principles and concepts in both print and digital platforms. You will be introduced to software programs such as InDesign, Photoshop and Illustrator, as well as basic HTML coding. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: C- or better in JOURN 1400

JOURN 4370: Film Studies: The Intersections of Documentary Film and Journalism
(same as FILMS_VS 4370; cross-leveled with FILMS_VS 7370, JOURN 7370). The popularity of documentary film in the past ten years has skyrocketed, and recent award-winning documentaries such as Inside Job (2010), Blackfish (2013), and The Invisible War (2012) are simultaneously entertaining audiences and investigating serious issues like the financial collapse, killer whale captivity, and sex crimes in the military--issues that in the past might have been covered exclusively by investigative journalism. What explains the public's growing fascination with documentary? How is documentary film reacting to recent transformations in the media landscape? Is it filling a critical need that journalism is no longer willing or able to meet? This course will explore the intersection of these two nonfiction storytelling forms - documentary film and journalism - and examine the role played by advocacy in both modes, as well as the cultural and ethical implications of the convergence between journalism and documentary film. In that it is centered on contemporary documentary film culture, the course also takes advantage of the True/ False Film Festival, and will be host to a conference during Week 6, featuring a number of major visiting filmmakers and film critics. Attendance at some sessions is required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 1000 or C- or better in JOURN 1100

JOURN 4370W: Film Studies: The Intersections of Documentary Film and Journalism - Writing Intensive
(same as FILMS_VS 4370W; cross-leveled with FILMS_VS 7370, JOURN 7370). The popularity of documentary film in the past ten years has skyrocketed, and recent award-winning documentaries such as Inside Job (2010), Blackfish (2013), and The Invisible War (2012) are simultaneously entertaining audiences and investigating serious issues like the financial collapse, killer whale captivity, and sex crimes in the military--issues that in the past might have been covered exclusively by investigative journalism. What explains the public's growing fascination with documentary? How is documentary film reacting to recent transformations in the media landscape? Is it filling a critical need that journalism is no longer willing or able to meet? This course will explore the intersection of these two nonfiction storytelling forms - documentary film and journalism - and examine the role played by advocacy in both modes, as well as the cultural and ethical implications of the convergence between journalism and documentary film. In that it is centered on contemporary documentary film culture, the course also takes advantage of the True/ False Film Festival, and will be host to a conference during Week 6, featuring a number of major visiting filmmakers and film critics. Attendance at some sessions is required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 1000 or C- or better in JOURN 1100

JOURN 4371: Documentary Theory
(cross-leveled with JOURN 7371). Documentary and other long-form story telling methods involve a complex series of decisions made in the creation of the work that determines its style, length, direction, point of view and more. These and a thousand other editing decisions are the difference between a successful project that touches its audience and one that falls short. The focus of this course is on the craft of editing, as seen in a variety of documentary and other works and explained through the decisions made in and out of the editing room that lead to the final product. The course will introduce important concepts of editing, the work of significant editors in both documentary and narrative fiction films, and seek to apply those techniques to the conceptualization of documentary work students will do as part of their degree. Students will understand the history of documentary editing as it evolved on its own and as influenced by narrative fiction films, the language of editing, the work of important editors and directors and how it influences today's aesthetic and how to apply what they have learned to their own documentary projects at an advanced level. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180 or JOURN 4200
Corequisites: concurrent enrollment in JOURN 4180 or JOURN 4200

JOURN 4372: Documentary Reporting
(cross-leveled with JOURN 7372). Students will learn elementary documentary reporting techniques by producing video and audio content in small group and individual projects. The course focuses on collection of content in the field, interviewing, research, story construction, editing and presentation. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Instructor consent

JOURN 4373: Documentary Development
(cross-leveled with JOURN 7373). This course will concern itself primarily with the formation of projects: from theories behind different kinds of documentaries, through real world investigations and research into possible projects, into the pitching and writing stage and lastly to the final idea that will be the basis of students' senior films. The ability to properly think of, clearly articulate, pitch and hone a project idea often makes the difference between a successful and unsuccessful final film. Still these ideas don't materialize out of thin air; inspiration for great documentaries

can come from many places. Understanding how to seize viable project ideas is a crucial skill for a documentary filmmaker. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4371

JOURN 4375: Documentary Business and the Public Sphere
(cross-leveled with JOURN 7375). Whether it be through contract employment, freelancing, or independent production, creating documentaries requires a knowledge of professional and business practices that differ from many other parts of journalism. The course will introduce important concepts related to the development and production of documentary work, as well as the public distribution of that work. Students will research the industry and develop skills to manage business and professional relationships with the documentary world. Students will build and maintain personal branding materials. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: JOURN 4564

JOURN 4377: Documentary Production
(cross-leveled with JOURN 7377). Students in this course will begin work on a yearlong documentary project to be the culmination of their work in the documentary journalism program. This course will concentrate on the research, reporting and field acquisition work for the senior documentary project. Students will show and discuss their work in group settings to share progress and report results. Each will also meet individually with the instructor to fine tune the direction and content of the project. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: C- or better in JOURN 4560
Corequisites: Concurrent enrollment in JOURN 4560

JOURN 4379: Documentary Post Production
(cross-leveled with JOURN 7379). Focus on the completion of a long-form documentary work and its place in current documentary programming. Students will apply knowledge from previous documentary courses in this post production experience through writing, in-class presentations and their finished work.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4377

JOURN 4379W: Documentary Senior Capstone - Writing Intensive
Focus on the completion of a long-form documentary work and its place in current documentary programming. Students will apply knowledge from previous documentary courses in this capstone experience through writing, in-class presentations and their finished work.

Credit Hours: 3
Prerequisites: JOURN 4377

JOURN 4400: Introduction to News Editing
(cross-leveled with JOURN 7400). Introduces the fundamentals of editing stories and writing headlines for publication online and in print, including an emphasis on style and grammar. Emphasized editing for an online audience. Graded on A_F basis only.

Credit Hour: 1-2
Prerequisites: C- or better in JOURN 1000 or JOURN 1100

JOURN 4406: Digital News Editing
(cross-leveled with JOURN 7406).Real-world experience in digital editing and news decision-making coupled with newspaper production; emphasis on editing and headline writing across platforms, design for home page and mobile, social media, ethics and fundamentals of grammar. Lab work is hands-on experience at columbiamissourian.com and the Missourian newspaper. Graded on A-F basis only.

Credit Hours: 3
Prerequisites or Corequisites: C- or higher in JOURN 4830 or concurrent enrollment
Prerequisites: C- or higher in JOURN 4450, or JOURN 4830

JOURN 4408: Magazine Editing
(cross-leveled with JOURN 7408). Lectures provide an introduction to the magazine industry, including types of publications, roles of an editor and skills needed for today's magazine editor. Labs focus heavily on sentence structure, grammar, syntax, usage, punctuation and style. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4830 or JOURN 4450 or JOURN 4804

JOURN 4410: Intermediate Writing
(cross-leveled with JOURN 7410). In-depth reporting, research, and writing techniques with a magazine focus. Students produce articles for Vox, the Missourian and other magazines, publications or digital outlets.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

JOURN 4410W: Intermediate Writing - Writing Intensive
(cross-leveled with JOURN 7410). In-depth reporting, research, and writing techniques with a magazine focus. Students produce articles for Vox, the Missourian and other magazines, publications or digital outlets.

Credit Hours: 3

Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

JOURN 4414: Field Reporting on the Food System and Environment
(same as AGSC_COM 4414; cross-leveled with JOURN 7414, AGSC_COM 7414). Field reporting on the social, political, scientific, economic and ethical dimensions of the food system and environment, with emphasis on explanatory story-telling. Includes multi-day field trip. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required

JOURN 4415: Current Issues in Science Journalism
(same as AGSC_COM 4415). Focuses on covering the interplay of one or more current issues of concern to journalists, scientists and society. The focus for any given semester may be biotechnology, climate change, energy, food safety, global population growth, wildlife or another issue. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4416: Science Writing for Journalism and Strategic Communication
(cross-leveled with JOURN 7416). How will climate change affect us? Why is there water on Mars? How are vaccines made? In this class, students will learn how to understand, report and write on science, health, and environmental topics for either journalism outlets or strat comm clients. Students will effectively communicate science and avoid common pitfalls as they create multiple pieces for publication. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4450, JOURN 4804, JOURN 4204, JOURN 4304, JOURN 4540, or JOURN 4830

JOURN 4416W: Science Writing for Journalism and Strategic Communication - Writing Intensive
(cross-leveled with JOURN 7416).How will climate change affect us? Why is there water on Mars? How are vaccines made? In this class, students will learn how to understand, report and write on science, health, and environmental topics for either journalism outlets or strat comm clients. Students will effectively communicate science and avoid common pitfalls as they create multiple pieces for publication. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4450, JOURN 4804, JOURN 4204, JOURN 4304, JOURN 4540, or JOURN 4830

JOURN 4418: Critical Reviewing
(cross-leveled with JOURN 7418). This course seeks to enrich students' understanding of the arts; support their attendance of concerts, plays, films, and exhibitions; sharpen their skills in critical thinking; and encourage the publication of their reviews in Vox as well as other outlets. Students will analyze the works of critics, gain a general appreciation of the ways to approach each art, and write reviews. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or C- or better in JOURN 4200

JOURN 4418W: Critical Reviewing - Writing Intensive
(cross-leveled with JOURN 7418). This course seeks to enrich students' understanding of the arts; support their attendance of concerts, plays, films, and exhibitions; sharpen their skills in critical thinking; and encourage the publication of their reviews in Vox as well as other outlets. Students will analyze the works of critics, gain a general appreciation of the ways to approach each art, and write reviews. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or C- or better in JOURN 4200

JOURN 4420: Editorial Writing
Emphasizes writing and thinking. Discussion of current problems. Correct and effective use of English language. Mission, obligations and history of editorial pages.

Credit Hours: 3
Prerequisites: JOURN 4450. Restricted to Journalism and Science and Agricultural Journalism majors only

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JOURN 4422: Sports Journalism
(cross-leveled with JOURN 7422). A review of everything from "how to watch Sports" to the history of sports writing. Contact instructor for consent on this course. Course graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required. C- or better in JOURN 4300 or JOURN 4830 or JOURN 4450

JOURN 4424: Covering Traumatic Events
(cross-leveled with JOURN 7424). This course will prepare reporters and future newsroom managers across platforms for the ethical, practical and emotional challenges of reporting accurately and sensitively on traumatic events. It will give students a deeper understanding of the psychological impact of such events, including natural and man-made disasters, violent crime, accidents, terrorism and war. The course will explore how news coverage affects individuals and communities, and the psychological challenges and ethical hazards for the journalists who cover these

events, with a focus on best newsroom practices for managing fast-breaking news stories and mitigating the effects on communities and staffs. The course will also explore the challenges of technology in the context of traumatic events and how social media have affected coverage of and response to crime, war and disasters. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4428: Health Reporting Skills
(cross-leveled with JOURN 7428). This course focuses on research and analysis techniques journalists use to understand and report on health policy, health-care quality, medical research and the business of health care. Graded on A-F basis only.

Credit Hour: 2-3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4430: Data Essentials for Journalism
(cross-leveled with JOURN 7430). How to find, clean and analyze data specifically to tell stories. Students will learn the fundamentals of data journalism and be able to turn basic data into information the public can use and understand. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4432: Coding for Journalism and Strategic Communication
(cross-leveled with JOURN 7432). Learn how to creatively solve problems in journalism with coding. Apply industry techniques and strategies to perform practical tasks in efficient, reproducible ways using contemporary tools and languages. This can include analyzing data for stories or audience insights, automating common tasks, scraping websites, and building newsroom tools. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4434: The Art and Mechanics of the Business Story
(cross-leveled with JOURN 7434). The purpose of this course is to give students a deep understanding of business journalism and for them to apply those skills in a real newsroom, Missouri Business Alert. The class will cover everything from audience to financials, and students will leave the class with several work samples to show potential employers. Graded on A-F only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4436: Investigative Reporting
(cross-leveled with JOURN 7436). Advanced course designed to acquaint reporters with public issues. Students write two in-depth projects and other shorter assignments. Students meet weekly with instructor for editorial suggestions. Graded on A-F basis only. Prerequisites: C- or better in: JOURN 4300 or JOURN 4304 or JOURN 4450 or JOURN 4540 or JOURN 4820 or JOURN 4830 or JOURN 4952.

Credit Hours: 3

JOURN 4438: Business, Financial and Economic Journalism
(cross-leveled with JOURN 7438). Understanding the news from the business sector and nation's economy for journalists and public relations students. Including financial filings, equity markets, local business, economic indicators, job creation, business data, sports business and what makes business/economic news different from other journalism. Includes tour of business journalism outlets and markets in New York. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4438H: Business, Financial and Economic Journalism - Honors
(cross-leveled with JOURN 7438). Understanding the news from the business sector and nation's economy for journalists and public relations students. Including financial filings, equity markets, local business, economic indicators, job creation, business data, sports business and what makes business/economic news different from other journalism. Includes tour of business journalism outlets and markets in New York. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200; Honors eligibility required

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JOURN 4439: Advanced Business Journalism
(cross-leveled with JOURN 7439). This class requires students to write business stories every week and to attain a high level of financial literacy in the process. The class will cover topics behind the headlines, showing students how to spot economic trends, the stories behind the economy's main actors, and the keys to spotting a troubled business. By the end of the class, all students will be certified users of the Bloomberg Terminal. To take this course, students must enroll in one of the two attached accounting classes (grad or undergrad). Both are offered online. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites or Corequisites: ACCTCY 2010 or ACCTCY 8310
Prerequisites: C- or better in JOURN 4438

JOURN 4442: Drone Journalism
(cross-leveled with JOURN 7442). This course introduces students to the use of drones to produce aerial photography and video for journalistic use. Students produce and discuss aerial content while preparing to pass the FAA certification for commercial drone pilots. The laboratory portion of the course involves hands-on flight training. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180 or JOURN 4200

JOURN 4444: Team-Based Mobile Device Application Development
This is a multi-disciplinary, team-based course on developing applications for mobile devices. Teams will be comprised of students who are software developers and students who are designers. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4804 or JOURN 4204 or JOURN 4306 or JOURN 4450

JOURN 4448: Public Service Journalism: Covering State Government
(cross-leveled with JOURN 7448). One of the most important roles journalism plays in society is holding the powerful accountable and keeping the public informed about what those in charge are doing. Covering state government allows journalists to do both of these things. This course gives you the background you need to provide effective government coverage, and gives you hands-on experience. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: C- or higher in JOURN 4450 or JOURN 4300

JOURN 4450: Reporting and Writing I
(cross-leveled with JOURN 7450). Students work in a newsroom according to professional standards and reflecting the best practices of our rapidly changing industry, graded on their growing level of mastery over the course of the semester at a wide range of skills that are crucial to good journalism. Students produce a combination of full-length stories for publication on deadline, including features, multimedia stories and participation in team reporting projects. Students will collect audio, video, photos, write text and use social media effectively for all platforms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180; Restricted to Journalism majors

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JOURN 4450W: Reporting and Writing I - Writing Intensive
(cross-leveled with JOURN 7450). Students work in a newsroom according to professional standards and reflecting the best practices of our rapidly changing industry, graded on their growing level of mastery over the course of the semester at a wide range of skills that are crucial to good journalism. Students produce a combination of full-length stories for publication on deadline, including features, multimedia stories and participation in team reporting projects. Students will collect audio, video, photos, write text and use social media effectively for all platforms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180; Restricted to Journalism majors

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JOURN 4460: Advanced News Reporting
(cross-leveled with JOURN 7460). Assignments to more difficult beat areas, team reporting and some investigative reporting for community newspaper. Individual conferences and weekly class sessions on contemporary reporting problems.

Credit Hours: 3
Prerequisites: JOURN 4450

JOURN 4460W: Advanced News Reporting - Writing Intensive
(cross-leveled with JOURN 7460). Assignments to more difficult beat areas, team reporting and some investigative reporting for community newspaper. Individual conferences and weekly class sessions on contemporary reporting problems.

Credit Hours: 3
Prerequisites: JOURN 4450

JOURN 4462: Emerging Technologies in Journalism
(cross-leveled with JOURN 7462). This course quickly responds to technology developments in journalism through a combination of theory, practice and research. Students learn to use the developing technology and also strategies to manage its impact on media organizations while expanding academic discourse. May be repeated for credit. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4464: Magazines Across Platforms
(cross-leveled with JOURN 7464). As digital editors for Vox Magazine, students manage and create content for Vox's digital platforms, including its WordPress website, blog, social media accounts and award-winning iPad app. Students also work with analytics, engagement and multimedia. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

JOURN 4480: Will Write for Food (and Wine)
(same as AGSC_COM 4480; cross-leveled with JOURN 7480). Course focuses on food and wine writing in current U.S. culture. Come ready to create mouthwatering narrative and actively seek publishing your finished work. An emphasis will be placed on class participation and written critiques of peer-reviewed articles in class. This course can serve as a substitute for JOURN 4410 Intermediate Writing. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

JOURN 4480W: Will Write for Food (and Wine) - Writing Intensive
(same as AGSC_COM 4480W; cross-leveled with JOURN 7480). Course focuses on food and wine writing in current U.S. culture. Come ready to create mouthwatering narrative and actively seek publishing your finished work. An emphasis will be placed on class participation and written critiques of peer-reviewed articles in class. This course can serve as a substitute for JOURN 4410 Intermediate Writing. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 4804

JOURN 4482: Field Reporting: Wine Country Writing
(same as AGSC_COM 4482). Students will examine wine culture, agricultural issues in the vineyard, wine trends, the historical context of wine and Missouri settlement, and more. Come ready to shape articles into sharp focus and make them fresh with input from fellow student critiques. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4482W: Field Reporting: Wine Country Writing - Writing Intensive
(same as AGSC_COM 4482W). Students will examine wine culture, agricultural issues in the vineyard, wine trends, the historical context of wine and Missouri settlement, and more. Come ready to shape articles into sharp focus and make them fresh with input from fellow student critiques. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4490: Reporting and Writing II
(cross-leveled with JOURN 7490). This course concentrates on written words while envisioning how other forms and formats enhance them. It, like Reporting and Writing I, begins with service to enlighten and entertain our communities. Students do beat work and enterprise projects for the professional newsrooms of the Missouri School of Journalism. Graded on A-F basis only. Prerequisites: C- or higher in JOURN 4450; Restricted to: Journalism majors.

Credit Hours: 3

JOURN 4500: Publication Design
(cross-leveled with JOURN 7500). Intermediate design techniques and theories of editorial design. Students apply classroom teachings by designing pages for the Columbia Missourian and Vox Magazine. Students work under deadline and learn attention-to-detail through use and execution of design style guides. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4360 or JOURN 4204

JOURN 4502: Multimedia Planning and Design
(cross-leveled with JOURN 7502). Class covers the basics of web design - Storyboarding, navigation, information architecture, reader behavior, usability studies - as they relate to journalistic stories and persuasive messages. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4506: Magazine Design
Introduction to typography of magazines from manuscript markup through layout to page proof. Extensions and limitations of typography are considered in light of current practice and economic possibilities.

Credit Hours: 3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only

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JOURN 4508: Information Graphics
(cross-leveled with JOURN 7508). Work as a news artist for a daily city newspaper graphically covering community news, sports and lifestyle issues. Emphasis on visual thinking and effective presentation. Experience with state-of-the-art software. Graded on A-F basis only.

Credit Hours: 3
Prerequisites or Corequisites: C- or better in JOURN 4450, JOURN 4830, JOURN 4304, JOURN 4204, JOURN 4820, JOURN 4540
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4510: Visual Communication
How to communicate through pictures. Topics: visual perception, vocabulary, the role of words, picture editing, design and layout, printers, taste and judgment, camera mechanics. For journalism students who are not photographers. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: C- or better in JOURN 1000 or JOURN 1100

JOURN 4540: Photojournalism and Documentary Reporting I
(cross-leveled with JOURN 7540). The course addresses the skills, theory and ethics of photojournalism documentary filmmaking for students who intend to pursue careers where they will produce visual content. The foundations of the course are in traditional newspaper/ magazine photojournalism, applied to an environment that includes online presentation for multiple types of organizations, as well as experiences producing and directing documentary content. This course will cover most of the basic challenges that face photojournalists and documentary filmmakers, including the photo story and the short documentary. Prerequisites: C- or higher in JOURN 4180; Restricted to: Journalism majors.

Credit Hours: 3

JOURN 4550: Basic Photography and Photo Editing
(cross-leveled with JOURN 7550). A basic survey for non-photojournalism majors and others with no prior experience who desire a working knowledge of photojournalistic theory and practice.

Credit Hours: 3
Prerequisites: instructor's consent. Restricted to Journalism and Science and Agricultural Journalism majors only

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JOURN 4554: Visual Editing for Multimedia
(cross-leveled with JOURN 7554). This class develops understanding of multimedia storytelling by focusing on editing, production, and business model practices for online visual journalism. It builds on a foundation of digital editing, photojournalism, photo editing, videography, and multimedia production. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4804 or JOURN 4550 or JOURN 4306 or JOURN 4406 or JOURN 4506 and instructor's consent; restricted to Journalism and Science and Agricultural Journalism students only

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JOURN 4556: Fundamentals of Photojournalism
(cross-leveled with JOURN 7556). A rigorous skills course for advanced students preparing for a career in photojournalism consisting of weekly exercises in black and white and color photographic story telling and lectures that explore the philosophical, historical and ethical roots of the profession.

Credit Hours: 3
Prerequisites: instructor's consent

JOURN 4556W: Fundamentals of Photojournalism - Writing Intensive
(cross-leveled with JOURN 7556). A rigorous skills course for advanced students preparing for a career in photojournalism consisting of weekly exercises in black and white and color photographic story telling and lectures that explore the philosophical, historical and ethical roots of the profession.

Credit Hours: 3
Prerequisites: instructor's consent

JOURN 4558: Advanced Techniques in Photojournalism
(cross-leveled with JOURN 7558). Advanced techniques and problem solving in photojournalism. Stresses lighting techniques--available, studio, electronic flash and color correction of color film. Strobed documentary, protraiture, fashion, food, architecture, sports. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4540

JOURN 4560: Photojournalism and Documentary Staff Reporting
(cross-leveled with JOURN 7560). Students get the real-world experience working as a staff news visual journalist in a daily newsroom managing deadlines, storytelling, teamwork, and creativity while working professionally and accurately. Coursework included covering the community using high standards of visual communication. This will include still images, video and audio. Classwork will appear in print and digital formats of the Columbia Missourian, Vox Magazine, KOMU or KBIA. Experiences from this course will provide visuals and relevant conversation topics for interviews with future editors who are looking to hire for jobs and internships. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4540; Restricted to Journalism majors

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JOURN 4562: Photojournalism Business Practices
(cross-leveled with JOURN 7562). Discusses legal, financial, organizational and entrepreneurial issues for photojournalists. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4540

JOURN 4564: Micro-Documentary Photojournalism and Videography
(cross-leveled with JOURN 7564). This course extends student's understanding and abilities to produce short-form video journalism. They will produce, from concepts to web publication, two five-minute non-fiction videos that serves the public through engaging visual sound techniques and compelling narrative. Graded on A-F basis only.

Credit Hours: 3

Prerequisites: C- or better in JOURN 4560

JOURN 4566: Electronic Photojournalism
(cross-leveled with JOURN 7566). Concepts and skills to incorporate photographs, audio and video for interactive presentation, with an emphasis on project design and coding for web and mobile devices. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4556 and instructor's consent

JOURN 4568: History of Photojournalism
(cross-leveled with JOURN 7568). Examination of the aesthetic and technological development of photography from its invention in 1839 to the present. Primary emphasis on the evolution and impact of the picture press and the documentary tradition in America, although international developments are studied as well.

Credit Hours: 3
Prerequisites: Journalism and Science and Agricultural Journalism majors only with Junior standing

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JOURN 4568W: History of Photojournalism - Writing Intensive
(cross-leveled with JOURN 7568). Examination of the aesthetic and technological development of photography from its invention in 1839 to the present. Primary emphasis on the evolution and impact of the picture press and the documentary tradition in America, although international developments are studied as well.

Credit Hours: 3
Prerequisites: Journalism and Science and Agricultural Journalism majors only with Junior standing

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JOURN 4650: International Issues and the Media
(cross-leveled with JOURN 7650). Attached to an internship-based journalism study abroad program, this course is an overview of the media in a geographic region. The course aims to enhance students' research, writing, reporting and analytical skills so that they can produce articles, multimedia products and communications campaigns. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor. C- or better in JOURN 4180 or JOURN 4200

JOURN 4656: International News Media Systems
A comparative survey of current news media systems and how they affect the international flow of information. Newspapers, news agencies, broadcasting and satellite networks of the world are analyzed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 1000 or JOURN 1100 and 60 hours. (junior standing)

JOURN 4658: International Journalism
(cross-leveled with JOURN 7658). An examination of the gathering, editing and dissemination of international news. The impact of social, economic, cultural and political structures on news media performance is evaluated. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180

JOURN 4658H: International Journalism - Honors
(cross-leveled with JOURN 7658). An examination of the gathering, editing and dissemination of international news. The impact of social, economic, cultural and political structures on news media performance is evaluated. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180; Honors eligibility required

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JOURN 4660: Media Forces Shaping the European Union
(cross-leveled with JOURN 7660). Seminar analyzes the role of media in shaping policies and actions of the European Union member nations and their people. Open to graduate students regardless of major and to undergraduates with instructor's consent. Course qualifies for EU Certificate Program.

Credit Hours: 3
Prerequisites: Restricted to Journalism and Science and Agricultural Journalism majors only

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JOURN 4662: Global News Across Platforms
(cross-leveled with JOURN 7662). Online, radio, and print production for a converged media enterprise, Global Journalist. Students report, write, plan, edit, design, and produce a video and radio program and website on international news while working under weekly deadlines.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 4804 or JOURN 4300 or JOURN 4372 or JOURN 4564

JOURN 4700: Engaged Journalism
(cross-leveled with JOURN 7700). The relationship between journalists and their audiences is evolving. How can we reach out to communities in an authentic way? How we ethically navigate being an individual participant and a journalist? How can we be in a conversation rather than a monologue? How can we invite the community into our processes and our products? In this course, we look at how a collaborative culture is

changing journalism, and how journalists can take part. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: Missouri Online/Distance students only

JOURN 4706: Community Journalism
(cross-leveled with JOURN 7706). Shrinking news staff and news deserts. Breaking local investigations and growing foundation support. What is the state of community journalism? Amid all the gloom and doom, there are community news outlets that are thriving, and many news entrepreneurs rethinking the delivery of local news. Students will explore the local news landscape, evaluate formats, frequency and focus of varied local news products and compare revenue strategies and business models. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180 or JOURN 4200

JOURN 4710: Newspaper Management
(cross-leveled with JOURN 7710). Department-by-department organization, business practices, personnel, rate structures, equipment, production, laws and regulations of concern to newspaper management. Cases examine critical newspaper management issues.

Credit Hours: 3
Prerequisites: Journalism and Science and Agricultural Journalism majors with Junior standing

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JOURN 4716: Gender and Media
(same as WGST 4716; cross-leveled with JOURN 7716, WGST 7716). This class examines the intersections of gender, race, sexuality, class, and media. The goal of this course is to examine gender politics and media representation through intersectional feminist perspectives. Throughout the semester, students and the instructor will analyze how feminist theories and practices interact with media representation, identity politics, media production, and media reception. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 1000 or JOURN 1100 and 60 credit hours (junior standing)

JOURN 4718: Law and the Justice System
(cross-leveled with JOURN 7718). Lectures, readings, discussions, writing assignments relating to justice system reporting from the view of attorneys, prosecutors, judges, correction and probation officers with the cooperation of the Missouri Bar.

Credit Hours: 3
Prerequisites: Consent of instructor required

JOURN 4728: Confronting Controls on Information
(cross-leveled with JOURN 7728). A review of actions by government, society and the communications media calculated to limit or alter the content of information in the United States and elsewhere around the world. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180 or JOURN 4200; or journalism minor, C- or higher in JOURN 1000 or JOURN 1100 and 60 credit hours earned

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JOURN 4734: Innovating News: The Future and Business of Journalism
(cross-leveled with JOURN 7734). The class will discuss and analyze the strategies, tools and methods used by local and national news organizations working to address community needs and build business models to support that work. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4736: Changing Media Business Models
(cross-leveled with JOURN 7736). Analysis of the economic changes in news media industry. Explore concepts and theories of monetizing media. Hands-on experience in creating innovations in media business models. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180 or JOURN 4200

JOURN 4738: Language, Thought and Journalism
(cross-leveled with JOURN 7738). This online course helps you, as S.I. Hayakawa wrote, "to think more clearly, to speak and to write more effectively, and to listen and to read with greater understanding." It explores the biases and limitations of language, culture, technology and other factors as applied to the practice of journalism and mass communications. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 1000 or JOURN 1100 and 60 credits. (junior standing)

JOURN 4804: Convergence Reporting
(cross-leveled with JOURN 7804). Practice and theory of reporting for converged media. Students produce multimedia reports for traditional and converged media operations. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Restricted to Convergence, Print and Digital, Photojournalism, and Magazine students, and Science and Agricultural Journalism students

JOURN 4804W: Convergence Reporting - Writing Intensive
(cross-leveled with JOURN 7804). Practice and theory of reporting for converged media. Students produce multimedia reports for traditional and converged media operations. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Restricted to Convergence, Print and Digital, Photojournalism, and Magazine students, and Science and Agricultural Journalism students

JOURN 4806: Convergence Editing and Producing
(cross-leveled with JOURN 7806). Practice and theory of editing and producing material for publication or broadcast in a converged environment. Students produce media for multiple outlets. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4306 or JOURN 4804 or JOURN 4450

JOURN 4810: National News Writing and Production
(cross-leveled with JOURN 7810). Learn updated storytelling and video-production techniques on-site at Newsy, a next generation news network. You will work weekly shifts throughout the semester, culminating in the production of your own portfolio and mock interviews with hiring managers. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor consent required

JOURN 4812: Online Audience Development
(cross-leveled with JOURN 7812). With companies such as Meta and Google controlling the content distribution game, journalists and strategic communicators are often left to play cat and mouse. There are some tricks you can master, though, to stay competitive. Students will learn how algorithms work and how to create content designed to rank highly within them. They'll learn how to read and understand analytics to spot trends in web and social traffic, how to develop a strategy steeped in data, and how to communicate it all to their staff. Graded A-F basis only.

Credit Hours: 3
Prerequisites: Missouri Online/Distance students only

JOURN 4814: Multimedia Sports Journalism
(cross-leveled with JOURN 7814). Assignments on a daily regional website and radio station covering sports with converged media. Experience in reporting game and feature stories under deadline conditions. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4820: Audience Strategy and Engagement
(cross-leveled with JOURN 7820). As organizations evolve to prioritize audience-driven content strategies, there is a growing demand for strategists who understand how to focus on long-term goals to build trust in communities. Working with nonprofits, local businesses, and community newsrooms, students will learn about algorithms and optimizing content for search engine results. They will learn how to read and understand analytics to spot trends and develop a strategy steeped in data, while encouraging engagement and interaction with audiences. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180 or JOURN 4200. Restricted to Journalism majors

JOURN 4824: Applied Practice in Audience Strategy and Engagement
(cross-leveled with JOURN 7824).This course offers students hands-on experience in developing an audience through on- going engagement efforts. Students will build on past experiences as they develop skills and expertise in interpreting search engine optimization and social media analytics while applying them to build a strategy to connect readers, viewers, and customers to a brand. There will be weekly shifts at the Missouri School of Journalism's professional newsrooms and agencies, where students will carry out the work of managing social media accounts, planning and running face-to-face events, and experimenting with content creation and writing for various platforms to establish new best practices. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4820. Restricted to Journalism majors

JOURN 4830: Cross-Platform Editing and Producing I
(cross-leveled with JOURN 7830). Students will gain an understanding of storytelling and decision-making for various platforms, while building on the technical skills and principles needed to be editors and producers for varied media types. Students will edit and produce journalistic content for distribution across media platforms, with an emphasis on digital content for specific audiences/outlets. In this foundational class, students will have two class lecture periods per week and one lab time. During the first part of the semester, the lab will be led by the instructor. After week 4, the lab will be shifts/work with the News Content Creation course on stories. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4180; Restricted to Journalism majors

JOURN 4832: Cross-Platform Editing and Producing II
(cross-leveled with JOURN 7832). Students will master storytelling, decision-making and technical skills for various platforms, while learning

the principles and management skills needed to be leading editors and producers for varied media types. Students will edit and produce journalistic content for distribution across media platforms, with an emphasis on digital content for specific audiences/outlets. This is a newsroom-intensive course. Students will have one class lecture per week, one lab and be assigned to do shift editing and producing work in two newsrooms, one in each half of the semester. In addition, students will work with students in the Reporting and Writing I course on longer-term stories or projects and help produce them for a Journalism School outlet. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4830; Restricted to Journalism majors

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JOURN 4940: Internship in Journalism
Credit for approved internships in journalism and strategic communication. Application information can be found in undergraduate advising Canvas site. May be enrolled in 1 - 3 credit hours. Course may be repeated. Graded on S/U basis only.

Credit Hour: 1-6
Prerequisites: Consent from internship coordinator required. C- or better in JOURN 4180 or JOURN 4200

JOURN 4950: Understanding Audiences
Focuses on the recipients of journalistic efforts by teaching students to identify, analyze and address media audiences. Students will learn a variety of research methods and gain hands-on experience with audience analysis through team-based practical projects.

Credit Hours: 3
Prerequisites: JOURN 2000 and junior standing. Strategic Communication students may not enroll in this entry level research course

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JOURN 4952: Strategic Communication Research I
(cross-leveled with JOURN 7952). Introduction to techniques and practice of strategic communication research. Emphasis on research techniques and use of research results, including consumer analysis, attitude measurement and evaluation of externally supplied research.

Credit Hours: 3
Prerequisites or Corequisites: JOURN 4200

JOURN 4952H: Strategic Communication Research I - Honors
(cross-leveled with JOURN 7952). Introduction to techniques and practice of strategic communication research. Emphasis on research techniques and use of research results, including consumer analysis, attitude measurement and evaluation of externally supplied research.

Credit Hours: 3
Prerequisites or Corequisites: JOURN 4200; Honors eligibility required

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JOURN 4970: Strategic Campaigns
(cross-leveled with JOURN 7970). This capstone course, gives students a hands-on opportunity to use their skills and apply strategic communication learning to a real client situation. To be taken final semester. Application required for Mojo Ad section and will include additional leadership responsibilities.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with C- or higher. Consent of Instructor required

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JOURN 4970W: Strategic Campaigns - Writing Intensive
(cross-leveled with JOURN 7970). This capstone course, gives students a hands-on opportunity to use their skills and apply strategic communication learning to a real client situation. To be taken final semester. Application required for Mojo Ad section and will include additional leadership responsibilities.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or better. Consent of Instructor required

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JOURN 4972: Photo and Visual Editing
(cross-leveled with JOURN 7972). An advanced visual editing course. Primary work is as a photo/multimedia editor on the Columbia Missourian photo desk. You collaborate on daily and semester projects and are assigned specific leadership roles. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4804, JOURN 4560 or JOURN 4832

JOURN 4974: Advanced Internet Applications for Radio/TV News
(cross-leveled with JOURN 7974). Integration of advanced Internet research and publishing skills with production and management of the KOMU-TV/KBIA Radio World Wide Web news service.

Credit Hours: 3
Prerequisites: JOURN 4306

JOURN 4976: Seminar in Radio/TV News
(cross-leveled with JOURN 7976). Seminar in network and local news process, in coverage of major issues and social problems, in relationships of radio-TV news and government institutions. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4180 or JOURN 4200

JOURN 4978: Media Management and Leadership
(cross-leveled with JOURN 7978). Dramatic changes in technology and the media's role in converging technologies require new management and leadership techniques and paradigms. Students will write case examining these changes. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4304 or JOURN 4490 or JOURN 4560 or JOURN 4824 or JOURN 4832 or JOURN 4952

JOURN 4980: The Picture Story and Photographic Essay
(cross-leveled with JOURN 7980). Production of photo stories/essays for newspapers, magazines and news media presentations. Research, photography, design and layout. Final portfolio will show journalistic strength and versatility in black and white, and color.

Credit Hours: 3
Prerequisites: JOURN 4560

JOURN 4984: Magazine Staff
(cross-leveled with JOURN 7984). This course provides hands-on experience serving as an editor on a magazine staff. Students are department editors for Vox Magazine and learn how to take a story from an idea through story creation and production and to the printed page, as well as best practices for executing that idea across multiple platforms. Students learn about pitching, working with writers, designers and photographers, editing for content and style, successful story packaging and team collaboration. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4490 or JOURN 4832, or C- or higher in JOURN 4408 and JOURN 4410, JOURN 4416

JOURN 4986: Advanced Writing
(cross-leveled with JOURN 7986). This course builds on the in-depth, reporting, research, and writing techniques of Intermediate Writing and other writing and reporting classes. It is designed for those who wish to pursue writing as a career. Students complete writing assignments and analyze the work of well-known magazine and book authors. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4490

JOURN 4986W: Advanced Writing - Writing Intensive
(cross-leveled with JOURN 7986). This course builds on the in-depth, reporting, research, and writing techniques of Intermediate Writing and other writing and reporting classes. It is designed for those who wish to pursue writing as a career. Students complete writing assignments and analyze the work of well-known magazine and book authors. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4490

JOURN 4988: Advanced Publication Design
(cross-leveled with JOURN 7988). Project-based capstone in which skills learned in previous courses are applied to professional-level design challenges, such as feature, cover or iPad designs; multimedia prototypes; special editions; or other applications for Vox Magazine, Columbia Missourian, or other outlets. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4500

JOURN 4988W: Advanced Publication Design
(cross-leveled with JOURN 7988). Project-based capstone in which skills learned in previous courses are applied to professional-level design challenges, such as feature, cover or iPad designs; multimedia prototypes; special editions; or other applications for Vox Magazine, Columbia Missourian, or other outlets. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4500

JOURN 4990: Journalism and Democracy
This course seeks to cultivate critical-thinking skills by helping students synthesize and apply knowledge gained from a journalism education to the evaluation of news media performance in a democratic society. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4300, JOURN 4832, JOURN 4824, JOURN 4560, JOURN 4490, or JOURN 4952 and 90 hours (senior standing)

JOURN 4990W: Journalism and Democracy - Writing Intensive
This course seeks to cultivate critical-thinking skills by helping students synthesize and apply knowledge gained from a journalism education to the evaluation of news media performance in a democratic society. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4300, JOURN 4832, JOURN 4824, JOURN 4560, JOURN 4490, or JOURN 4952 and 90 hours (senior standing)

JOURN 4991: Journalism Reporting Projects
(cross-leveled with JOURN 7991). This project-based capstone builds in-depth skills in research, reporting and writing introduced in other journalism classes. Students will produce longform narrative stories and packages focused on an immersion topic that will include multiple platforms and serve a designated audience. There's an emphasis placed

on collaboration and elevating storytelling techniques. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4490, JOURN 4832, JOURN 4824, JOURN 4560, or JOURN 4300 or C- or higher in JOURN 7490, JOURN 7832, JOURN 7824, JOURN 7560, or JOURN 7300

JOURN 4992: Innovation and Audience Research in Digital Media
(cross-leveled with JOURN 7992). Capstone course brings together the reporting, editing, audience focus, management and marketing skills gained in previous journalism courses. Students evaluate audiences and sustainability for journalistic content, applications, products and experiences and plan, produce and promote internal and external projects. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4300 or JOURN 4490 or JOURN 4560 or JOURN 4824 or JOURN 4832 or JOURN 4952

JOURN 4992W: Innovation and Audience Research in Digital Media - Writing Intensive
(cross-leveled with JOURN 7992). Capstone course brings together the reporting, editing, audience focus, management and marketing skills gained in previous journalism courses. Students evaluate audiences and sustainability for journalistic content, applications, products and experiences and plan, produce and promote internal and external projects. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4300 or JOURN 4490 or JOURN 4560 or JOURN 4824 or JOURN 4832 or JOURN 4952

JOURN 4994: Magazine Publishing
(cross-leveled with JOURN 7994). This capstone experience explores key components and recent trends in the magazine industry. The primary focus is creating a magazine prototype that includes conceptualizing ideas and editorial for new titles, as well as business plans for advertising, circulation, finance and production. The course follows a nuts and bolts, learn-by-doing approach to how these components work together and influence one another. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4490 or JOURN 4832, or C- or higher in JOURN 4408 and JOURN 4410, JOURN 4416 or JOURN 4360

JOURN 7000: Communications Law
Legal concepts, including prior restraint, libel, privacy, obscenity, contempt and access as they relate to print, broadcast, advertising and other areas.

Credit Hours: 3

JOURN 7050: Communications Practice
(cross-leveled with JOURN 4050). Special instruction in the school's media as an extension of existing advanced media courses, or, in advertising, an extension of advertising creative courses. Contract must be approved by instructor and dean. Some sections of the course may be offered on either A-F or S/U graded basis only.

Credit Hour: 1-3
Prerequisites: C- or higher in JOURN 7180 or a C- or higher in JOURN 7200

JOURN 7122: Fundamentals of Data Reporting
(cross-leveled with JOURN 4122). Explores the importance to journalists of mining public records and data; reviews basic newsroom mathematics; teaches basic techniques for using Microsoft Excel to create and manipulate spreadsheets and to produce graphics. Graded on A-F basis only. This course is not to be taken by students who have already completed JOURN 4430 or JOURN 7430. Restricted to Graduate Journalism students.

Credit Hour: 1
Prerequisites: C- or higher in JOURN 7180 or a C- or higher in JOURN 7200

JOURN 7126: Digital Audio and Visual Basics for Journalists
(cross-leveled with JOURN 4126). Introduces journalism students to audio and video tools used in converged environments. Students will create news stories, ads or promos to meet journalistic or strategic communication goals. Graded on S/U basis only.

Credit Hour: 1

JOURN 7130: Account Services
(cross-leveled with JOURN 4130). Designed for advanced strategic communication students preparing for careers in account services. Section topics vary.

Credit Hour: 1

JOURN 7138: Public Relations Techniques
(cross-leveled with JOURN 4138). Designed for advanced strategic communication students preparing for careers in public relations. Section topics vary. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: JOURN 4204, JOURN 4952

JOURN 7140: Interactive Techniques
(cross-leveled with JOURN 4140). Designed for advanced strategic communications students preparing for careers in interactive media. Section topics may vary.

Credit Hour: 1
Prerequisites: JOURN 4204, JOURN 4952

JOURN 7146: Strategic Communication Techniques
(cross-leveled with JOURN 4146). Designed for advanced strategic communication students. Section topics vary. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: C- or higher in JOURN 4204 and JOURN 4952

JOURN 7148: Interviewing Essentials
(cross-leveled with JOURN 4148). This class focuses on the journalistic interviewing process, from identifying and gaining access to the best sources, setting ethical boundaries, asking the most effective questions and ensuring accuracy. It applies to the full range of story types, from breaking news to in-depth work in all coverage areas.

Credit Hour: 1
Prerequisites: Consent of instructor required

JOURN 7150: Using Infographics
An introduction to the various types of information graphics and how each can be used effectively to help explain the news. Additional emphasis on generating graphic ideas and on the specific challenges of gathering information for graphics.

Credit Hour: 1
Prerequisites: instructor's consent required

JOURN 7152: Concepts in Participatory Journalism
Journalists need to know how to be in conversation with their communities rather than lecture to them. In this course, we will look at how a collaborative culture is changing journalism, and how journalists can take advantage of the new landscape. Graded on A-F basis only.

Credit Hour: 1

JOURN 7160: Social Media Foundations and Practice
(cross-leveled with JOURN 4160). This course introduces social media usage and research basics for journalism students. Graded on A-F basis only.

Credit Hour: 1

JOURN 7180: News Content Creation
(cross-leveled with JOURN 4180). Students advance their knowledge of multimedia reporting and writing. Students apply their reporting to specific topic areas in public-facing media outlets under the direction of faculty and staff editors. Graded on A-F basis only.

Credit Hours: 3

JOURN 7198: Area Seminar
Special lectures, readings, discussions relating to the urban journalism, state government reporting or local public affairs reporting programs.

Credit Hours: 3

JOURN 7200: Principles of Strategic Communication
(cross-leveled with JOURN 4200). Foundation course familiarizing students with an array of strategic communication tools and how they are used in the field. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7204: Introduction to Strategic Writing and Design
(cross-leveled with JOURN 4204). This course will teach you about strategic writing and design, and then show you how to apply these skills to key communication platforms such as digital media, TV, radio, social media and others. Along the way, you will learn to think, write and design creatively and strategically. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7206: Strategic Writing I
(cross-leveled with JOURN 7206). Students learn strategic writing for a variety of media such as print, radio, television, outdoor, new media, news releases, pitch letters and other persuasive messages.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with a C- or higher

JOURN 7208: Strategic Writing II
(cross-leveled with JOURN 4208). Advanced course in the creation of advertising and public relations materials with an emphasis on strategic planning, developing creative concepts, producing and polishing copy and visuals, execution of finished product and refining. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7212: Sports and Entertainment Promotion
(cross-leveled with JOURN 4212). Course focuses on the role that research, sponsorship, advertising, public relations, social media, positioning, target marketing, psychographics, and other strategic communication processes play in the promotion of the sports and entertainment industry. The course will critically analyze and examine how chief executive officers of sport and entertainment organizations choose, maintain, or redirect their promotion strategies and activities to help achieve organization missions, encourage tickets sales, and attract large audiences.

Credit Hours: 3
Prerequisites: JOURN 4204 and JOURN 4952 with C- or higher

JOURN 7213: Strategic Communication Mobile Sports Production
(cross-leveled with JOURN 4213). This class is designed to prepare Strategic Communication students for vital new positions in the world of sports marketing with the emphasis on video productions, strategic planning, and strategic dissemination of video content via multiple media, channels and platforms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Restricted to Journalism Graduate Students

JOURN 7214: Strategic Communication Integrated Sports Production
(cross-leveled with JOURN 4214). This course will prepare Strategic Communication students for vital new positions in the world of sports marketing with an emphasis on video production, graphics, social media analytics, messaging management and strategic planning. Students will be taught basic information, techniques and strategies necessary for success in these fields. You will be working closely with the Mizzou Sports Network and Strategic Communication faculty from day one. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7216: Media Sales
(cross-leveled with JOURN 4216). Focus of this course is to familiarize students with how to sell a variety of media including newspaper, radio, television, outdoor, new media, and others.

Credit Hours: 3
Prerequisites: JOURN 4200 or JOURN 4180 with a C- or higher

JOURN 7218: MOJO Ad Staff
(cross-leveled with JOURN 4218). Application of strategic communication skills in a professional services agency specializing in the youth and young adult segment. Positions include management, planning, creative media and research. Other electives required based on position. Application required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of Instructor

JOURN 7220: Creative Portfolio
(cross-leveled with JOURN 4220). Students will produce a free-standing collection of outstanding, polished creative work to demonstrate his/her ability to perform at a high level of creativity.

Credit Hours: 3
Prerequisites: JOURN 4208 or JOURN 7208 or JOURN 4228 or JOURN 7228 with C- or higher

JOURN 7228: Strategic Design and Visuals II
(cross-leveled with JOURN 4228). Advanced course in strategic design and visuals. Persuasive visual principles applied to variety of integrated media including print, broadcast and on-line. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7236: Psychology in Advertising
(cross-leveled with JOURN 4236). Application of psychological principles, learning, perception, motivation, attitudes to advertising. Emphasis on the increasing use of psychographics (the "lifestyle" factor) to understand consumer wants and buying behavior.

Credit Hours: 3
Prerequisites: JOURN 4204 or JOURN 7204 and JOURN 4952 or JOURN 7952 with a C- or higher

JOURN 7242: Strategic Communication Leadership
(same as LEAD 7242; cross-leveled with LEAD 4242W, JOURN 4242W). In this course, students learn practical strategies for effectively leading self and others in the pursuit of big goals. Building upon David Novak's proven Taking People with You leadership framework, students discover how principles of strategic communication can translate into effective leadership. Students apply course concepts through hands-on projects, exercises, and discussions and complete assignments that assist in career planning and preparedness. Each student also participates in a leadership development team in which they share ideas, receive feedback, and work toward a personal Big Goal. For a final project, students research and present a 5-7-minute TED-style talk on a leadership topic of interest. Graded on A-F basis only.

Credit Hours: 3

JOURN 7244: Creating Cultures Through Effective Strategic Communication and Leadership
(same as LEAD 7244; cross-leveled with LEAD 4244W, JOURN 4244W). The course focuses on the role culture and communication play in organizational success, management, and leadership. Rooted in principles of ethical persuasion and strategic communication, it helps students develop individual skills and abilities and the mindset of helping others achieve their goals. The course is distinctly different from traditional organizational studies because of its focus on communication and marketing principles. It offers hands on learning through the case method. Based on the experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974). Graded on A-F basis only.

Credit Hours: 3

JOURN 7246: Taking People With You: Entrepreneurial Leadership and Innovation
(same as LEAD 7246; cross-leveled with JOURN 4246). In this course, students explore the current landscape of entrepreneurship and practice a human-centered approach to solving problems. Students gain valuable leadership skills and develop the knowledge and mindset needed to pursue their own entrepreneurial ventures or to become innovators within existing organizations. The course introduces students to insight-driven approaches to innovation including David Novak's Taking People with You philosophy of leadership and design thinking, and offers ample opportunities to put these methods into practice. To simulate the entrepreneurial process, students identify an unmet need or market opportunity and develop an innovative product or service to solve a real-world problem. "Startup teams" of four students engage in research, ideation, rapid prototyping, and iterative design to develop insights and a solution to meet the needs of real customers. Teams also conduct a market analysis and develop a business model and go-to-market strategy for launching their start-up and enlisting key partners to support their venture. The course culminates in a pitch competition in which teams present their ideas and strategies to a panel of industry experts. In the process, students gain valuable leadership skills, develop an entrepreneurial mindset, and learn how to work with diverse teams and audiences to collaborate and solve problems. Graded on A-F basis only.

Credit Hours: 3

JOURN 7248: Media Strategy and Planning
(cross-leveled with JOURN 4248). Course deals with strategic planning and the selection and evaluation of appropriate media outlets. Students gain a clear understanding of the problems and issues involved in crafting effective media strategies, creative problem solving and selection of appropriate media. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7250: Management of Strategic Communication
(cross-leveled with JOURN 4250). How to lead and contribute to strategically sound, highly creative and seamlessly integrated strategic communication on the agency or client side of the business. Directly relevant to agency account management and account planning, as well as client career paths.

Credit Hours: 3
Prerequisites: JOURN 4204 or JOURN 7204 and JOURN 4952 or JOURN 7952 with a C- or higher. Consent of Instructor required

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JOURN 7252: Branded Strategic Storytelling
(cross-leveled with JOURN 4252). This course for Strategic Communication students integrates digital and content marketing planning and operational methodologies designed to deepen students' knowledge of content creation, distribution strategies and audience engagement. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate standing required

JOURN 7254: Tools, Techniques and Technology of Visual Storytelling
(cross-leveled with JOURN 4254). In this course, students will learn how to professionally shoot and strategically edit video, visuals and textual content, strategize how to publish that content on owned media and social media platforms, utilize tools like GoPro and Drone technology, and even VR/AR and 360 attachments to make content that is more immersive, influential, impactful and persuasive. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only
Recommended: JOURN 7200

JOURN 7256: Public Relations
(cross-leveled with JOURN 4256). Current methods of communicating with constituents as practiced by agencies, corporations and government/ not-for-profit organizations. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7262: Digital Strategy I
(cross-leveled with JOURN 4262). Course covers every step from integrating Internet efforts into the overall strategic communication plan to building a website that works. Designed for those with an interest in interactive advertising. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7263: Digital Strategy II
(cross-leveled with JOURN 4263). Course goes in-depth on top issues in the interactive process from video advertising to social networking sites and how to increase campaign performance with web analytics. Designed for those who want a career in interactive advertising. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7262. Restricted to Journalism Graduate students

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JOURN 7268: Strategic Communication Practicum
(cross-leveled with JOURN 4268) Practical experience in public relations, corporate communications and strategic planning with the Missouri School of Journalism serving as client. Students from all journalism disciplines will apply knowledge and skills on a variety of platforms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7270: Public Relations Writing
(cross-leveled with JOURN 4270). Develop skills and capabilities in strategic communication applications, including news releases, media advisories, pitch letters, video news releases, media relations techniques, writing for electronic and broadcast media, feature writing, brochures and speeches. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only

JOURN 7274: Event Planning and Promotion
(cross-leveled with JOURN 4274). Event planning is a skill that all PR professionals should have, but many have to learn on the job. This course will teach students how to plan, promote, coordinate and manage an event from start to finish. Students will gain hands-on, real world experience on event logistics such as picking a venue, creating the look of invitations, selecting food options, and managing a budget. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Journalism Majors only
Recommended: JOURN 7256

JOURN 7300: TV News Reporting I
(cross-leveled with JOURN 4300). The course will prepare students to be professional television newscast producers. Students will learn and refine the necessary skills to find and write stories relevant and valuable to the mid-Missouri community, and then execute those stories on deadline in the KOMU-TV newsroom through weekly producing shifts.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7304; Graduate standing is required

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JOURN 7301: Topics in Journalism
Selected current topics in journalism and strategic communication. Topics courses are experimental in nature. Course subjects vary from semester to semester. Often new courses are initiated as topics courses prior to being added as permanent courses in the journalism curriculum.

Credit Hour: 1-3
Prerequisites: Consent of instructor required
Recommended: C- or higher in either JOURN 7180 or C- or higher in JOURN 7200

JOURN 7304: TV News Producing I
(cross-leveled with JOURN 4304). The course will prepare students to be professional television newscast producers. Students will learn and refine the necessary skills to find and write stories relevant and valuable to the mid-Missouri community, and then execute those stories on deadline in the KOMU-TV newsroom through weekly producing shifts.

Credit Hours: 3
Prerequisites: JOURN 7180; Graduate standing is required

JOURN 7306: Television News Reporting II
(cross-leveled with JOURN 4306). Introduction to general assignment reporting skills for the newsroom environment. Instruction in time management, writing, storytelling and performance. Team skills and ethnic diversity in the newsroom are discussed. Students begin work for broadcast newsrooms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 4300 or JOURN 7300

JOURN 7308: Broadcast News III
(cross-leveled with JOURN 4308). Intermediate reporting and news writing skills for radio and television. Advanced techniques in the use of video and sound in production of news stories.

Credit Hours: 3
Prerequisites: JOURN 7306

JOURN 7310: News Producing
(cross-leveled with JOURN 4310). Instruction in techniques of television newscast preparation. Emphasis on role of the television news producer. Graded on A-F basis only.

Credit Hour: 2-3
Prerequisites: C- or better in JOURN 7300 and in JOURN 7304

JOURN 7320: Advanced Broadcast Reporting
(cross-leveled with JOURN 4320). In-depth reporting and editing for radio or television; advanced production techniques; emphasis on writing, interviewing, effective use of audio, video and text to shape a story for delivery via traditional and emerging media. Requires shifts for NBC affiliate, KOMU-TV or NPR affiliate, KBIA-FM. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7306

JOURN 7328: Advanced News Communication
(cross-leveled with JOURN 4328). This course will focus on on-air performance critique and best practices on set and in the field. It will cover hands-on practice on the anchor desk, in the studio, live reporting, social media performance, and recorded voice tracks. The course will also examine live and recorded interview techniques. Students will get regular performance critique and will be required to have a shift with on-air presence. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: Consent of instructor required. Graduate standing

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JOURN 7340: Viewing Journalism Films: Images of the Reporter
(cross-leveled with JOURN 4340). The course will examine images of journalists in American films ranging from "Citizen Kane" to the present. Students will analyze award-winning movies that pose key questions about the professional responsibilities of journalists in all fields. Topics will include issues related to the practice of journalism as well as those triggered by the work of specific journalists, such as Woodward and Bernstein. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or C- or higher in JOURN 7200

JOURN 7350: Problems in Journalism
Independent research arranged with individual faculty member. Application information available in undergraduate advising Canvas site. Form must be approved by instructor and faculty chair. May be used to fulfill journalism electives. Some sections of the course may be offered on either A-F graded or S/U graded basis only.

Credit Hour: 1-3
Prerequisites: Consent of instructor required

JOURN 7360: Fundamentals of Design
(cross-leveled with JOURN 4360). This is a beginning course in editorial design. We will study design history and learn basic design principles and concepts in both print and digital platforms. You will be introduced to software programs such as InDesign, Photoshop and Illustrator, as well as basic HTML coding. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: Graduate Standing

JOURN 7370: The Intersections of Documentary Film and Journalism
(same as FILMS_VS 7370; cross-leveled with JOURN 4370, FILMS_VS 4370). The popularity of documentary film in the past ten years has skyrocketed, and recent award-winning documentaries such as Inside Job (2010), Blackfish (2013), and The Invisible War (2012) are simultaneously entertaining audiences and investigating serious issues like the financial collapse, killer whale captivity, and sex crimes in the military-issues that in the past might have been covered exclusively by investigative journalism. What explains the public's growing fascination with documentary? How is documentary film reacting to recent transformations in the media landscape? Is it filling a critical need that journalism is no longer willing or able to meet? This course will explore the intersection of these two nonfiction storytelling forms--documentary film and journalism--and examine the role played by advocacy in both modes, as well as the cultural and ethical implications of the convergence between journalism and documentary film. In that it is centered on contemporary documentary film culture, the course also takes advantage of the True/ False Film Festival, and will be host to a conference during Week 6, featuring a number of major visiting filmmakers and film critics. Attendance at some sessions is required. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 1000 or C- or better in JOURN 1100

JOURN 7371: Documentary Theory
(cross-leveled with JOURN 4371). Documentary and other long-form story telling methods involve a complex series of decisions made in the creation of the work that determines its style, length, direction, point of view and more. These and a thousand other editing decisions are the difference between a successful project that touches its audience and one that falls short. The focus of this course is on the craft of editing, as seen in a variety of documentary and other works and explained through the decisions made in and out of the editing room that lead to the final product. The course will introduce important concepts of editing, the work of significant editors in both documentary and narrative fiction films, and seek to apply those techniques to the conceptualization of documentary work students will do as part of their degree. Students will understand the history of documentary editing as it evolved on its own and as influenced by narrative fiction films, the language of editing, the work of important editors and directors and how it influences today's aesthetic and how to apply what they have learned to their own documentary projects at an advanced level. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or C- or higher in JOURN 7200

JOURN 7372: Documentary Reporting
(cross-leveled with JOURN 4372). Students will learn elementary documentary reporting techniques by producing video and audio content

in small group and individual projects. The course focuses on collection of content in the field, interviewing, research, story construction, editing and presentation. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Instructor consent

JOURN 7373: Documentary Development
(cross-leveled with JOURN 4373). This course will concern itself primarily with the formation of projects: from theories behind different kinds of documentaries, through real world investigations and research into possible projects, into the pitching and writing stage and lastly to the final idea that will be the basis of students' senior films. The ability to properly think of, clearly articulate, pitch and hone in on a project idea often makes the difference between a successful and unsuccessful final film. Still these ideas don't materialize out of thin air; inspiration for great documentaries can come from many places. Understanding how to seize viable project ideas is a crucial skill for a documentary filmmaker. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7371

JOURN 7375: Documentary Business and the Public Sphere
(cross-leveled with JOURN 4375). Whether it be through contract employment, freelancing, or independent production, creating documentaries requires a knowledge of professional and business practices that differ from many other parts of journalism. The course will introduce important concepts related to the development and production of documentary work, as well as the public distribution of that work. Students will research the industry and develop skills to manage business and professional relationships with the documentary world. Students will build and maintain personal branding materials. Graded on A-F basis only.

Credit Hours: 2
Prerequisites: JOURN 7564

JOURN 7377: Documentary Production
(cross-leveled with JOURN 4377). Students in this course will begin work on a yearlong documentary project to be the capstone of their work in the documentary journalism program. This course will concentrate on the research, reporting and field acquisition work for the capstone documentary project. Students will show and discuss their work in group settings to share progress and report results. Each will also meet individually with the instructor to fine tune the direction and content of the project. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or better in JOURN 4560

JOURN 7379: Documentary Post Production
(cross-leveled with JOURN 4379). Focus on the completion of a long-form documentary work and its place in current documentary programming. Students will apply knowledge from previous documentary courses in this capstone experience through writing, in-class presentations and their finished work.

Credit Hours: 3
Prerequisites: JOURN 7377

JOURN 7400: Introduction to News Editing
(cross-leveled with JOURN 4400). Introduces the fundamentals of editing of stories and writing headlines for publication online and in print, including an emphasis on style and grammar. Emphasized editing for an online audience. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7450 or JOURN 7804 or JOURN 7830

JOURN 7406: Digital News Editing
(cross-leveled with JOURN 4406). Real-world experience in digital editing and news decision-making coupled with newspaper production; emphasis on editing and headline writing across platforms, design for home page and mobile, social media, ethics and fundamentals of grammar. Lab work is hands-on experience at columbiamissourian.com and the Missourian newspaper. Graded on A-F basis only.

Credit Hours: 3
Prerequisites or Corequisites: C- or higher in JOURN 7830 or concurrent enrollment
Prerequisites: C- or higher in JOURN 7450, or JOURN 7830

JOURN 7408: Magazine Editing
(cross-leveled with JOURN 4408). Lectures provide an introduction to the magazine industry, including types of publications, roles of an editor and skills needed for today's magazine editor. Labs focus heavily on sentence structure, grammar, syntax, usage, punctuation and style. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7830 or JOURN 7450 or JOURN 7804

JOURN 7410: Intermediate Writing
(cross-leveled with JOURN 4410). In-depth reporting, research, and writing techniques with a magazine focus. Students produce articles for Vox, the Missourian and other magazines, publications or digital outlets.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450 or JOURN 4804 or JOURN 7804. Restricted to Journalism majors only

JOURN 7414: Field Reporting on the Food System and Environment
(same as AGSC_COM 7414; cross-leveled with JOURN 4414, AGSC_COM 4414). Field reporting on the social, political, scientific, economic and ethical dimensions of the food system and environment, with emphasis on explanatory story-telling. Includes multi-day filed trip. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor's consent required

JOURN 7416: Science Writing for Journalism and Strategic Communication
(cross-leveled with JOURN 4416). How will climate change affect us? Why is there water on Mars? How are vaccines made? In this class, students will learn how to understand, report and write on science, health, and environmental topics for either journalism outlets or strat comm clients. Students will effectively communicate science and avoid common pitfalls as they create multiple pieces for publication. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7450, JOURN 7804, JOURN 7204, JOURN 7304, JOURN 7540, or JOURN 7830

JOURN 7418: Critical Reviewing
(cross-leveled with JOURN 4418). This course seeks to enrich students' understanding of the arts; support their attendance of concerts, plays, films, and exhibitions; sharpen their skills in critical thinking; and encourage the publication of their reviews in Vox as well as other outlets. Students will analyze the works of critics, gain a general appreciation of the ways to approach each art, and write reviews. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or C- or higher JOURN 7200

JOURN 7420: Editorial Writing
Emphasizes writing and thinking. Discussion of current problems. Correct and effective use of English language. Mission, obligations and history of editorial pages.

Credit Hours: 3
Prerequisites: JOURN 4450

JOURN 7422: Sports Journalism
(cross-leveled with JOURN 4422). A review of everything from "How to Watch Sports" to the history of sports writing. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor; C- or higher in JOURN 7300 or JOURN 7830 or JOURN 7450

JOURN 7424: Covering Traumatic Events
(cross-leveled with JOURN 4424). This course will prepare reporters and future newsroom managers across platforms for the ethical, practical and emotional challenges of reporting accurately and sensitively on traumatic events. It will give students a deeper understanding of the psychological impact of such events, including natural and man-made disasters, violent crime, accidents, terrorism and war. The course will explore how news coverage affects individuals and communities, and the psychological challenges and ethical hazards for the journalists who cover these events, with a focus on best newsroom practices for managing fast-breaking news stories and mitigating the effects on communities and staffs. The course will also explore the challenges of technology in the context of traumatic events and how social media have affected coverage of and response to crime, war and disasters. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or C- or higher in JOURN 7200

JOURN 7428: Health Reporting Skills
(cross-leveled with JOURN 4428). This course focuses on reporting, sourcing and analysis techniques journalists use to understand and report on health policy, health-care quality, medical research and the business of health care. Graded on A-F basis only.

Credit Hour: 2-3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7430: Data Essentials for Journalism
(cross-leveled with JOURN 4430). How to find, clean, and analyze data specifically to tell stories. Students will learn the fundamentals of data journalism and be able to turn basic data into information the public can use and understand. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7432: Coding for Journalism and Strategic Communication
(cross-leveled with JOURN 4432). Learn how to creatively solve problems in journalism with coding. Apply industry techniques and strategies to perform practical tasks in efficient, reproducible ways using contemporary tools and languages. This can include analyzing data for stories or audience insights, automating common tasks, scraping websites, and building newsroom tools. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7434: The Art and Mechanics of the Business Story
(cross-leveled with JOURN 4434). The purpose of this course is to give students a deep understanding of business journalism and for them to apply those skills in a real newsroom, Missouri Business Alert. The class will cover everything from audience to financials, and students will leave the class with several work samples to show potential employers. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7436: Investigative Reporting
(cross-leveled with JOURN 4436). Advanced course designed to acquaint reporters with public issues. Students write two in-depth projects and other shorter assignments. Students meet weekly with instructor for editorial suggestions. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7300 or JOURN 7304 or JOURN 7450 or JOURN 7540 or JOURN 7820 or JOURN 7830 or JOURN 7952

JOURN 7438: Business, Financial and Economic Journalism
(cross-leveled with JOURN 4438). Understanding the news from the business sector and nation's economy for journalists and public relations students. Including financial filings, equity markets, local business, economic indicators, job creation, business data, sports business and what makes business/economic news different from other journalism. Includes tour of business journalism outlets and markets in New York. Open to all sequences and platforms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7439: Advanced Business Journalism
(cross-leveled with JOURN 4439). This class requires students to write business stories every week and to attain a high level of financial literacy in the process. The class will cover topics behind the headlines, showing students how to spot economic trends, the stories behind the economy's main actors, and the keys to spotting a troubled business. By the end of the class, all students will be certified users of the Bloomberg Terminal. To take this course, students must enroll in one of the two attached accounting classes (grad or undergrad). Both are offered online. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites or Corequisites: ACCTCY 8310
Prerequisites: C- or higher in JOURN 7438

JOURN 7440: Mapping for Stories and Graphics
Learn mapping software to discover information for news stories and lay the foundations for compelling news information graphics. Students will learn how to create maps for print, broadcast and online. Graded on A-F basis only.

Credit Hours: 2

JOURN 7442: Drone Journalism
(cross-leveled with JOURN 4442). This course introduces students to the use of drones to produce aerial photography and video for journalistic use. Students produce and discuss aerial content while preparing to pass the FAA certification for commercial drone pilots. The laboratory portion of the course involves hands-on flight training. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7180 or JOURN 7200

JOURN 7448: Public Service Journalism: Covering State Government
(cross-leveled with JOURN 4448). One of the most important roles journalism plays in society is holding the powerful accountable and keeping the public informed about what those in charge are doing. Covering state government allows journalists to do both of these things. This course gives you the background you need to provide effective government coverage, and gives you hands-on experience. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: C- or higher in JOURN 7450 or JOURN 7300

JOURN 7450: Reporting and Writing I
(cross-leveled with JOURN 4450). Students work in a newsroom according to professional standards and reflecting the best practices of our rapidly changing industry, graded on their growing level of mastery over the course of the semester at a wide range of skills that are crucial to good journalism. Students produce a combination of full-length stories for publication on deadline, including features, multimedia stories and participation in team reporting projects. Students will collect audio, video, photos, write text and use social media effectively for all platforms. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7180; Graduate standing is required

JOURN 7460: Advanced News Reporting
(cross-leveled with JOURN 4460). Assignments to more difficult beat areas, team reporting, and some investigative reporting for community newspaper. Individual conferences and weekly class sessions on contemporary reporting problems.

Credit Hours: 3
Prerequisites: JOURN 4450 or JOURN 7450

JOURN 7462: Emerging Technologies in Journalism
(cross-leveled with JOURN 4462). This course quickly responds to technology developments in journalism through a combination of theory, practice and research. Students learn to use the developing technology and also strategies to manage its impact on media organizations while expanding academic discourse. May be repeated for credit. Graded A-F basis only.

Credit Hour: 1-3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7464: Magazines Across Platforms
(cross-leveled with JOURN 4464). As digital editors for Vox Magazine, students manage and create content for Vox's digital platforms, including its WordPress website, blog, social media accounts and award-winning iPad app. Students also work with analytics, engagement and multimedia. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Consent of instructor required
Recommended: JOURN 4450 or JOURN 7450 or JOURN 4804 or JOURN 7804

JOURN 7480: Will Write for Food (and Wine)
(cross-leveled with AGSC_COM 4480, JOURN 4480). Course focuses on food and wine writing in current U.S. culture. Come ready to create mouthwatering narrative and actively seek publishing your finished work. An emphasis will be placed on class participation and written critiques of peer-reviewed articles in class. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Junior standing, instructor's consent and JOURN 4450. Restricted to Journalism and Science Agriculture Journalism students only

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JOURN 7490: Reporting and Writing II
(cross-leveled with JOURN 4490). This course concentrates on written words while envisioning how other forms and formats enhance them. It, like Reporting and Writing I, begins with service to enlighten and entertain our communities. Students do beat work and enterprise projects for the professional newsrooms of the Missouri School of Journalism.

Credit Hours: 3
Prerequisites: JOURN 7450; Graduate standing is required

JOURN 7500: Publication Design
(cross-leveled with JOURN 4500). Intermediate design techniques and theories of editorial design. Students apply classroom teachings by designing pages for the Columbia Missourian and Vox Magazine. Students work under deadline and learn attention-to-detail through use of execution of design style guides. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7360 or JOURN 7204

JOURN 7502: Multimedia Planning and Design
(cross-leveled with JOURN 4502). Class covers the basics of web design - Storyboarding, navigation, information architecture, reader behavior, usability studies - as they relate to journalistic stories and persuasive messages. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7506: Magazine Design
Introduction to typography of magazines from manuscript markup through layout to page proof. Extensions and limitations of typography are considered in light of current practice and economic possibilities.

Credit Hours: 3

JOURN 7508: Information Graphics
(cross-leveled with JOURN 4508). Work as a news artist for a daily city newspaper graphically covering community news, sports and lifestyle issues. Emphasis on visual thinking and effective presentation. Experience with state-of-the-art software. Graded on A-F basis only.

Credit Hours: 3
Prerequisites or Corequisites: C- or better in JOURN 7450, JOURN 7830, JOURN 7304, JOURN 7204, JOURN 7820, JOURN 7540
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7510: Visual Communications
How to communicate through pictures. Topics: visual perception, vocabulary, the role of words, picture editing, design and layout, printers, taste and judgment, camera mechanics. For journalism students who are not photographers.

Credit Hour: 2-3

JOURN 7540: Photojournalism and Documentary Reporting I
(cross-leveled with JOURN 4540). The course addresses the skills, theory and ethics of photojournalism documentary filmmaking for students who intend to pursue careers where they will produce visual content. The foundations of the course are in traditional newspaper/ magazine photojournalism, applied to an environment that includes online presentation for multiple types of organizations, as well as experiences producing and directing documentary content. This course will cover most of the basic challenges that face photojournalists and documentary filmmakers, including the photo story and the short documentary.

Credit Hours: 3
Prerequisites: JOURN 7180; Graduate standing is required

JOURN 7554: Visual Editing for Multimedia
(cross-leveled with JOURN 4554). This class develops understanding of multimedia storytelling by focusing on editing, production, and business model practices for online visual journalism. It builds on a foundation of digital editing, photojournalism, photo editing, videography, and multimedia production. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4804 or JOURN 4550 or JOURN 4306 or JOURN 4406 or JOURN 4506 and instructor's consent; restricted to Journalism and Science and Agriculture Journalism students only

JOURN 7556: Fundamentals of Photojournalism
(cross-leveled with JOURN 4556). A rigorous skills course for advanced students preparing for a career in photojournalism consisting of weekly exercises in black and white and color photographic story telling and lectures that explore the philosophical, historical and ethical roots of the profession.

Credit Hours: 3
Prerequisites: instructor's consent required

JOURN 7558: Advanced Techniques in Photojournalism
(cross-leveled with JOURN 4558). Advanced techniques and problem solving in photojournalism. Stresses lighting techniques-available, studio, electronic flash and color correction of color film. Strobed documentary, portraiture, fashion, food, architecture, sports. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7540

JOURN 7560: Photojournalism and Documentary Staff Reporting
(cross-leveled with JOURN 4560). Students get the real-world experience working as a staff news visual journalist in a daily newsroom managing deadlines, storytelling, teamwork, and creativity while working professionally and accurately. Coursework included covering the community using high standards of visual communication. This will include still images, video and audio. Classwork will appear in print and digital formats of the Columbia Missourian, Vox Magazine, KOMU or KBIA. Experiences from this course will provide visuals and relevant conversation topics for interviews with future editors who are looking to hire for jobs and internships. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7540; Graduate standing is required

JOURN 7562: Photojournalism Business Practices
(cross-leveled with JOURN 4562). Discusses legal, financial, organizational and entrepreneurial issues for photojournalists. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7540

JOURN 7564: Micro-Documentary Photojournalism and Videography
(cross-leveled with JOURN 4564). This course extends students' understanding and abilities to produce short-form video journalism. They will produce, from concept to web publication, two five-minute non-fiction videos that serves the public through engaging visual sound techniques and compelling narrative. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7560

JOURN 7566: Electronic Photojournalism
(cross-leveled with JOURN 4566). Concepts and skills to incorporate photographs, audio and video for interactive presentation, with an emphasis on project design and coding for web and mobile devices. Graded on A-F basis.

Credit Hours: 3
Prerequisites: JOURN 4556 or JOURN 7556 and instructor's consent required

JOURN 7568: History of Photojournalism
(cross-leveled with JOURN 4568). Examination of the aesthetic and technological development of photography from its invention in 1839 to the present. Primary emphasis on the evolution and impact of the picture press and the documentary tradition in America, although international developments are studied as well.

Credit Hours: 3

JOURN 7650: International Issues Reporting
(cross-leveled with JOURN 4650). An advanced professional seminar on how to recognize, report and write about the domestic influence of international political, economic and cultural problems and trends. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7656: International News Media Systems
A comparative survey of current news media systems and how they affect the international flow of information. Newspapers, news agencies, broadcasting and satellite networks of the world are analyzed.

Credit Hours: 3

JOURN 7658: International Journalism
(cross-leveled with JOURN 4658). An examination of the gathering, editing and dissemination of international news. The impact of social, economic, cultural and political structures on news media performance is evaluated. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180

JOURN 7660: Media Forces Shaping the European Union
(cross-leveled with JOURN 4660). Seminar analyzes the role of media in shaping policies and actions of the European Union member nations and their people. Open to graduate students regardless of major and to undergraduates with instructor's consent. Course qualifies for EU Certificate Program.

Credit Hours: 3

JOURN 7662: Global News Across Platforms
(cross-leveled with JOURN 4662). Online, radio, and print production for a converged media enterprise, Global Journalist. Students report, write, plan, edit, design, and produce a video and radio program and website on international news while working under weekly deadlines.

Credit Hours: 3

JOURN 7700: Engaged Journalism
(cross-leveled with JOURN 4700). The relationship between journalists and their audiences is evolving. How can we reach out to communities in an authentic way? How we ethically navigate being an individual participant and a journalist? How can we be in a conversation rather than a monologue? How can we invite the community into our processes and our products? In this course, we look at how a collaborative culture is changing journalism, and how journalists can take part. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate standing, Missouri Online/Distance students only

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JOURN 7706: Community Journalism
(cross-leveled with JOURN 4706). Shrinking news staff and news deserts. Breaking local investigations and growing foundation support. What is the state of community journalism? Amid all the gloom and doom, there are community news outlets that are thriving, and many news entrepreneurs rethinking the delivery of local news. Students will explore the local news landscape, evaluate formats, frequency and focus of varied local news products and compare revenue strategies and business models. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7716: Gender and Media
(same as WGST 7716; cross-leveled with JOURN 4716, WGST 4716). This class examines the intersections of gender, race, sexuality, class, and media. The goal of this course is to examine gender politics and media representation through intersectional feminist perspectives. Throughout the semester, students and the instructor will analyze how feminist theories and practices interact with media representation, identity politics, media production, and media reception. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Graduate Standing

JOURN 7718: Law and the Justice System
(cross-leveled with JOURN 4718). Lectures, readings, discussions, writing assignments relating to justice system reporting from the view of attorneys, prosecutors, judges, correction and probation officers, with the cooperation of the Missouri Bar.

Credit Hours: 3
Prerequisites: JOURN _0900

JOURN 7728: Confronting Controls on Information
(cross-leveled with JOURN 4728). A review of actions by government, society and the communications media calculated to limit or alter the content of information in the United States and elsewhere around the world. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor's consent required

JOURN 7734: Innovating News: The Future and Business of Journalism
(cross-leveled with JOURN 4734). The class will discuss and analyze the strategies, tools and methods used by local and national news organizations working to address community needs and build business models to support that work. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7736: Changing Media Business Models
(cross-leveled with JOURN 4736). Analysis of the economic changes in news media. Explore concepts and theories of monetizing media. Hands-on experience in creating innovations in media business models. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7738: Thought, Language and Journalism
(cross-leveled with JOURN 4738). This online course helps you, as S.I. Hayakawa wrote, "to think more clearly, to speak and to write more effectively, and to listen and to read with greater understanding." It explores the biases and limitations of language, culture, technology and other factors as applied to the practice of journalism and mass communications. Graded on A-F basis only.

Credit Hour: 1-3

JOURN 7802: Fundamentals of TV, Radio and Photojournalism
Skills, theory and ethics of broadcast news and photojournalism for non-broadcast majors. Graded on A-F basis only.

Credit Hours: 3

JOURN 7804: Convergence Reporting
(cross-leveled with JOURN 4804). Practice and theory of reporting for converged media. Students produce multimedia reports for traditional and converged media operations. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7802 or instructor's consent

JOURN 7806: Convergence Editing and Producing
(cross-leveled with JOURN 4806). Practice and theory of editing and producing material for publication or broadcast in a converged environment. Students produce media for multiple outlets. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 4306 or JOURN 7306 or JOURN 4804 or JOURN 7804

JOURN 7810: National News Writing and Production
(cross-leveled with JOURN 4810). Learn updated storytelling and video-production techniques on-site at Newsy, a next generation news network. You will work weekly shifts throughout the semester, culminating in the production of your own portfolio and mock interviews with hiring managers. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor's consent required

JOURN 7812: Online Audience Development
(cross-leveled with JOURN 4812). With companies such as Meta and Google controlling the content distribution game, journalists and strategic communicators are often left to play cat and mouse. There are some tricks you can master, though, to stay competitive. Students will learn how algorithms work and how to create content designed to rank highly within them. They'll learn how to read and understand analytics to spot trends in web and social traffic, how to develop a strategy steeped in data, and how to communicate it all to their staff. Graded A-F basis only.

Credit Hours: 3
Prerequisites: Graduate standing, Missouri Online/Distance students only

JOURN 7814: Multimedia Sports Journalism
(cross-leveled with JOURN 4814). Assignments on a daily regional website and radio station covering sports with converged media. Experience in reporting game and feature stories under deadline conditions. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7820: Audience Strategy and Engagement
(cross-leveled with JOURN 4820).As organizations evolve to prioritize audience-driven content strategies, there is a growing demand for strategists who understand how to focus on long-term goals to build trust in communities. Working with nonprofits, local businesses, and community newsrooms, students will learn about algorithms and optimizing content for search engine results. They will learn how to read and understand analytics to spot trends and develop a strategy steeped in data, while encouraging engagement and interaction with audiences. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7180 or JOURN 7200; Graduate standing is required

JOURN 7824: Applied Practice in Audience Strategy and Engagement
(cross-leveled with JOURN 4824). This course offers students hands-on experience in developing an audience through on- going engagement efforts. Students will build on past experiences as they develop skills and expertise in interpreting search engine optimization and social media analytics while applying them to build a strategy to connect readers, viewers, and customers to a brand. There will be weekly shifts at the Missouri School of Journalism's professional newsrooms and agencies, where students will carry out the work of managing social media accounts, planning and running face-to-face events, and experimenting with content creation and writing for various platforms to establish new best practices. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7820; Graduate standing is required

JOURN 7830: Cross-Platform Editing and Producing I
(cross-leveled with JOURN 4830). Students will gain an understanding of storytelling and decision-making for various platforms, while building on the technical skills and principles needed to be editors and producers for

varied media types. Students will edit and produce journalistic content for distribution across media platforms, with an emphasis on digital content for specific audiences/outlets. In this foundational class, students will have two class lecture periods per week and one lab time. During the first part of the semester, the lab will be led by the instructor. After week 4, the lab will be shifts/work with the Newsroom Content Creation course on stories. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7180; Graduate standing is required

JOURN 7832: Cross-Platform Editing and Producing II
(cross-leveled with JOURN 4832). Students will master storytelling, decision-making and technical skills for various platforms, while learning the principles and management skills needed to be leading editors and producers for varied media types. Students will edit and produce journalistic content for distribution across media platforms, with an emphasis on digital content for specific audiences/outlets. This is a newsroom-intensive course. Students will have one class lecture per week, one lab and be assigned to do shift editing and producing work in two newsrooms, one in each half of the semester. In addition, students will work with students in the Reporting and Writing I course on longer-term stories or projects and help produce them for a Journalism School outlet. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 7830; Graduate standing is required

JOURN 7940: Internship in Journalism
Credit for approved employment in journalism. Specifications for this course appear in the Undergraduate Catalog. Graded on S/U basis only.

Credit Hour: 1-6
Prerequisites: Restricted to Journalism students only

JOURN 7952: Strategic Communication Research I
(cross-leveled with JOURN 4952). Introduction to techniques and practice of strategic communication research. Emphasis on research techniques and use of research results, including consumer analysis, attitude measurement and evaluation of externally supplied research.

Credit Hours: 3
Prerequisites: Restricted to Strategic Communication and Science and Agricultural Journalism Majors

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JOURN 7970: Strategic Campaigns
(cross-leveled with JOURN 4970). This capstone course gives students a hands-on opportunity to use their skills and apply strategic communication learning to a real client situation. To be taken final semester. Application required for Mojo Ad section and will include additional leadership responsibilities.

Credit Hours: 3
Prerequisites: JOURN 4204 or JOURN 7204 and JOURN 4952 or JOURN 7952 with C- or higher. Consent of Instructor required. Graduate Journalism majors only

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JOURN 7972: Photo and Visual Editing
(cross-leveled with JOURN 4972). An advanced visual editing course. Primary work is as a photo/multimedia editor on the Columbia Missourian photo desk. Your collaborate on daily and semester projects and are assigned specific leadership roles. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7560 or JOURN 7832 or JOURN 7804

JOURN 7974: Advanced Internet Applications for Radio/TV News
(cross-leveled with JOURN 4974). Integration of advanced Internet research and publishing skills with production and management of the KOMU-TV/KBIA Radio World Wide Web news service.

Credit Hours: 3
Prerequisites: JOURN 4306 or JOURN 7306

JOURN 7976: Seminar in Radio-TV News
(cross-leveled with JOURN 4976). Seminar in network and local news process, in coverage of major issues and social problems, in relationships of radio-TV news and government institutions. Not for students who have taken JOURN 8096. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7180 or JOURN 7200

JOURN 7978: Media Management and Leadership
(cross-leveled with JOURN 4978). Dramatic changes in technology and the media's role in converging technologies require new management and leadership techniques and paradiams. Students will write case examining these changes. Graded on A-F basis only. Prerequisites: C- or higher in: JOURN 7304 or JOURN 7490 or JOURN 7560 or JOURN 7824 or JOURN 7832 or JOURN 7952.

Credit Hours: 3

JOURN 7980: The Picture Story and Photographic Essay
(cross-leveled with JOURN 4980). Production of photo stories/essays for newspapers, magazines and news media presentations. Research, photography, design and layout. Final portfolio will show journalistic strength and versatility in black and white, and color. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7560

JOURN 7984: Magazine Staff
(cross-leveled with JOURN 4984). This course provides hands-on experience serving as an editor on a magazine staff. Students are department editors for Vox Magazine and learn how to take a story from an idea through story creation and production and to the printed page, as well as best practices for executing that idea across multiple platforms. Students learn about pitching, working with writers, designers and photographers, editing for content and style, successful story packaging and team collaboration. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7832 or JOURN 7490 or C- or higher in JOURN 7408 and JOURN 7410, JOURN 7416

JOURN 7986: Advanced Writing
(cross-leveled with JOURN 4986). This course builds on the in-depth, reporting, research, and writing techniques of Intermediate Writing and other writing and reporting classes. It is designed for those who wish to pursue writing as a career. Students complete writing assignments and analyze the work of well-known magazine and book authors. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7490

JOURN 7988: Advanced Publication Design
(cross-leveled with JOURN 4988). Project-based capstone in which skills learned in previous courses are applied to professional-level design challenges, such as feature, cover or iPad designs; multimedia prototypes; special editions; or other applications for Vox Magazine, Columbia Missourian or other outlets. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7500

JOURN 7991: Journalism Reporting Projects
(cross-leveled with JOURN 4991) This project-based course builds in-depth skills in research, reporting and writing introduced in other journalism classes. Students will produce longform narrative stories and packages focused on an immersion topic that will include multiple platforms and serve a designated audience. There's an emphasis placed on collaboration and elevating storytelling techniques. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Completion of any of the following courses - JOURN 4490/JOURN 7490, JOURN 4832/JOURN 7832, JOURN 4824/JOURN 7824, JOURN 4560/JOURN 7560, or JOURN 4300/JOURN 7300

JOURN 7992: Innovation and Audience Research in Digital Media
(cross-leveled with JOURN 4992). Capstone course brings together the reporting, editing, audience focus, management and marketing skills gained in previous journalism courses. Students evaluate audiences and sustainability for journalistic content, applications, products and experiences and plan, produce and promote internal and external projects. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7304 or JOURN 7490 or JOURN 7560 or JOURN 7824 or JOURN 7832 or JOURN 7952

JOURN 7994: Magazine Publishing
(cross-leveled with JOURN 4994). This capstone experience explores key components and recent trends in the magazine industry. The primary focus is creating a magazine prototype that includes conceptualizing ideas and editorial for new titles, as well as business plans for advertising, circulation, finance and production. The course follows a nuts and bolts, learn-by-doing approach to how these components work together and influence one another. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: C- or higher in JOURN 7490 or JOURN 7832

JOURN 8000: Mass Media Seminar
Concepts, functions and major problems of print and electronic media in the United States. Two hours lecture and one hour of discussion lab each week.

Credit Hours: 3

JOURN 8001: Seminar on Topics in Journalism
Problems, issues and approaches to research in selected topic areas. Specific content varies by needs of faculty and students and will be announced in advance.

Credit Hours: 3

JOURN 8004: Introduction to Research Methods in Journalism and Strategic Communication
This course provides an introduction to research in journalism. Beginning with foundations of research, theory and developing research questions, the course examines both quantitative and qualitative methods, designing a research study and interpreting findings. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: JOURN 8000

JOURN 8006: Quantitative Research Methods in Journalism
Research methods of utility in journalism and philosophy of science. Emphasis on understanding common quantitative methods and tools.

Credit Hours: 3
Prerequisites: six hours of journalism or instructor's consent

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JOURN 8008: Qualitative Research Methods in Journalism
Course is designed to introduce graduate students to common qualitative approaches applicable to the study of journalism and mass communication. Students will learn a variety of approaches, practical methodologies and tools that will help them conduct research.

Credit Hours: 3

JOURN 8010: Advanced Qualitative Methods in Journalism
Designed to familiarize doctoral students with qualitative approaches applicable to the study of journalism and mass communication. Students will be introduced to a variety of philosophical and conceptual approaches as well as to practical tools-oriented methodologies in four major areas of qualitative research.

Credit Hours: 3

JOURN 8016: Advanced Quantitative Research Methods
Experimental design, factor analysis, semantic differential and Q methodology as tools for the researcher in journalism, communication.

Credit Hours: 3

JOURN 8020: Principles and Tools in Strategic Communication Planning
Introduces the latest principles of strategic communication and the importance of strategic planning in many contemporary communication fields. A significant operational component in the course introduces skills such as budgeting, scheduling objective-setting, organizing personal time, and managing people.

Credit Hours: 3

JOURN 8022: Data Essentials for Media Professionals
This hands-on skills class will give students the foundation needed to identify, obtain, evaluate, and analyze data with confidence. Students will practice using the same spreadsheets and data visualization programs commonly used in today's newsrooms. By the end of the course, students will be ready to pitch and create data-driven stories, using local, state, national or international data. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Distance graduate student only. MU campus-based students are not eligible to enroll in this class

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JOURN 8026: Philosophy of Journalism
Seminar deals with wide assortment of philosophical questions in journalism but concentrates on epistemology, political press theory and ethics. Such questions as "objectivity" in journalism, press responsibility, professionalism.

Credit Hours: 3

JOURN 8028: Narrative Journalism
The course is designed to engage students with several types of literary journalistic writing, narrative techniques, and new understandings of various worlds and perspectives. Seminar-style discussion-based class with written reflections and a final project.

Credit Hours: 3

JOURN 8030: History of Mass Media
American mass media from colonial days to present in the context of social, economic and political change. History research.

Credit Hours: 3

JOURN 8032: Media Sociology
This course examines the relationship between media (and journalism in particular) and society by addressing the impact of society on media and the impact of media on society. It connects media actors, organizations, and institutions to important sociological concepts, such as socialization, social interaction, social roles, and social structures, concerns, such as power, ideology, autonomy, and identity, and debates, such as agency-structure, subjectivity-objectivity, and stability-change. Graded on A-F basis only.

Credit Hours: 3

JOURN 8034: Media, Power, and Identity
How the historical relationship between media, power, and identity plays out in society is a central question this course will unpack. This class takes a deep dive into historical and contemporary scholarly, and popular conversations that shape how we understand identity, and its power implications, in all of its complex forms. Students engage with a broad range of readings that provide insight into the ways media may reinforce and challenge power hierarchies via constructions of culture and identity. Graded on A-F basis only.

Credit Hours: 3

JOURN 8036: Historical Methods
Graduate seminar in research methods and theoretical approaches used by media historians, including oral history, biography, quantitative and archival research.

Credit Hours: 3

JOURN 8038: Seminar in Communications Law
A graduate-level survey of issues in media law, as well as an introduction to First Amendment theory and scholarship. The course familiarizes students with fundamental concepts of mass media law through exposure to primary materials and provides students with the opportunity to analyze the issues discussed in class through individual research projects.

Credit Hours: 3

JOURN 8042: Health News and Promotion
This is an advanced seminar that examines and critiques the literature on health communication in news about health and its impact and health promotion campaigns.

Credit Hours: 3

JOURN 8044: Strategic Conflict Management
Strategic conflict management is a cross-disciplinary study that integrated organizational behavior, crisis management, conflict resolution and image repair. This course melds theory with practice, and is for those venturing into media management, law, and strategic communication.

Credit Hours: 3
Prerequisites: graduate journalism standing required

JOURN 8046: Controls of Information
A detail of actions by government, largely the federal government, calculated to limit or alter the content of information in the United States.

Credit Hours: 3

JOURN 8052: Case Studies in the Digital Globe
This course seeks to broaden students perspective about how digital technology affects the world around us. Final course in the CDiG certificate. Inter-departmental course.

Credit Hours: 3

JOURN 8054: Entrepreneurship and Media of the Future
(same as MANGMT 8054). This course will give students an intense hands-on experience in working with real entrepreneurs on complex business problems in the journalism field. Example companies are the Associated Press, Kachingle, the Chicago Sun-Times, Spot-Us and the Media Policy Center. The goal is to offer a solution or solutions to the stated problem, and to present these ideas in a competitive, symposium environment.

Credit Hours: 3
Prerequisites: Graduate standing in Journalism or MBA program

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JOURN 8056: Theory of Mass Communication
Major communication theories and theorists. Interpersonal theories are included as they relate to mass communication.

Credit Hours: 3

JOURN 8058: Communication in Media Organizations
Covers key concepts in management and communication in media organizations, including print, broadcast, advertising and public relations. Topics include leadership, human resource management, managerial/ employee communication, career success, financial decision-making, teambuilding and goal setting in media organizations.

Credit Hours: 3
Prerequisites: Open to students in the online master's program only

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JOURN 8062: Science Communication and Public Opinion
Communicating science to the public is critical for modern society. In this course, we will address how the ways that we think and talk about science shape our views of various scientific topics. We will engage with current social science research to develop effective research questions and arguments in the field and investigate how research can inform theory-driven science communication practices.

Credit Hours: 3

JOURN 8068: The Mass Media and the Presidency
This seminar examines that historical triad of the free expression clauses of the First Amendment, the presidency and the American mass media through readings, class assignments and a project.

Credit Hours: 3

JOURN 8070: Proseminar in Communications
Seminar on professional and academic issues in journalism and communication. Specific discussion topics selected by faculty and students on a per class basis.

Credit Hour: 1-3

JOURN 8080: Media Ethics
An introduction to and application of ethical theory to their contemporary mass media.

Credit Hours: 3

JOURN 8085: Problems in Journalism
Individual work on chosen and specified problems not associated with the master's thesis or project. Topic must be arranged with supervising teacher prior to registration.

Credit Hour: 1-4
Prerequisites: Master's students only

JOURN 8090: Research in Journalism
Guidance for graduate students engaged in research toward production of the thesis. Graded on a S/U basis only.

Credit Hour: 1-9

JOURN 8092: Photography in Society
Social and political dimensions of still photography with emphasis on critical thinking and analysis in visual communication.

Credit Hours: 3

JOURN 8098: MA Project Seminar
Choosing and designing an appropriate profession project; preparation to carry out work successfully; discussion of trends and future directions in various areas of journalism. Must be completed before starting the professional project. Graded on S/U basis only.

Credit Hour: 1

JOURN 8100: MA Thesis Seminar
Choosing and developing an appropriate research topic for a thesis; designing a research strategy and learning appropriate investigative techniques. Must be completed before starting thesis. Graded on S/U basis only.

Credit Hour: 1

JOURN 8106: The Magazine: Then and Now
Examines magazines' history, role, economics and ethical practices, and the companies and people who produce them, particularly in the United States. It also reviews research perspectives that have illuminated this medium.

Credit Hours: 3
Prerequisites: JOURN 8000

JOURN 8110: Editing and News Design for the High School Advisor
Fundamentals of editing and headline writing for publication. Principles of design with emphasis on newspaper usage.

Credit Hours: 3
Prerequisites: Restricted to students in the online College of Education Master's program for high school journalism instructors

JOURN 8120: Media Law and Ethics for the High School Advisor
Legal concepts, including prior restraint, libel, privacy, obscenity, contempt and access as they related to print, broadcast, scholastic journalism, advertising and other areas. Includes examination of media ethics and practice.

Credit Hours: 3
Prerequisites: Restricted to students in the online College of Education Master's program for high school journalism instructors

JOURN 8185: Area Seminar in Journalism
Seminar designed to accompany JOURN 8190, Area Problem. Through readings and discussions the master's student examines the special area related to the project.

Credit Hours: 3

JOURN 8190: Area Problem in Journalism
Work project enabling a master's student to demonstrate professional competence; may be one offered in a graduate reporting program or a creative project designed to meet a particular interest of student. Graded on S/U basis only.

Credit Hour: 1-9

JOURN 9000: Doctoral Theory and Research I
First semester of a one-year course that covers theory and method in important topic areas. Each topic would be examined from several theoretical and methodological points of view. Required of doctoral students.

Credit Hours: 3

JOURN 9001: Seminar on Topics in Journalism
Problems, issues and approaches to research in selected topic areas. Specific content varies by needs of faculty and students and will be announced in advance.

Credit Hours: 3
Prerequisites: instructor's consent. Doctoral students only

JOURN 9006: Doctoral Theory and Research II
Continuation of JOURN 9000. Required of doctoral students.

Credit Hours: 3

JOURN 9008: Readings in Journalism
Directed readings for doctoral candidates. Designed to supplement work in other courses and to broaden student's knowledge of trends, interpretations and developments in the media.

Credit Hour: 1-5

JOURN 9010: Doctoral Research Design
This course is designed to meet the University requirement for a first-year qualifying examination process for doctoral students, involve students in research early in their programs and encourage students to recruit members of their doctoral committees.

Credit Hours: 3

JOURN 9085: Problems in Journalism
Individual work on chosen and specified problems not associated with the doctoral dissertation or project. Topic must be arranged with supervising teacher prior to registration.

Credit Hour: 1-4
Prerequisites: Doctoral students only

JOURN 9087: Professional Development
Weekly discussion session for doctoral students. Required of all doctoral students. Graded on S/U basis only.

Credit Hour: 1

JOURN 9090: Research in Journalism
Guidance for doctoral candidates engaged in investigations looking toward production of the dissertation. Graded on a S/U basis only.

Credit Hour: 1-9