

## **PUBLIC RELATIONS – PRCM EFFECTIVE FALL 2016**

### **GROUP 1 COURSES (6 hrs)**

Select **TWO** of the specialized writing courses listed below

- **JRNL 2210 NEWSWRITING (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0. With a minimum grade of "B" in [JRNL 1100](#). Introduction to newswriting techniques, with emphasis on learning news values, recognizing parts of a story, and writing stories that meet standards of accuracy, grammar, style, spelling, law, and ethics.
- **JRNL 2310 REPORTING (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and [JRNL 2210](#) with a minimum grade of "B" in [JRNL 1100](#). Preparation for careers in gathering and telling the news. Course emphasizes the writing of accurate, clear, and meaningful news stories for print and digital formats.
- **JRNL 3220 MAGAZINE AND FEATURE WRITING (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and [CMJN 2100](#) or ([CMJN 2103](#) and [JRNL 2210](#)) with a minimum grade of "B" in [JRNL 1100](#) and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to writing colorful, human-interest non-fiction pieces that illustrate drama and impact. Students will learn how to pitch their ideas to editors in print and digital markets.
- **MDIA 3350 WRITING FOR TELEVISION AND FILM (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). The study, practice, and development of writing skills and techniques for radio, television, and film, including commercials, features, PSAs, and dramatic scripts. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 3350](#) or MDIA 3380 and [MDIA 3350](#) or RTVF 3350.

### **GROUP 2 COURSES (9-12 hrs)**

Select **THREE OR FOUR** of the courses listed below in **CMJN, COMM, JRNL, MDIA or PRCM**

*(If students pass JRNL 1AA0, add a fourth Group 2 course)*

- **CMJN 2100/2103 CONCEPTS IN COMMUNICATIONS AND JOURNALISM (3)** LEC. 2. LAB. 1. Introduction to the basic principles of various communication forms, the dominant communication theories, and communication industries. May count either [CMJN 2100](#) or [CMJN 2103](#).
- **CMJN 2910 COMMUNICATION AND JOURNALISM PRACTICUM (1-3)** PRA. Departmental Approval. Practical experiences in potential career fields gained while working in professional settings. One to three hours variable credit. Course may be repeated for a maximum of 3 credit hours.
- **CMJN 3110 SPORTS MEDIA RELATIONS (3)** LEC. 3. Focuses on the major concepts and theories of the management sports media relations. Will include discussion of issues, philosophies and cases. May count either sections [CMJN 3110](#) or MDIA 4350.
- **CMJN 3210 NEWS AND SPORTS ANNOUNCING (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#) or Departmental approval. This class focuses on the theory and practical technique of studio and field announcing. Primary emphasis will be placed on announcing for news and sports. Additional attention will be given to voice over announcing.
- **CMJN 3350/3353 VISUAL COMMUNICATION (3)** LEC. 3. Visual literacy, cognition, aesthetics, critical evaluation, and technology in human communication, with emphasis on impact of visual media in informative, interpretive, and persuasive message.
- **CMJN 3410 INTRODUCTION TO SPORTS VIDEO PRODUCTION (3)** LEC. 2, LST. 1. Introduction to multi-camera live sports production, video and audio editing techniques, how to operate equipment, create basic animated graphics, learn work crew positions and understand a script. Students will complete work for the SEC Network and War Eagle Productions.
- **CMJN 3650 RHETORIC OF SPORTS (3)** LEC. 3. Examination of sports in the public sphere, using rhetorical theories to understand how sports contribute to social issues such as identity, community, ethnicity, gender, and politics. May count either [CMJN 3650](#) or COMM 3650.
- **CMJN 4000 MASS MEDIA LAW AND REGULATION (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). and junior or senior standing. Laws and regulations that govern journalists, media content and industries.
- **CMJN 4410 ADVANCED SPORTS VIDEO PRODUCTION (3)** LEC. 2, LST. 1. Pr. [CMJN 3410](#). This course is designed to give students in-depth training that covers advanced video editing techniques

and effects. In addition, students will gain experience with advanced camera operation and techniques, focusing on high-quality production throughout the process.

- **CMJN 4430/4433 SPORTS, MEDIA AND SOCIETY (3)** LEC. 3. Cultural and professional implications of the relationship between sports and media. May count either [CMJN 4430](#) or [JRNL 4430](#).
- **CMJN 4970 SPECIAL TOPICS IN COMMUNICATION AND JOURNALISM (3)** LEC. 3. Specialized topics related to the study and practice of Communication, Journalism, Media Studies and/or Public Relations.
- **CMJN 5300 SEX, GENDER AND SPORT (3)** LEC. 3. Focuses on sport, as a gendered institution. The course examines intersections of gender with age, sexual orientation, social class, gender identity, race and ethnicity and politics.
- **COMM 2010 COMMUNICATION IN SOCIETY (3)** LEC. 3. Theory underlying the construction of rhetorical messages as well as critical perspectives for the analysis of public discourse.
- **COMM 2400/2403 COMMUNICATION IN ORGANIZATIONS (3)** LEC. 3. Communication in modern organizations, emphasizing practice in areas such as interviewing, managing meeting, and conducting professional presentations. May count either [COMM 2400](#) or [COMM 2403](#).
- **COMM 2410 SMALL GROUP COMMUNICATION (3)** LEC. 3. Theory and practice of competent communication in task-oriented small group settings such as committees. Topics include roles, leadership, decision making, problem solving, and conflict management.
- **COMM 3100 SPEAKING BEFORE AUDIENCES (3)** LEC. 3. Pr. [COMM 1000](#) or [COMM 1003](#). Refining the knowledge and skills necessary for communicating clearly and effectively in oral presentations.
- **COMM 3110/3113 PERSUASION (3)** LEC. 3. Understanding and analyzing persuasive messages. Survey of theoretical approaches to attitude formation and change. Developing skills as a critical evaluator of persuasive messages.
- **COMM 3300 COMMUNICATION AND CONFLICT (3)** LEC. 3. Enhance awareness of and develop skills in managing conflict processes in interpersonal relationships.
- **COMM 3450/3453 INTERCULTURAL COMMUNICATION (3)** LEC. 3. Different types of problems encountered when communicating with different cultures.
- **COMM 3500 FOUNDATIONS OF HUMAN COMMUNICATION (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). Theories examining the nature of human communication.
- **COMM 3510 RESEARCH IN HUMAN COMMUNICATION (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). Introduction to and application of quantitative and quantitative methods of communication research. May count either [COMM 3200](#) or [COMM 3510](#).
- **COMM 3600 FOUNDATIONS OF RHETORIC AND SOCIAL INFLUENCE (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). Rhetorical theory from its classical roots to contemporary thinkers. Relates rhetorical theory and analysis to understanding persuasive discourse in our society.
- **COMM 3610 RESEARCH IN RHETORIC AND SOCIAL INFLUENCE (3)** LEC. 3. Pr. ([CMJN 2100](#) or [CMJN 2103](#)). Exploration of how to perform a critical analysis of various rhetorical artifacts.
- **COMM 3700/3703 ARGUMENTATION (3)** LEC. 3. Examination of the critical tools necessary to evaluate arguments in current public discourse.
- **COMM 3970 SPECIAL TOPICS IN COMMUNICATION (3-6)** LEC. Topics that range beyond what is covered in other courses within the COMM curriculum. Specific subject matter is left up to the individual instructor. Course may be repeated for a maximum of 6 credit hours.
- **JRNL 1100 JOURNALISM FUNDAMENTALS (3)** LEC. 3. Emphasis on Associated Press Stylebook, word usage, and spelling for students interested in print, broadcast, public relations, and web-based writing.
- **JRNL 1AA0 JOURNALISM FUNDAMENTALS ENTRANCE EXAM (0)** LAB. 1.5. SU. JRNL 1AA0 is an exam option for students who are required to take [JRNL 1100](#). The course will test students on spelling, grammar, Associated Press Style and word usage to mirror content covered in the in-person course.
- **JRNL 2310 REPORTING\* (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and [JRNL 2210](#). With a minimum grade of "B" in [JRNL 1100](#). Preparation for careers in gathering and telling the news. Course emphasizes the writing of accurate, clear, and meaningful news stories for print and digital formats.

- **JRNL 3103 GLOBAL JOURNALISM AND MEDIA SYSTEMS (3)** LEC. 3. The Internet and social media have created a world more connected than ever. This course will examine the economic, political, technological, and cultural changes that impact media and journalism globally.
- **JRNL 3220 MAGAZINE AND FEATURE WRITING\* (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and [CMJN 2100](#) or ([CMJN 2103](#) and [JRNL 2210](#)). with a minimum grade of "B" in [JRNL 1100](#) and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to writing colorful, human-interest non-fiction pieces that illustrate drama and impact. Students will learn how to pitch their ideas to editors in print and digital markets.
- **JRNL 3410 PHOTOJOURNALISM (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and ([CMJN 2100](#) or [CMJN 2103](#)) and [JRNL 2210](#). with a minimum grade of "B" in [JRNL 1100](#) and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Uses, techniques, and processes of digital photography for the newspaper, magazine, and web-based industries. Operations of digital SLRs and Photoshop and techniques for variety of assignments are addressed.
- **JRNL 3470 EDITING AND DESIGN (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and [JRNL 2210](#) and ([CMJN 2100](#) or [CMJN 2103](#)). with a minimum grade of "B" in [JRNL 1100](#) and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to the basics of design, layout, headline writing, typography, use of color, and selection of images for visual impact. Students will learn how to design news, sports, and magazine layouts, using Adobe InDesign and Photoshop.
- **JRNL 3510 MULTIMEDIA JOURNALISM\* (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and ([CMJN 2100](#) or [CMJN 2103](#)) and [JRNL 2210](#). with a minimum grade of "B" in [JRNL 1100](#) and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Introduction to multimedia journalistic storytelling. Reporting and production course where students use various technologies to produce journalism stories for digital platforms.
- **JRNL 3530 SPORTS REPORTING\* (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and [JRNL 2210](#) or ([CMJN 2100](#) or [CMJN 2103](#)). with a minimum grade of "B" in [JRNL 1100](#) and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Sports reporting for print, broadcast, and online media, with emphasis on interviewing athletes, covering sporting events, and learning about issues surrounding sports.
- **JRNL 4320 ENTREPRENEURIAL JOURNALISM (3)** LEC. 3. Pr. [JRNL 1100](#) and ([CMJN 2100](#) or [CMJN 2103](#)). with a minimum grade of "B" in [JRNL 1100](#) and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. or Departmental approval. Emphasis on content, advertising, audience, and marketing in news organizations and applying entrepreneurial principles to journalism start-ups.
- **JRNL 4410 JOURNALISM HISTORY (3)** LEC. 3. Issues facing the American press, from colonial times to the present, with emphasis on regional and state issues.
- **JRNL 4417 HONORS JOURNALISM HISTORY (3)** LEC. 3. Pr. Honors College Issues facing the American press, from colonial times to the present, with emphasis on regional and state issues. Credit will not be given for both [JRNL 4410](#) and [JRNL 4417](#).
- **JRNL 4490 LITERARY JOURNALISM (3)** LEC. 3. Survey course on the best non-fiction produced by journalists.
- **JRNL 4870 COMMUNITY JOURNALISM (3)** LEC. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and [JRNL 2210](#) and ([CMJN 2100](#) or [CMJN 2103](#)). with a minimum grade of "B" in [JRNL 1100](#). Civic role of community journalists.
- **JRNL 4970 SPECIAL TOPICS IN JOURNALISM (3)** AAB. 3. Pr. [JRNL 1100](#) or JRNL 1AA0 and [JRNL 2210](#). with a minimum grade of B in [JRNL 1100](#) and Declared major in AGCO, COMM, JRNL, PRCM, MDIA or MDIV. Study of narrowly defined journalism topics not already covered in the current JRNL curriculum. Course may be repeated for a maximum of 6 credit hours.
- **MDIA 2350/2353 INTRODUCTION TO FILM STUDIES (3)** LEC. 2. LAB. 2. Introduction to film analysis, modes of film practice and critical approaches to the study of cinema. May count either [MDIA 2350/MDIA 2353](#) or RTVF 2350/RTVF 2353.
- **MDIA 2420 INTRODUCTION TO FILMMAKING (3)** STU. 3. Developing technical and conceptual skills to communicate through digital film. May count either [MDIA 2420](#) or RTVF 2420.

- **MDIA 2700 INTRODUCTION TO VISUAL MEDIA (3)** STU. 3. Introduction to basic visual media production with emphasis on visual principles, terminology and compositional structure for various media types. May count either [MDIA 2700](#) or RTVF 2700.
- **MDIA 2800 MULTIMEDIA PRODUCTION (3)** LEC. 3. Introduction to basic multimedia production, with emphasis on radio and web-based audio/visual production. May count either [MDIA 2800](#) or [MDIA 2420](#) and [MDIA 2800](#) or RTVF 2800.
- **MDIA 3210 SOUNDTRACKS, MUSIC AND MASS MEDIA (3)** LEC. 3. Historical, artistic and economic contexts of music and the mass media. May count either [MDIA 3210](#) or RTVF 3210.
- **MDIA 3300/3303 FOUNDATION OF MASS COMMUNICATION (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). Historical and theoretical bases of mass communication in the U. S., emphasizing social, cultural, regulatory and economic aspects. May count either [MDIA 3300/MDIA 3303](#) or RTVF 3300/RTVF 3303.
- **MDIA 3350 WRITING FOR TELEVISION AND FILM\* (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). The study, practice, and development of writing skills and techniques for radio, television, and film, including commercials, features, PSAs, and dramatic scripts. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 3350](#) or MDIA 3380 and [MDIA 3350](#) or RTVF 3350.
- **MDIA 3580 REPRODUCING POPULAR CULTURE (3)** LEC. 3. Postmodern study on the widespread recycling of media artifacts. May count either [MDIA 3580](#) or RTVF 3580.
- **MDIA 3970 SPECIAL TOPICS (3)** AAB. 3. Special topics concentration on production, distribution, and exhibition of mass communication. Course may be repeated for a maximum of 6 credit hours.
- **MDIA 4200 HISTORY OF AMERICAN BROADCASTING (3)** LEC. 3. Pr. [MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303 or [CMJN 2100](#) or [CMJN 2103](#). The social, economic and technological evolution of radio and television in the United States. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4200](#) or RTVF 4200.
- **MDIA 4210 POPULAR CULTURE AND MASS MEDIA (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). Examines myths, icons, rituals, heroes, celebrities, genres, narratives, stereotypes as experienced and presented within communication processes. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4210](#) or RTVF 4210.
- **MDIA 4220 WOMEN AND MASS MEDIA (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). Analysis of the relationship between media messages of women and sociocultural definitions of women. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4220](#) or RTVF 4220.
- **MDIA 4260 MEDIA AND REALITY (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303 or PRCM 3040) and ([CMJN 2100](#) or [CMJN 2103](#)). Analysis of the representation of "reality" in the mass media. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4260](#) or RTVF 4260.
- **MDIA 4280 DIVERSITY ISSUES AND THE MASS MEDIA (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). Analysis of the relationship between media messages of minorities and socio-cultural definitions of minorities. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4280](#) or RTVF 4280.
- **MDIA 4300 BROADCAST PROGRAMMING AND CRITICISM (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). Introduces critical, theoretical, and organizational concepts, strategies, processes, and frameworks for programming for mass media systems. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM.
- **MDIA 4310 MEDIA AND SOCIETY (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). Examination of the relationship between the mass communication industry and a mass society. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM.
- **MDIA 4320 BROADCAST MANAGEMENT (3)** LEC. 3. Investigates principles and practices of managing broadcast stations and cable operations. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4320](#) or RTVF 4320.

- **MDIA 4340/4343 MEDIA AND FAMILY (3)** LEC. 3. Examination of the relationship between television and the American Family. May count either [MDIA 4340](#) or RTVF 4340.
- **MDIA 4360 HISTORY OF INTERNATIONAL CINEMA (3)** LEC. 2. LAB. 2. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). History of International Cinema including national cinemas, film movements, directors, and style. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4360](#) or RTVF 4360.
- **MDIA 4370 MEDIA AND RELIGION (3)** LEC. 3. Representations and influences of religions in the mass media. May count either [MDIA 4370](#) or RTVF 4370.
- **MDIA 4380/4383 HISTORY OF AMERICAN FILM INDUSTRY (3)** LEC. 2. LAB. 2. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). History of the film industry and its relationship to U.S. society. Declared major in AGCO, COMM, JRNL, MDIA or PRCM. May count either [MDIA 4380/4383](#) or RTVF 4380/4383.
- **MDIA 4390/4393 FILM AUTHORS (3)** LEC. 2. LAB. 1. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). In-depth study of one or more filmmakers important to the development of film as a popular art form. Declared major in AGCO, COMM, JRNL, MDIA or PRCM. May count either [MDIA 4390](#) or RTVF 4390.
- **MDIA 4420 HISTORY OF MEDIA TECHNOLOGY (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). History of media technology from 18th-21st centuries. Declared major in AGCO, COMM, JRNL, MDIA or PRCM. May count either [MDIA 4420](#) or RTVF 4420.
- **MDIA 4580 FAME, CELEBRITY, AND MEDIA CULTURE (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and [CMJN 2100](#) or [CMJN 2103](#). Examination of celebrity and fame as distinguishing cultural phenomena. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4580](#) or RTVF 4580.
- **MDIA 4970 SPECIAL TOPICS (3)** LEC. 3. Pr. ([MDIA 3300](#) or [MDIA 3303](#) or RTVF 3300 or RTVF 3303) and ([CMJN 2100](#) or [CMJN 2103](#)). Study of narrowly-defined RTVF topics not already covered in the current RTVF curriculum. May be repeated with a change in topic. Declared major in AGCO, COMM, JRNL, MDIA, MDIV or PRCM. May count either [MDIA 4970](#) or RTVF 4970. Course may be repeated for a maximum of 6 credit hours.
- **PRCM 3080 INTERNATIONAL PUBLIC RELATIONS (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). Exploration of public relations theory, research, and practice in an international context.
- **PRCM 3090 PUBLIC RELATIONS IN POLITICAL PROCESSES (3)** LEC. 3. Pr. [CMJN 2100](#) or [CMJN 2103](#). Surveys of the intersection of politics and public relations, emphasizing theoretical and practical principles in political processes.
- **PRCM 3280 SOCIAL MEDIA AND PUBLIC RELATIONS (3)** LEC. 3. Pr. ([CMJN 2100](#) or [CMJN 2103](#)) and [JRNL 1100](#) or JRNL 1AA0 and ([PRCM 2400](#) or [PRCM 2403](#) or PRCM 3040 or PRCM 3043) and ([PRCM 2500](#) or [PRCM 2503](#)). PRCM or AGCO major only. Examination of how new social media impact public relations strategies.
- **PRCM 4970 SPECIAL TOPICS IN PUBLIC RELATIONS (3)** LEC. 3. Pr. [JRNL 1100](#) and (PRCM 3040 or PRCM 3043) and ([CMJN 2100](#) or [CMJN 2103](#)) and ([PRCM 2500](#) or [PRCM 2503](#)). with a minimum grade of "B" in [JRNL 1100](#). Focus on narrowly defined PRCM topics not already covered in the current PRCM curriculum.

*\*May take this course to fulfill a Group 2 requirement if the course was not taken as one of your required Group 1 writing courses.*