

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

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Faculty of Department

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The Department of Journalism and Media Studies, currently located at the Mississippi e-Center, has in-house classrooms, computer labs, and editing labs. The Department manages JSU-TV, channel 14 on cable Comcast; WJSU-FM 88.5, the university's public radio station; the Blue & White Flash, the campus newspaper; and eXperience magazine, a publication produced by students two times per academic year.

Mission Statement

The mission of the Department of Journalism and Media Studies is to provide academic excellence in the areas of media production, multimedia journalism, sports media, and integrated marketing communications. The Department provides students with theoretical and hands-on training needed to be successful in the field of media and communications, combined with the core principles of good, ethical journalism and digital communication.

Objectives

The Department developed the following program objectives to assist students Receiving a degree in Journalism and Media Studies in developing the necessary knowledge and skills required in the current field of journalism. By the end of the program of study, students should be able to:

- Understand the basic historical and theoretical foundations of the field of journalism and media studies.
- Apply critical thinking skills.
- Conduct communications research that addresses problems in a global society.
- Exhibit professional skill levels in radio news writing and delivery; print and online news writing; and broadcast newsgathering and delivery.
- Report news clearly, accurately, truthfully, and fairly in appropriate journalistic forms and styles.
- Implement the use of technology to meet the demands of the media industry.
- Understanding media laws and the rights and responsibilities of media professionals in the field of journalism and media studies.
- Apply skills and knowledge gained in the practicum and internship courses to their careers as media professionals.

Bachelor

- Journalism and Media Studies (B.S.) Integrated Marketing Communications (<https://jsums-public.courseleaf.com/undergraduate/college-liberal-arts/departement-journalism-media-studies/journalism-media-studies-bs-integrated-marketing-communications/>)
- Journalism and Media Studies (B.S.) Media Production Concentration (<https://jsums-public.courseleaf.com/undergraduate/college-liberal-arts/departement-journalism-media-studies/journalism-media-studies-bs-media-production-concentration/>)
- Journalism and Media Studies (B.S.) Multimedia Journalism Concentration (<https://jsums-public.courseleaf.com/undergraduate/college-liberal-arts/departement-journalism-media-studies/journalism-media-studies-bs-multimedia-journalism-concentration/>)
- Journalism and Media Studies (B.S.) Sports Media Concentration (<https://jsums-public.courseleaf.com/undergraduate/college-liberal-arts/departement-journalism-media-studies/journalism-media-studies-bs-sports-media-concentration/>)

Course Descriptions

JMS 101 COLLOQUIUM (1 Hour)

JMS 111 WRITTEN COMMUNICATION (3 Hours)

JMS 112 WRITTEN COMMUNICATION (3 Hours)

JMS 115 COMMUNICATION ONE (3 Hours)

JMS 200 INTRO TO MASS COMMUNICATIONS (3 Hours)

JMS 201 INTRODUCTION TO MEDIA WRITING (3 Hours)

JMS 202 INTRO TO BROADCASTING (3 Hours)

JMS 205 Cross Platform Sports Wri & Re (3 Hours)

JMS 210 MICROPHONE TECHNIQUES (3 Hours)

JMS 220 SPORTS CULTURE (3 Hours)

JMS 230 Athletes and Media Engagement (3 Hours)

JMS 250 Media Literacy (3 Hours)

JMS 300 HIST OF AMER JOURNALISM (3 Hours)

JMS 301 INTRODUCTION TO NEWS REPORTING (3 Hours)

JMS 302 INVESTIGATIVE REPORTING (3 Hours)

JMS 303 RADIO-TV NEWSWRITING (3 Hours)

JMS 304 SEMANTICS&JOURNALISM STY (3 Hours)

JMS 305 COPY EDITING (3 Hours)

Prerequisite: MC 201.

Editing of stories, writing headlines, developing skills for the use of desktop publishing and newspaper design and layout.

JMS 307 PHOTOJOURNALISM (3 Hours)

Prerequisite: JMS 201.

Fundamentals of photography and basic laboratory techniques, with an added emphasis on the communicative quality of pictures.

JMS 308 BROADCAST JOURNALISM (3 Hours)

JMS 309 ELECTRONIC NEWSGATHERING (3 Hours)

JMS 310 MEDIA DESIGN AND PRODUCTION I (3 Hours)

JMS 311 SCRIPT WRITING (3 Hours)

JMS 312 RADIO PRODUCTION (2 Hours)

JMS 313 ADVANCED RADIO PROGRAMMING (2 Hours)

- JMS 314 RADIO PRODUCTION LAB (1 Hour)
- JMS 315 DIGITAL EDITING (3 Hours)
- JMS 316 ELECTRONIC FIELD PRODUCTION (3 Hours)
- JMS 320 ONLINE JOURNALISM (3 Hours)
- JMS 321 TV/FILM SCRIPTWRITING (3 Hours)
- JMS 322 TELEVISION PRODUCTION (2-3 Hours)
- JMS 323 MEDIA DESIGN AND PRODUCTION II (3 Hours)
- JMS 324 TELEVISION PRODUCTION (4 Hours)
- JMS 325 CLOSED-CIRCUIT TV ST OPR (1 Hour)
- JMS 329 CLASS RADIOTELEPHONE LIC (2-3 Hours)
- JMS 330 INTRO TO INTEGRATED MKTG COMMU (3 Hours)
- JMS 331 BASIC CINEMATOGRAPHY (3 Hours)
- JMS 333 BASIC EDITING(SILENT FLM (3 Hours)
- JMS 335 PRIN OF ADVERTISING AND PUB RE (3 Hours)
- JMS 336 ADVERTISING COPY/LAYOUT (3 Hours)
- JMS 337 MEDIA ADVERTISING (3 Hours)
- JMS 340 FILM FOR TELEVISION (3 Hours)
- JMS 342 SPORTS CASTING (3 Hours)
- JMS 350 MEDIA LAW (3 Hours)
- JMS 351 SPORTS, MEDIA AND SOCIETY (3 Hours)
- JMS 352 SPORTS JOURNALISM (3 Hours)
- JMS 360 INTROD TO RECORD & PROD (3 Hours)
- JMS 361 INTERMIDATE RECORDING (3 Hours)
- JMS 362 ADV RECORDNG & PROD TECH (3 Hours)
- JMS 364 COMM RECORDNG AS PROD AM (3 Hours)
- JMS 370 INTRO TO PUBLIC RELATION (3 Hours)
- JMS 372 PUBLIC RELATIONS PRACTCS (3 Hours)
- JMS 400 MEDIA LAW (3 Hours)
- JMS 401 RESCH METHDS IN MASS COM (3 Hours)
- JMS 402 ADVANCED REPORTING (3 Hours)
- JMS 403 HIGH SCHOOL JOURNALISM (3 Hours)
- JMS 404 FEATURE WRITING (3 Hours)
- JMS 405 MEDIA ETHICS (3 Hours)
- JMS 406 SEMINAR IN URBAN AFFAIRS REPORT (3 Hours)
- JMS 408 NEWSPAPER ADVERTISING (3 Hours)
- JMS 409 MULTIMEDIA REPORTING (3 Hours)
- JMS 411 SCRIPT WRITING (3 Hours)
- JMS 413 INTERNSHIP IN MASS COMM (3 Hours)
- JMS 415 AUDIENCE ANALYSIS (3 Hours)
- JMS 419 NEW COMMUNICATIONS TECHN (3 Hours)
- JMS 420 MINRTS&WMN IN MASS MEDIA (3 Hours)
- JMS 421 BROADCAST ADVERTISING (3 Hours)
- JMS 423 ADVERTISNG MEDIA & SELCT (3 Hours)
- JMS 425 ADVERTISING & MARKETING (3 Hours)
- JMS 426 BROADCAST DOCUMENTARY (3 Hours)
- JMS 428 ETHICS & MASS COMMUNIC (3 Hours)
- JMS 429 LEGAL & ETHICAL ASPT OF MC (3 Hours)
- JMS 430 MANAGEMENT OF NEW TECHNOLOGIES (3 Hours)
- JMS 431 SENIOR SEMINAR (3 Hours)
- JMS 432 INTERNATIONAL JOURNALISM (3 Hours)
- JMS 433 INTERNSHIP IN TV PRODUCT (3 Hours)
- JMS 434 ADVANCED FILM EDITING (3 Hours)
- JMS 435 THE NON-THEATRICAL FILM (3 Hours)
- JMS 436 ADV ADVERTISING LAYOUT (2 Hours)
- JMS 437 INTRNSHIP IN NEWSPR JOUR (3 Hours)
- JMS 440 MEDIA PROGRAMMING (3 Hours)
- JMS 442 SPECLZED CINEMATOGRAPHY (3 Hours)
- JMS 444 SOUND RECORDING FOR FILM (3 Hours)
- JMS 450 SOCIAL MEDIA AND MASS COMM (3 Hours)
- JMS 452 SALES PROMOTION MNGT (3 Hours)
- JMS 460 RECORDNG INDUSTRY BUS ST (3 Hours)
- JMS 463 INTERNSHIP IN COMM RECRD (3 Hours)
- JMS 470 WRITING FOR PUBLIC RELTN (3 Hours)
- JMS 471 PUBLIC RELATIONS PRACTICE (3 Hours)
- JMS 472 CORPORATE COMMUNICATIONS (3 Hours)
- JMS 473 ADVERTISING CAMPAIGNS (3 Hours)
- JMS 474 INTRNSHP IN PUBLIC RELAT (3 Hours)
- JMS 486 PRACTICUM IN MASS COMMUNICATIO (3 Hours)
- JMS 489 INTERNSHIP IN MASS COMMUNICATI (3 Hours)
- JMS 490 Independent Study in Mass Comm (3 Hours)
- JMS 498 PRACTICUM IN MASS COMMUN (1 Hour)
- JMS 499 CAPSTONE OR SENIOR SEMINAR (3 Hours)
- JMS 500 SEM IN MASS COMMUNCATION (3 Hours)
- JMS 501 RESRCH METHODS/N MASS CM (3 Hours)
- JMS 502 ADVANCED NEWS REPORTING (3 Hours)
- JMS 503 SEMINAR IN MASS MEDIA RESEARCH (3 Hours)
- JMS 504 FEATURE WRITING (3 Hours)
- JMS 505 ADVANCED REPORTING (3 Hours)
- JMS 506 SEMINAR-URBAN AFFRS REPT (3 Hours)
- JMS 507 ADVANCED PHOTOJOURNALISM (3 Hours)
- JMS 508 BROADCAST JOURNALISM (3 Hours)
- JMS 509 ELECTRONIC NEWSGATHERING (3 Hours)
- JMS 510 COMP ANAL OF COMM RESEAR (3 Hours)
- JMS 511 SCRIPTWRITING (3 Hours)
- JMS 512 RADIO PRODUCTION (3 Hours)
- JMS 519 NEW COMM TECHNOLOGY (3 Hours)
- JMS 520 MINRTS&WMN IN MASS MEDIA (3 Hours)
- JMS 521 WOMEN IN THE MASS MEDIA (3 Hours)
- JMS 522 TELEVISION PRODUCTION (3 Hours)
- JMS 523 ADVERTISING MEDIA & SELECTION (3 Hours)

JMS 525 ADVERTISING AND MARKETING (3 Hours)
JMS 526 TV DOCUMENTARY (3 Hours)
JMS 527 POLITICS AND THE PRESS (3 Hours)
JMS 528 ETHICS & MASS COMMUNICATN (3 Hours)
JMS 529 LEGAL ASPECTS OF MASS CO (3 Hours)
JMS 530 MEDIA MANAGEMENT (3 Hours)
JMS 531 BASIC CINEMATOGRAPHY (3 Hours)
JMS 532 INTERNATIONAL JOURNALISM (3 Hours)
JMS 536 ADVERTISING COPY/ LAYOUT & DES (3 Hours)
JMS 540 FILM FOR TELEVISION (3 Hours)
JMS 542 SPECLIZED CINEMATOGRAPHY (3 Hours)
JMS 544 FILM DIRECTN & PRODUCTN (3 Hours)
JMS 545 DOCMNTRY STL PHOTO&CINEM (3 Hours)
JMS 546 STUDIES IN FILM CRITICISM (3 Hours)
JMS 547 FILM AS SOCL & INTELLCTL (3 Hours)
JMS 550 SEMINAR:COMMUNCTNS MEDIA (3 Hours)
JMS 551 WORKSHOP IN FILM (3 Hours)
JMS 552 WORKSHOP IN BROADCASTING (3 Hours)
JMS 553 WORKSHOP IN JOURNALISM (3 Hours)
JMS 555 ADV COMP ANAL COMM RESRC (3 Hours)
JMS 560 INTRO RECRDNG & PRODUCTN (3 Hours)
JMS 561 INTER RECRDNG PRODCN TE (3 Hours)
JMS 562 ADV RECRDNG PRODCN TECH (3 Hours)
JMS 570 WRITNG FOR PUBLIC RELTNS (3 Hours)
JMS 571 PUBLIC RELATIONS PRACTICE (3 Hours)
JMS 572 CORPORATE COMMUNICATIONS (3 Hours)
JMS 573 ADVERTISING CAMPAIGNS (3 Hours)
JMS 574 BUS & INDUSTR L PUBLICTNS (3 Hours)
JMS 589 INDEPENDENT RESEARCH PROJECT (3 Hours)
JMS 598 INDEPENDENT RESEARCH PROJECT (1-3 Hours)
JMS 599 THESIS WRITING (1-3 Hours)