

JOURNALISM AND MEDIA STUDIES (B.S.) MEDIA PRODUCTION CONCENTRATION

The Department of Journalism and Media Studies is committed to excellence in teaching, bringing industry-based applications to the classroom, and providing practical experiences that assist students with attaining employment in media. With the option of choosing one of the three concentrations offered within the department, students are exposed to theoretical and hands-on experiences. Media Production is the process of producing visual media creations, e.g., video editing and production, multimedia authoring, and the creation of media artifacts, for television delivery. Career options in media production include print and broadcast opportunities, such as photography, videography, reporters, writers, anchors, audiovisual technicians, studio engineers, and producers.

Degree Requirements

The Department of Journalism and Media Studies awards the Bachelor of Science degree in the following concentration areas, Media Production, Multimedia Journalism, Sports Media, and Integrated Marketing Communications. To be eligible to earn this degree, students must:

1. Complete the university's general education core requirements.
2. Complete the major concentration area requirements.
3. Complete a minor or take elective courses outside of the major.

Capstone Course

Senior Journalism and Media Studies Students must take the Capstone course to demonstrate their professional skill levels writing, shooting, and editing, as well as their understanding of media laws and ethical practices of journalism.

Major Requirements in Journalism and Media Studies

JMS 200 INTRO TO MASS COMMUNICATIONS, JMS 201 INTRODUCTION TO MEDIA WRITING, and JMS 301 INTRODUCTION TO NEWS REPORTING are prerequisites for all concentration areas in Journalism and Media Studies. A grade of "C" or higher is required in all major courses.

Core Credit Hours Required For All Concentrations

All students who major in Journalism and Media Studies must complete the following major courses to be eligible for graduation.

| Code | Title | Hours |
|---------|---|-------|
| JMS 200 | INTRO TO MASS COMMUNICATIONS | 3 |
| JMS 201 | INTRODUCTION TO MEDIA WRITING | 3 |
| JMS 301 | INTRODUCTION TO NEWS REPORTING ¹ | 3 |
| JMS 400 | MEDIA LAW | 3 |
| JMS 401 | RESCH METHDS IN MASS COM | 3 |
| JMS 405 | MEDIA ETHICS | 3 |
| JMS 486 | PRACTICUM IN MASS COMMUNICATIO | 3 |

| | | |
|--------------------|--------------------------------|-----------|
| JMS 489 | INTERNSHIP IN MASS COMMUNICATI | 3 |
| Total Hours | | 24 |

Concentration

The Media Production concentration is designed to provide undergraduate students with professional experience and training for careers in electronic media. Students will be taught skills in shooting, editing, and news reporting. This concentration area requires a total of 21 hours. The required hours for all students in this area are as follows:

| Code | Title | Hours |
|--------------------|--------------------------------|-------|
| JMS 303 | RADIO-TV NEWSWRITING | 3 |
| JMS 307 | PHOTOJOURNALISM | 3 |
| JMS 310 | MEDIA DESIGN AND PRODUCTION I | 3 |
| JMS 315 | DIGITAL EDITING | 3 |
| JMS 323 | MEDIA DESIGN AND PRODUCTION II | 3 |
| JMS 426 | BROADCAST DOCUMENTARY | 3 |
| JMS 440 | MEDIA PROGRAMMING | 3 |
| Electives or Minor | | 35-36 |

| | | |
|--------------------|--|--------------|
| Total Hours | | 56-57 |
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Curriculum Map

| Course | Title | Hours |
|-------------------------------------|--|-----------|
| Freshman | | |
| Fall | | |
| UNIV 100 | UNIVERSITY SUCCESS | 2 |
| ENG 104 or ENG 103 or ENG 111 | COMPOSITION I or English Composition I with Co-requisite Support or COMPOSITION & LITERATURE FOR L | 3 |
| MATH 114 | Quantitative Reasoning | 3 |
| Humanities & Fine Arts Option | | 3 |
| Natural Science Option | | 3 |
| Social & Behavioral Science Option | | 3 |
| Hours | | 17 |
| Spring | | |
| ENG 105 or ENG 112 | COMPOSITION II or COMPOSITION | 3 |
| Humanities & Fine Arts Option | | 3 |
| Natural Science Option | | 3 |
| Minor or General Elective | | 3 |
| Pathway Option | | 3 |
| Hours | | 15 |
| Sophomore | | |
| Fall | | |
| JMS 200 | INTRO TO MASS COMMUNICATIONS | 3 |
| SPCH 215 | TRAINING THE SPEAKING VOICE | 3 |
| Minor or General Elective | | 3 |
| Social & Behavioral Science Option | | 3 |
| Pathway Option | | 3 |
| Hours | | 15 |
| Spring | | |
| JMS 201 | INTRODUCTION TO MEDIA WRITING | 3 |
| UNIV 200 | CIVIC ENGAGEMENT | 1 |
| Humanities & Fine Arts Option | | 3 |
| Minor or General Elective | | 3 |
| Minor or General Elective | | 3 |
| Pathway | | 3 |
| Hours | | 16 |

| | | |
|---------------------------|--------------------------------|------------|
| Junior | | |
| Fall | | |
| JMS 301 | INTRODUCTION TO NEWS REPORTING | 3 |
| JMS 307 | PHOTOJOURNALISM | 3 |
| JMS 310 | MEDIA DESIGN AND PRODUCTION I | 3 |
| Minor or General Elective | | 3 |
| Minor or General Elective | | 3 |
| Hours | | 15 |
| Spring | | |
| JMS 315 | DIGITAL EDITING | 3 |
| JMS 323 | MEDIA DESIGN AND PRODUCTION II | 3 |
| JMS 400 | MEDIA LAW | 3 |
| JMS 426 | BROADCAST DOCUMENTARY | 3 |
| JMS 486 | PRACTICUM IN MASS COMMUNICATIO | 3 |
| Hours | | 15 |
| Senior | | |
| Fall | | |
| JMS 401 | RESCH METHDS IN MASS COM | 3 |
| JMS 489 | INTERNSHIP IN MASS COMMUNICATI | 3 |
| JMS Elective | | 3 |
| Minor or General Elective | | 3 |
| Minor or General Elective | | 3 |
| Hours | | 15 |
| Spring | | |
| JMS 405 | MEDIA ETHICS | 3 |
| JMS 440 | MEDIA PROGRAMMING | 3 |
| JMS 499 | CAPSTONE OR SENIOR SEMINAR | 3 |
| Minor or General Elective | | 3 |
| Hours | | 12 |
| Total Hours | | 120 |

Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from UNIV 100 UNIVERSITY SUCCESS; however, the student must take 2 hours of general electives to replace the UNIV course.
- Online Graduation Clearance (**to be completed during the graduating semester only**).

Student Learning Outcomes

A capstone course is utilized to assess student learning within their last semester of the program. Individual student outcome measures are the ability to:

- demonstrate ways to produce broadcast quality standard VO, VOSOT, packages, and whips;
- produce broadcast quality standard documentaries;
- demonstrate an understanding of media programming and producing a broadcast quality standard newscast.
- publish professional quality journalistic news articles;
- adhere to journalistic standards of timeliness and professionalism;
- produce professional quality journalist photographs and digital news stories;
- produce client satisfactory advertising and public relation campaigns;
- produce strategic and aesthetically pleasing advertising layouts and materials; and
- perform communication audits.