

Journalism and Mass Communication

Director

Melissa Tully

Undergraduate majors: journalism and mass communication (BA); sport media and culture (BA)

Undergraduate minors: media management; news and media literacy; sport media and culture

Graduate degrees: MA in mass communication; MA in strategic communication; PhD in mass communication

Faculty: <https://journalism.uiowa.edu/people>

Website: <https://journalism.uiowa.edu/>

The School of Journalism and Mass Communication offers two undergraduate majors, three minors, and three graduate degree programs. Undergraduate students in all majors may use approved journalism and mass communication courses to satisfy the Historical Perspectives, Social Sciences, Sustainability, Understanding Cultural Perspectives, and Values and Society requirements of the College of Liberal Arts and Sciences GE CLAS Core, and the school's First-Year Seminar is designed specifically for entering undergraduate students.

The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Certificates

The School of Journalism and Mass Communication administers the Certificate in Event Management in collaboration with the departments of Communication Studies, Health, Sport, and Human Physiology, and Marketing. It also collaborates with the Department of Management and Entrepreneurship to offer the Certificate in Nonprofit Leadership and Philanthropy.

Event Management

See the Certificate in Event Management in the catalog.

Nonprofit Leadership and Philanthropy

See the Certificate in Nonprofit Leadership and Philanthropy in the catalog.

Professional Enrichment

Internships

The school encourages journalism and mass communication undergraduate majors to complete at least one internship. The school's internship coordinator helps students find appropriate positions.

Journalism and mass communication undergraduate majors may earn up to a total of 4 s.h. of internship credit, registering for JMC:2100 Internship in Journalism and Mass Communication. Completing an internship will fulfill the Study Abroad, Community Engagement, Research, Internship, Professional Practice, or Teaching (SCRIPT) requirement for the journalism and mass communication major, but internship credit counts toward the total journalism and mass

communication (JMC) credit that students may apply toward a BA degree (maximum of 56 s.h.).

Students may also take internships for no credit through CCP:1005 Internship in Liberal Arts and Sciences.

Students are also encouraged to pursue opportunities for experience on campus through student media, including The Daily Iowan, Daily Iowan TV (DITV), KRUI-FM radio, and The Adler Agency.

Activities

The school engages in a variety of activities for the enrichment of students, faculty, and the entire campus. Speakers visit campus each year under lectureships funded by the Li Chen Fund and the M. Holly McGranahan Lecture series. In addition, guest speakers are funded through the Hearst Visiting Professionals Program. Campus organizations for students include Kappa Tau Alpha (KTA), a national society honoring scholarship in journalism, the National Association of Black Journalists (NABJ), the Online News Association (ONA), the Public Relations Student Society of America (PRSSA), Ed on Campus (EOC), and the Association for Women in Sports Media (AWSM).

Financial Support

More than \$200,000 in scholarships and awards is disbursed to students in the School of Journalism and Mass Communication each year. Scholarship information and applications are available each fall. Visit Undergraduate Awards and Scholarships on the School of Journalism and Mass Communication website or contact the school.

Additionally, the school has a limited number of annual awards to encourage and support journalism and mass communication majors who seek an international experience or an immersive internship experience.

The school offers research and teaching assistantships for graduate students; preference is given to PhD students. Journalism and mass communication students have been successful in winning competitive fellowships open to all graduate students; applicants must be nominated by the graduate committee.

Programs

Undergraduate Programs of Study

Majors

- Major in Journalism and Mass Communication (Bachelor of Arts)
- Major in Sport Media and Culture (Bachelor of Arts)

Minors

- Minor in Media Management
- Minor in News and Media Literacy
- Minor in Sport Media and Culture

Graduate Programs of Study

- Master of Arts in Mass Communication
- Master of Arts in Strategic Communication
- Doctor of Philosophy in Mass Communication

Facilities

The School of Journalism and Mass Communication is housed in the Philip D. Adler Journalism and Mass Communication Building. The 65,000-square-foot building has computer labs for audio, video, design, writing, and web publishing; a student center; the Iowa Stories Lab; and the Moeller Media Research Lab. The building is also home to offices of the Iowa High School Press Association; the university's award-winning student newspaper, The Daily Iowan; Daily Iowan TV (DITV), a student-run newscast; and the Journal of Communication Inquiry.

Courses

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Journalism and Mass Communication Courses

JMC:1000 First-Year Seminar 1-2 s.h.

Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings, visits to research facilities). Requirements: first- or second-semester standing.

JMC:1010 Introduction to Experiential Learning 1 s.h.

Exploring experiential learning opportunities in journalism and mass communication while connecting students to faculty experts and career resources.

JMC:1050 Sport and the Media 3 s.h.

Examination of sport and media's intimate relationship; aesthetic, cultural, political, economic, and industrial factors that shape it. GE: Values and Society. Same as SMC:1050.

JMC:1100 Introduction to Media Effects 3 s.h.

Application of social science methods and media theory to understanding effects of news, advertising, entertainment, and social media. GE: Social Sciences.

JMC:1200 Introduction to Media and Culture 3 s.h.

Historical development of journalism in the United States; cultural, historical content. GE: Historical Perspectives.

JMC:1300 Introduction to Journalism and Strategic Communication 3 s.h.

Understanding foundational theories and practices of contemporary journalism and strategic communication; unique public service mission of journalism; cultural, social, organizational roles of public relations; journalism and public relations (PR) industry opportunities, problems, and solutions; structural inequalities in journalism and strategic communication impacting industry diversity and media representation.

JMC:1500 Introduction to Social Media 3 s.h.

Prehistory of social media and identification of ideas, events, and elements in ancient and historical times; earliest days of online posting and interacting; first instances of social engagement on the Web; how social media (journalism, politics, health care, romance and lifestyle, entertainment, war and terrorism, professions and jobs) affects individual areas of life, culture, and society; what's next and how social media changes lives in the future and affects the fate of humanity. GE: Values and Society.

JMC:1600 Writing Fundamentals 1 s.h.

The importance of grammar; recognition of common errors in the student's own writing, with a focus on fixing these problems.

JMC:1800 Environmental Communication 3 s.h.

How information created by scientists about environmental issues is used by media, public relations practitioners, law makers, regulators, and decision makers in governments, organizations, and corporations, as well as by lay citizens; analysis of strategies to get scientific knowledge to the public arena in ways that inform, educate, and empower the public; examination of how this information can be used to mislead or confuse the public. GE: Sustainability. GE: Sustainability; Values and Society.

JMC:2001 Exploring Nonprofits: Communities, Communication, and Changemakers 3 s.h.

Explore real-world examples of nonprofit organizations and hear from guest speakers who are leaders in the field; gain practical insights into the challenges and successes of the sector; examine the various types of nonprofit organizations, including arts, culture, human services, environment, animals, health, international, religion, education, and more; discover the innumerable career paths within the nonprofit sector, including roles in marketing, communications, grant writing, program management, fundraising, finance, human resources, advocacy, and more.

JMC:2005 Preparing for Internship Success Seminar 1-2 s.h.

Facilitates student career exploration and professional development; gain job search skills and resources; identify and learn more about various career paths; and focus on professionalism, résumé development, and interviewing in preparation for an internship search. Prerequisites: JMC:1300 with a minimum grade of C-. Requirements: journalism and mass communication major.

JMC:2010 Reporting and Writing 3 s.h.

Fundamental skills of journalistic reporting and writing. Prerequisites: JMC:1300 with a minimum grade of C- and JMC:1600 with a minimum grade of C- and (JMC:1100 with a minimum grade of C- or JMC:1200 with a minimum grade of C- or JMC:1500 with a minimum grade of C-). Requirements: journalism major.

JMC:2020 Multimedia Storytelling 3 s.h.

Fundamental skills of multimedia storytelling. Prerequisites: JMC:1300 with a minimum grade of C- and JMC:1600 with a minimum grade of C- and (JMC:1100 with a minimum grade of C- or JMC:1200 with a minimum grade of C- or JMC:1500 with a minimum grade of C-). Requirements: journalism major.

JMC:2030 Visual Communication and Design 3 s.h.

Introduction to visual communication design through lectures and hands-on projects; key professional production skills, including technical aspects of graphics and graphic design software; use of visual communication design skills to create effective layouts and design pieces; topics include elements and principles of design, visual perception theories, typography, color theory, representation, composition, information design, and ethical and inclusive practices of visual communication design; how to become more effective visual communicators and designers; preparation for upper-level journalism and mass communication coursework. Prerequisites: JMC:1300 with a minimum grade of C- and (JMC:1100 with a minimum grade of C- or JMC:1200 with a minimum grade of C- or JMC:1500 with a minimum grade of C-). Requirements: journalism and mass communication major.

- JMC:2084 Sport and Film** 3 s.h.
Sport films as means of exploring contemporary ideas about sport in the U.S.; focus on narrative structure, characterization, historical, and political contexts; formal aspects of film analysis (e.g., editing, lighting, cinematography). Same as AMST:2084, SMC:2084, SPST:2084.
- JMC:2100 Internship in Journalism and Mass Communication** 0-3 s.h.
Faculty-supervised professional work experience in journalism and mass communication. Prerequisites: JMC:2020 and JMC:2010. Requirements: journalism major.
- JMC:2101 Digital Media and the Future of Sport** 3 s.h.
Emergence and significance of internet blogs, social media, convergence journalism, video games, and fantasy sports; economic, regulatory, and cultural forces that shape new media sport journalism and entertainment. Same as AMST:2101, SMC:2101, SPST:2101.
- JMC:2150 News and Knowledge: Chinese Culture, History, and Journalism** 1 s.h.
Chinese culture, and social and cultural issues as perceived by people inside and outside China from a journalistic view.
- JMC:2350 Student Media Experience** 0 s.h.
Opportunities to participate in student-generated television, radio, and web and print media in a semi-professional environment that enables students to apply academic curriculum in a structured, practical setting.
- JMC:2400 Journalism and Mass Communication Media Experience** 1-3 s.h.
Educational opportunities involving small groups of students in unique journalism, strategic communication, and/or media-related experiences; students serve as journalism and/or communication consultants for an organization; in-class preparation complements off-campus work with a designated industry partner; the organization will vary according to faculty expertise, industry partner availability, and location.
- JMC:2410 Adler Agency** 1-3 s.h.
Simulated experience of working in a professional agency. Students will build upon the knowledge base acquired in previous courses and focus on a practical, collaborative effort to create output of a sufficiently high standard. Requirements: journalism and mass communication major.
- JMC:2415 Prep Sports Report** 1-3 s.h.
Covering high school athletics in several communities, including Solon, Mt. Vernon, and Lisbon, Iowa as if working in a sports department. Requirements: journalism and mass communication major or sport media and culture major. Same as SMC:2415.
- JMC:2500 Community Media** 3 s.h.
The boundaries of community can be set in many ways—by geography, age, ability, race, ethnicity, and more—or by intersection of several of these factors; students engage deeply with media representations of different types of communities, discuss basic concepts of identity and community, and explore some of the major fault lines, biases, and privileges in contemporary life; students critique common stereotypes that often show up in media coverage of marginalized communities to better practice storytelling across difference, focusing on how stories from communities that are underrepresented or misrepresented by media can be amplified. GE: Understanding Cultural Perspectives.
- JMC:2600 Freedom of Expression** 3 s.h.
Philosophy, history, political science, and legal studies blended into a semester-long meditation on the meaning of freedom of expression, especially in the United States, and specifically on the U.S. Supreme Court; special attention given to the way in which freedom of expression enters into societal debates about benefits and challenges of diversity, and whether and how to rectify structural relationships of inequality; as students learn the history and tradition of how Americans have understood this concept, they reflect on their own perspectives and engage with others who may have different ideas from their own. GE: Understanding Cultural Perspectives.
- JMC:2700 Media Ethics** 3 s.h.
Application of ethical principles in journalistic decision-making; consideration of potentially conflicting values, loyalties, and goals that force professional journalists to make difficult choices.
- JMC:3000 Peer Assistant** 0 s.h.
Opportunities to assist course instructors, facilitate classroom activities, and provide mentorship and outreach to journalism and mass communication students.
- JMC:3116 Media and Global Cultures** 3 s.h.
Communication as a vital component for any effort to create social change; necessary communication to reach out to target audiences—people and communities in need—from campaigns persuading communities to change knowledge, attitudes, and practices to aiding other development efforts in areas of health, education, rural development, or sustainable agricultural practices; importance of communication as an integral part to any effort aimed at creating large-scale social change. Same as IS:3116.
- JMC:3118 Political Communication** 3 s.h.
A comprehensive exploration of media and politics, tracing the evolution of political communication from the print era to the digital age, focusing on American politics. Examine key historical milestones, technological innovations, and socio-political contexts that have shaped the dynamics of political communication over time.
- JMC:3122 Influencers, Artificial Intelligence, and Digital Games** 3 s.h.
Explores the impact of digital games on online lives, from social media and online news to the capitalist logic of AI and influencers. Special emphasis given to how industrial contexts for media production shape cultural values as expressed through design aesthetics and interactive technologies, especially in influencers, AI, and digital games.
- JMC:3123 Advocacy Communication** 3 s.h.
Explore how organizations, businesses, nonprofits, and grassroots groups attempt to shape public policy through use of traditional and new media, direct communication, and lobbying.
- JMC:3124 Entertainment Media** 3 s.h.
Explore the technological revolution as it has profoundly shaped entertainment media, analyzing the parallels and differences among a variety of digitized media (movies, music, television, books, even video games); everything has changed, from the distribution to consumption to creation.

- JMC:3142 Media and Social Change** 3 s.h.
Students explore the myriad ways that people and organizations use media (e.g., writing, video, social media) for civic engagement, activism, and political participation; drawing on a broad range of cases and issues, students examine historical and contemporary social movements and activism. Same as IS:3142.
- JMC:3150 Media and Health** 3 s.h.
Potential and limits of mass media's ability to educate the public about health; research and theory on the influence of information and entertainment media; theories, models, assumptions of mass communication in relation to public health issues. Same as CBH:3150, GHS:3150.
- JMC:3165 African Americans and the Media** 3 s.h.
Exploration of the theoretical notion of racialism in various genres of mass communication (i.e., music, print media, television/cable, film, social media); analysis and discussion of contemporary images and messages in media related to African American culture with close attention to impact of stereotypes, historical myths, stigmas, problematic representations, biased framing, and traditional racism. Same as AFAM:3925.
- JMC:3175 Gender and Mass Media** 3 s.h.
Media images and representations of the body in terms of gender; impact on people, society; media and body image, sexuality, gender roles, gender and power, race, ethnicity, class, age; critical analysis of mediated images.
- JMC:3182 Sport, Scandal, and Strategic Communication in Media Culture** 3 s.h.
Use of sport scandal to consider relationship between sport and media in American and global popular culture; broad range of case studies used to consider what constitutes a sport scandal, how this definition shifts in different circumstances; crucial roles media play in creating, communicating, and diffusing these crises; how phenomenon of sports scandal has intensified along with emergence of cable television, internet, and social media. Same as SMC:3182, SPST:3182.
- JMC:3183 Sport and the Media** 3 s.h.
Examination of sport and media's intimate relationship; aesthetic, cultural, political, economic, and industrial factors that shape it. Same as SPST:3175.
- JMC:3184 Narrative Sports Journalism** 3 s.h.
Historical review of long-form sports journalism to understand development of subjects, form, and technique of sports coverage and long-form nonfiction writing; students read several long-form articles and books that incorporate reporting about sports, and propose an original long-form work about sports. Same as SMC:3184, SPST:3184.
- JMC:3185 Topics in Understanding Media** 3 s.h.
Focus on particular area, issue, approach, or body of knowledge; may include international media, media criticism, new technologies, history of documentary photography, literary journalism, media management.
- JMC:3186 Athletes, Activism, and Social Media** 3 s.h.
Examine the relationship between sport and media. Media create many of the values, beliefs, feelings, and problems commonly connected to sports. Sports cannot be properly understood without taking into account their relationship to media. Same as SMC:3186.
- JMC:3187 American College Athletics: A Big Money Tradition Unlike Any Other** 3 s.h.
Explore the series of events that led college football to go from almost being banned by the government to being an industry worth more than \$20 billion. Students will learn about the social, cultural, and financial history of college athletes to better understand how we got to where we are and where we might be going. Same as SMC:3187.
- JMC:3188 Staging the World's Game: Soccer and Media** 3 s.h.
Explore the complex relationship between soccer and the media companies that cover it; discuss television contracts; read about and discuss the role of video games and fantasy sports, the growth of women's soccer, television documentaries and dramas that introduce U.S. audiences to the European game, how governments and corporations use soccer to launder their international reputations, and how fans use social media to mobilize collective action. Same as SMC:3188.
- JMC:3191 Journalism and Mass Communication Theories** 3 s.h.
Provides a historical and contemporary overview of journalism and mass communication theories, processes, and effects; reviews the scientific method and ways of conducting theoretically informed journalism and mass communication research.
- JMC:3400 Topics in Writing/Storytelling** 3-4 s.h.
Topics may include public affairs, law, science, business, medicine, intercultural affairs, education, computer-assisted reporting. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3401 Beat Reporting and Writing** 3 s.h.
Choose and follow an area of interest, known in journalism circles as a "beat." Examples of newsroom beats are education, health, arts and entertainment, sports, crime and safety, business, city government, and state government. Prerequisites: JMC:2010 with a minimum grade of C-.
- JMC:3403 Public Affairs Reporting and Writing** 3 s.h.
Combination of a skills-based course and a seminar-style course. Become familiar with the skills needed to produce excellent reporting on matters of policy and public affairs; learn how to successfully file requests for public records; learn the law and practice of making public records requests at the state and federal levels; create a piece of original enterprise reporting on public affairs that relies on public records. Prerequisites: JMC:2010 with a minimum grade of C-.
- JMC:3408 Investigative Reporting and Writing** 3 s.h.
Enterprise reporting; emphasis on reporter as researcher, organizer, writer of complex stories in a variety of contexts. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism and mass communication major.
- JMC:3410 Magazine Reporting and Writing** 3-4 s.h.
Finding ideas, researching, interviewing; problems of organization and style; identification of audiences and markets; development of writing skills. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.

- JMC:3411 Newscast Reporting and Writing** 3-4 s.h.
Principles of gathering, writing, editing, and reporting the news; techniques and concepts as a foundation for understanding, successfully writing, and delivering broadcast news. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.
- JMC:3412 Strategic Communication Writing** 3-4 s.h.
Principles and practices of persuasive writing; focus on public relations; may include editorials, op-ed pieces, magazine essays, reviews. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3413 Sports Writing** 3-4 s.h.
Introduction to the history, culture, industry, and practice of sports writing. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
- JMC:3414 Basic Elements of Book Writing** 3-4 s.h.
Basic elements involved in writing a novel or a nonfiction book; students will research, write, and workshop either a nonfiction book or novel proposal; they will complete a chapter outline and one chapter from their manuscript, and constructively edit and evaluate the work of fellow classmates through individual workshop sessions; course will culminate in an author's pavilion where students will select five minutes from their chapter to read to an audience. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3415 Writing Across Cultures** 3-4 s.h.
Forms of travel writing and other types of cross-cultural reporting; skills, knowledge, understandings vital to writing well about an increasingly multicultural and diverse world. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3420 Content Marketing** 3-4 s.h.
Tools for creating great content, as well as tactics for getting that content in front of the right audiences with the right message at the right time. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism and mass communication major.
- JMC:3421 Sport Content Marketing** 3 s.h.
Tools for creating great sport content, as well as tactics for getting that content in front of the right audiences with the right message at the right time. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
- JMC:3425 Personal Branding** 3-4 s.h.
Develop a brand and presence on social media and mobile platforms; learn about social media influencing and how to create compelling content; how to draw attention to a brand, reporting, and news in a crowded online environment; how to make shareable content for social media; best practices and ways to promote work to develop and deepen connection with audiences. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.
- JMC:3430 Political Public Relations** 3-4 s.h.
How strategic communication goals, objectives, strategies, and tactics can influence public debate on policy issues; students apply this knowledge for the benefit of a real-world client, producing a portfolio of work by the end of the semester. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism and mass communication major.
- JMC:3436 Cross-Platform Storytelling** 3 s.h.
Produce content across multiple media platforms using a story concept. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.
- JMC:3440 Multimedia Narratives** 3-4 s.h.
Builds on skills learned in JMC:2020 to develop compelling multipart digital stories; focus on a range of storytelling techniques and tools to create in-depth stories that incorporate visual, audio, text, and data; students strengthen their digital storytelling skills by producing various multimedia projects, such as podcasts and digital long-form stories; project-based with opportunities to produce individual and collaborative work. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3445 Journalistic Writing in Spanish** 3 s.h.
Spanish writing skills; introduction to style and practice of journalistic reporting and writing. Taught in Spanish. Requirements: at least one course taught in Spanish at the 2000 level or above. Same as LAS:3020, SPAN:3020.
- JMC:3460 Arts and Culture Reporting and Writing** 3-4 s.h.
Writing about arts and culture in a range of formats (e.g., news, profiles, features, criticism, essays); emphasis on original reporting that draws on resources, issues, people, and events on campus and in the community, especially in visual and performing arts. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2010 with a minimum grade of C-. Requirements: journalism major.
- JMC:3470 Narrative Journalism** 3-4 s.h.
Process of writing the true story; development of skills in researching, interviewing, information gathering, organization, story-telling techniques, writing final story; story publication in magazines, newspapers, journals, online. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3490 Feature Reporting and Writing** 3-4 s.h.
Storytelling techniques for magazine, newspaper, website features; stylistic flair; human elements in stories; research, interviewing, and reporting. Prerequisites: JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-. Requirements: journalism major.
- JMC:3500 Topics in Managing/Planning** 3 s.h.
Focus on particular area, issue, approach, or body of knowledge.
- JMC:3505 Audiences and Analytics** 3 s.h.
Comprehensive understanding of audiences and consumers in the digital era; focus on developing essential analytical skills necessary for strategic communication professionals in the digital age. Students will acquire digital literacy skills to practice strategic communication effectively.

- JMC:3510 Media and Marketing Research** 3 s.h.
Solutions to problems related to communication channels, content, users, and audiences sought daily by media and communication professionals to understand what the public thinks, feels, and does about ideas, events, and trends; learn about audience needs; ways to improve or change content; systematic and methodical ways to investigate problems and figure out how best to tackle communication problems related to media content, audiences, media practice, and media institutions.
- JMC:3520 Business of Media: Profits, People, and Power** 3 s.h.
How U.S. media is managed; decision-making in a current highly charged, rapidly changing media culture; how major company decision makers seek competitive advantage, and their consequent successes and failures in doing so.
- JMC:3530 Social Media Marketing** 3 s.h.
Social media marketing as an ever-changing area that seems to only grow in importance for everyone from academic institutions to nonprofits to businesses big and small; each of these entities and more has an online brand and goals that social media can help them meet.
- JMC:3540 The Business of Sport Communication** 3 s.h.
Critical and practical approach to understanding contemporary sports media and business practices that mark it; focus on sports media industries and institutions; branding, marketing, demographic, public relations, and promotional factors that shape content. Same as SMC:3540, SPST:3181.
- JMC:3550 Editing** 3-4 s.h.
Principles and process of editing content for publication; micro- and macroediting, headline writing, other aspects of editing.
- JMC:3560 Crisis Communication** 3 s.h.
Principles and practices of effective communication during organizational crises. Examine case studies, theoretical models, and strategic frameworks for crisis communication used by corporations, government agencies, and nonprofit organizations; develop practical skills in creating and executing crisis communication plans.
- JMC:3600 Topics in Designing/Producing** 3-4 s.h.
Analysis and solution of problems with communication strategies and/or media products; public relations, newsletter production, radio, media research, web basics, global media, interviewing, public relations fund raising. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-. Requirements: journalism major.
- JMC:3603 Newscast Production** 3-4 s.h.
Electronic news gathering; conceptualization, shooting, editing basic news packages. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-. Requirements: journalism major.
- JMC:3610 Graphic Design** 3-4 s.h.
Problems of design, layout and production; practical and aesthetic considerations; digital techniques; creative projects. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-. Requirements: journalism major.
- JMC:3611 Web Design** 3-4 s.h.
Foundational concepts of interactive design, prototyping, and production; projects focus on web-based communication pieces. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-. Requirements: journalism major.
- JMC:3612 Nonfiction Narrative Podcasting** 3 s.h.
Examine the elements that contribute to a compelling series and learn the fundamentals of audio storytelling from pre-production through post-production. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-.
- JMC:3630 Photography** 3-4 s.h.
Techniques; basic craft, location shooting, editing photographs; group critiques of assignments. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-.
- JMC:3640 Information and Data Visualization** 3-4 s.h.
How to find and tell stories using data; hands-on introduction to data visualization, data analysis and data literacy for journalists and communications professionals. Prerequisites: (JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-) or CS:2110 or IGPI:5110.
- JMC:3650 Video Production** 3-4 s.h.
Intermediate video pre-production, production, and post-production. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-. Requirements: journalism major.
- JMC:3660 Audio Production** 3-4 s.h.
Techniques; basic craft, audio recording, audio editing; individual and group production; group critiques of assignments. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-. Requirements: journalism major.
- JMC:3670 Social Media Production** 3 s.h.
High-quality content creation for social media and mobile platforms; use of branding guidelines and design best practices to create posts for various social media platforms; use of SEO and social search; lighting and audio techniques for producing social media content; current industry trends and preferred practices for designing, directing, and editing compelling visual content for multiple digital platforms. Prerequisites: JMC:2020 with a minimum grade of C- and JMC:2030 with a minimum grade of C-.
- JMC:3700 Nonprofit Internship** 3 s.h.
Faculty-supervised professional work experience with a nonprofit organization with associated academic content.
- JMC:3710 Fundraising Fundamentals** 3 s.h.
Nonprofit organization reliance on raised funds to survive and thrive; basic concepts of fundraising for successful nonprofit organization; work with a nonprofit organization to explore basic fundraising techniques that nonprofits typically use including donor research, annual fund campaigns (phone, mail, email), capital campaigns, events, cause-related marketing, grants, planned giving, and donor stewardship; when and how to use different fundraising strategies to meet an organization's goals. Same as MUSM:3710.
- JMC:3720 Nonprofit Communications** 3 s.h.
Practical experience planning and writing fundraising materials; how yearly fundraising helps approximately 1.5 million nonprofit organizations receive more than \$3 billion from individuals, foundations, and corporations to help people in need, advocate for causes, support research/arts/culture, and enhance opportunities for public and/or their members. Same as MUSM:3720.

- JMC:4100 Advanced Topics in Writing/ Storytelling** 3-4 s.h.
Project journalism; extended magazine pieces, explanatory/ investigative journalism, series for newspapers, or task-force projects by entire class on a major issue, with goal of publication. Prerequisites: JMC:3400 or JMC:3401 or JMC:3403 or JMC:3408 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3421 or JMC:3425 or JMC:3430 or JMC:3436 or JMC:3440 or SPAN:3020 or JMC:3460 or JMC:3470 or JMC:3490. Requirements: journalism major.
- JMC:4105 Iowa Community News** 3 s.h.
Public affairs reporting; introducing and utilizing community-engaged storytelling techniques. Learn about government reporting and covering underrepresented groups; work with the goal of publishing project stories in an Iowa newspaper. Prerequisites: JMC:3400 or JMC:3401 or JMC:3403 or JMC:3408 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3421 or JMC:3425 or JMC:3430 or JMC:3436 or JMC:3440 or SPAN:3020 or JMC:3460 or JMC:3470 or JMC:3490.
- JMC:4115 Enterprise Reporting and Writing** 3 s.h.
Explore the art of great feature writing, building on the tools learned in foundational journalism classes to become stronger reporters and writers with the goal of writing compelling narratives that help readers feel. Covers the process from beginning to end, including idea generation, source-building, observation, note-taking and interviewing. Explore the craft of writing, including story structure, creating an impactful lead, how, when and why to use quotes, and the tricks to keep a reader engaged through a longer piece. Prerequisites: JMC:3400 or JMC:3401 or JMC:3403 or JMC:3408 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3421 or JMC:3425 or JMC:3430 or JMC:3436 or JMC:3440 or JMC:3445 or JMC:3460 or JMC:3470 or JMC:3490.
- JMC:4125 Advanced Strategic Storytelling** 3-4 s.h.
Advanced tools for creating great content; tactics for getting that content in front of the right audiences with the right message at the right time. Prerequisites: JMC:3412 or JMC:3420 or JMC:3421 or JMC:3430 or JMC:3436 or JMC:3440 or JMC:3600 or JMC:3603 or JMC:3610 or JMC:3611 or JMC:3612 or JMC:3630 or JMC:3640 or JMC:3650 or JMC:3660 or JMC:3670. Requirements: journalism major.
- JMC:4300 Photo Storytelling** 3-4 s.h.
Builds on photography skills learned in JMC:3630; may include documentary photography, advanced photography methods and techniques. Prerequisites: JMC:3630.
- JMC:4310 Advanced Topics in Designing/ Producing** 3-4 s.h.
Journalism and mass communication skills; may include editing, broadcasting, design, multimedia. Prerequisites: JMC:3600 or JMC:3603 or JMC:3610 or JMC:3611 or JMC:3612 or JMC:3630 or JMC:3640 or JMC:3650 or JMC:3660 or JMC:3670. Requirements: journalism major.
- JMC:4315 Strategic Communication Campaigns** 3-4 s.h.
Development and presentation of public relations campaigns for client organizations; communication theory and research techniques applied to analyzing and solving public relations problems through objective-based strategic planning. Prerequisites: JMC:3412 or JMC:3420 or JMC:3421. Requirements: journalism and mass communication major.
- JMC:4325 Advanced Newscast Writing and Production** 3 s.h.
Advanced training and experience in producing, writing, and reporting news packages and newscasts. Prerequisites: JMC:3411 or JMC:3603.
- JMC:4335 Multimedia Production for Publication** 3 s.h.
Build upon the knowledge base acquired in previous journalism and mass communication courses and focus on creating professional quality, commercially viable content for media. Prerequisites: (JMC:3400 or JMC:3401 or JMC:3403 or JMC:3408 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3421 or JMC:3425 or JMC:3430 or JMC:3436 or JMC:3440 or SPAN:3020 or JMC:3460 or JMC:3470 or JMC:3490) and (JMC:3600 or JMC:3603 or JMC:3610 or JMC:3611 or JMC:3612 or JMC:3630 or JMC:3640 or JMC:3650 or JMC:3660 or JMC:3670).
- JMC:4345 Audio and Video Storytelling** 3 s.h.
Build on the skills used in the 3000-level audio and video Journalism and Mass Communication courses. Prerequisites: JMC:3411 or JMC:3436 or JMC:3440 or JMC:3603 or JMC:3612 or JMC:3650 or JMC:3660 or JMC:3670.
- JMC:4350 Advanced Graphic Design** 3-4 s.h.
Advanced design, layout, and production; practical and aesthetic considerations; digital techniques; creative projects. Prerequisites: JMC:3610. Requirements: journalism major.
- JMC:4360 Visual Branding and Design** 3-4 s.h.
Use a variety of design research and visual communication methods to produce public-facing visual marketing materials for a client. Prerequisites: JMC:3610 or JMC:3611 or JMC:3630 or JMC:3640 or JMC:3670. Requirements: journalism major.
- JMC:4400 Capstone** 3-4 s.h.
Application and practice of classroom experience to a specific project with guidance from a faculty member. Prerequisites: (JMC:3400 or JMC:3401 or JMC:3403 or JMC:3408 or JMC:3410 or JMC:3411 or JMC:3412 or JMC:3413 or JMC:3414 or JMC:3415 or JMC:3420 or JMC:3421 or JMC:3425 or JMC:3430 or JMC:3436 or JMC:3440 or SPAN:3020 or JMC:3460 or JMC:3470 or JMC:3490) and (JMC:3600 or JMC:3603 or JMC:3610 or JMC:3611 or JMC:3612 or JMC:3630 or JMC:3640 or JMC:3650 or JMC:3660). Requirements: journalism major.
- JMC:4900 Special Projects in Mass Communication** arr.
Research and readings to fit needs, interests of students.
- JMC:4910 Readings in Communication and Mass Communication** 1-3 s.h.
Focus on a problem or issue.
- JMC:4920 Undergraduate Research** 0-3 s.h.
Undergraduate research in the field of journalism and mass communication.
- JMC:4955 Honors Project** 3 s.h.
Independent research or project for honors students. Requirements: honors standing.
- JMC:5220 Foundations of Strategic Communication** 3 s.h.
Introduction to the field of strategic communication.
- JMC:5225 Digital Strategic Communication** 3 s.h.
Explore various digital communication channels, established and new, and understand how the fundamentals of communication apply in this ever-changing, always-on world. Through best practices and purpose-driven, audience-centric content creation processes, students will strategically evaluate and utilize appropriate digital platforms for clearer, more effective communication.

- JMC:5230 Strategic Communication Writing 3 s.h.**
Writing workshop for MA strategic communication students.
- JMC:5235 Strategic Communication Research 3 s.h.**
Methodology of social science inquiry, process and instruments of data gathering, evaluation of evidence, and usefulness and appropriateness of various information sources in the service of strategic communication research; blends theory and practice. Prerequisites: JMC:5220.
- JMC:5236 Topics in Strategic Communication 3 s.h.**
Various topics relevant to strategic communication.
- JMC:5238 Strategic Communication Campaigns 3 s.h.**
Practice of strategic communication through traditional and new media for purpose of benefiting nonprofit organizations or bringing about social change; examples and strategies from corporate, nonprofit, and social marketing campaigns; application of knowledge for benefit of real-world clients; principles and strategies applied to professional projects. Prerequisites: JMC:5220 and JMC:5230.
- JMC:5243 Copywriting for Strategic Communication 3 s.h.**
Focusing copy to a targeted audience to move them to action; multiple platforms where copywriting can appear; learn how professional copywriters craft motivational, persuasive messages and continuously refine their skills; build copywriting skills through weekly exercises, peer reviews, and a final portfolio.
- JMC:5248 Strategic Political Communication 3 s.h.**
Study of political communication; topics range from classic issues (agenda setting) to current debates and emerging topics associated with new media; readings address political communication in the United States.
- JMC:5250 Strategic Communication for Nonprofits 3 s.h.**
Examination of components, objectives, and initiatives of strategic communications for nonprofit organizations; students specifically examine strategies that inspire and persuade diverse audiences and stakeholders through multi-channel communications with emphasis on audience analysis; in addition to assigned texts, students utilize case studies to examine organizational approaches and identify successful—and unsuccessful—strategies; although focus is primarily on nonprofits, the teaching modules are applicable to diverse industries.
- JMC:5255 Strategic Global Communication 3 s.h.**
Examination of communications practices around the globe and exploration of different professions and organizations that employ international strategic communications; emphasis on practical application of communications theory, with copious use of real-life case studies and examples from leading expert practitioners; through a combination of projects, discussions, and case studies, students develop a more nuanced understanding of international and intercultural communication strategies while taking into account cultural context, stakeholders, and trends.
- JMC:5260 Digital Analytics for Strategic Communication 3 s.h.**
Introduction to multiple digital analytics platforms and dashboards; how to align business objectives and digital metrics, ensuring the ability to make more strategic content, marketing, and audience targeting decisions; strategies to assist students in communicating insights and analytics to leadership.
- JMC:5266 Risk Communication 3 s.h.**
Examination of risk as a central concept in communication process; risk as intrinsically an interdisciplinary concept; literature from a wide range of disciplines and perspectives (communication, psychology, sociology, formal risk analysis); case studies drawn from issues and cultural contexts (environmental, technological or health risks, food safety risks; international military crisis or threats of terrorism, natural disasters); emphasis on comparison of European and American contexts.
- JMC:5267 Strategic Health Care Communication 3 s.h.**
Breaking down health care to basics; writing and communicating about health care in an understandable way so that hospitals, medical groups, and health care businesses can be better understood when doing business with each other as well as the public and consumers at large; health care writing and communication so consumers can understand, avoid injuries and even death from medical errors shown by studies on health literacy; how doctors and insurance companies can convey their messages in easy-to-understand way to lessen public frustration with the system.
- JMC:5269 Media Management for Strategic Communicators 3 s.h.**
Looking at media in a completely new way; focus on economics and management of competitive businesses; how modern-day businesses in the media sector succeed or fail and why; decision-making, competition, and outcomes; emphasis on news media companies that operate in public glare and offer rich opportunities for critical observation.
- JMC:5270 Leadership Communication 3 s.h.**
Using communications skills effectively for leadership in the modern workplace; how technological, global, and demographic developments have combined to transform the field of strategic communications; skills necessary to be effective in an environment of collaboration, teamwork, and self-management across a variety of platforms.
- JMC:5285 Strategic Communication Externship 3 s.h.**
Externship to allow connection between academic program and professional world; enhancement of skill and knowledge.
- JMC:5290 Capstone Project in Strategic Communication 1-3 s.h.**
Workshop of capstone projects required for graduation; for students nearing completion of MA in strategic communication. Prerequisites: JMC:5220 and (JMC:5230 or JMC:5235). Requirements: MA in strategic communication program enrollment.
- JMC:5600 Teaching Media Writing, Production, and Design 1 s.h.**
Preparation to teach media skills courses; core topics include media writing, media production, and media design.
- JMC:5955 Masters Research arr.**
Independent research for projects, theses.
- JMC:6100 Communication and Media Colloquium 1 s.h.**
Forum on theoretical or methodological problems in mass communication.
- JMC:6200 Humanistic Approaches to Media Communication 3 s.h.**
Exploration of foundations, assumptions, and applications of critical/cultural theory and methods; how to understand and critique humanistic research; how to develop ideas, evidence, and arguments that lead to compelling and useful research in media communication.

JMC:6300 Social Scientific Approaches to Media Communication 3 s.h.

Exploration of foundations, assumptions, and application of social science theory and methods to media communication questions; how to understand and critique social science research; how to develop and test questions that lead to rigorous and useful research in media communication.

JMC:6315 Mixed Methods Research and Design 3 s.h.

Paradigms and theories of mixed methods research; how to use and integrate qualitative and quantitative approaches and data to answer research questions; formulating research questions, collecting and analyzing data, choosing an appropriate mixed methods design, and interpreting results; focus on mixed methods research in journalism, mass communication, and media studies; students develop an original project that is connected to their larger research agenda.

JMC:6325 Global Digital Media 3 s.h.

Exploration of media theory, production, consumption, and audiences in comparative international contexts; focus on digital media and contemporary issues, exploration of traditional media theories and concepts, newer approaches that ground understanding of current issues; topics include international media flows and counter flows, media, development, information and communications technology, social change and activism; identity and representation; global popular culture, and social media; research options include developing and conducting original research, proposing an international research project, or conducting country and region-specific research.

JMC:6330 Reading Group 1-3 s.h.

Analysis and discussion of important texts.

JMC:6333 Seminar in Media Communication 3 s.h.

Topics vary.

JMC:6334 Research Methods in Media Communication 3 s.h.

Specialized methods for conducting research in media, communication, and journalism. Topics vary.

JMC:6335 Journalism Studies 3 s.h.

Examine the major research areas of journalism studies; explore a variety of approaches and issues central to the study of journalism, drawing on the fields of sociology, media studies, and technology studies to make sense of its social, cultural, and epistemological consequences; inquiry into the ways in which technology continues to influence and destabilize core definitions of news production, distribution, and consumption.

JMC:6920 PhD Research arr.

Independent research for projects, theses.

JMC:6999 Dissertation arr.**Sport Media and Culture Courses****SMC:1000 First-Year Seminar** 1 s.h.

Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings). Requirements: first- or second-semester standing.

SMC:1050 Sport and the Media 3 s.h.

Examination of sport and media's intimate relationship; aesthetic, cultural, political, economic, and industrial factors that shape it. GE: Values and Society. Same as JMC:1050.

SMC:2084 Sport and Film 3 s.h.

Sport films as means of exploring contemporary ideas about sport in the U.S.; focus on narrative structure, characterization, historical, and political contexts; formal aspects of film analysis (e.g., editing, lighting, cinematography). Same as AMST:2084, JMC:2084, SPST:2084.

SMC:2101 Digital Media and the Future of Sport 3 s.h.

Emergence and significance of internet blogs, social media, convergence journalism, video games, and fantasy sports; economic, regulatory, and cultural forces that shape new media sport journalism and entertainment. Same as AMST:2101, JMC:2101, SPST:2101.

SMC:2400 Sport Media and Culture Experience 1-3 s.h.

Educational opportunities involving small groups of students in unique sport media or sport culture experiences; students serve as consultants for an organization; in-class preparation complements off-campus work with a designated industry partner; the organization will vary according to faculty expertise, industry partner availability, and location.

SMC:2415 Prep Sports Report 1-3 s.h.

Covering high school athletics in several communities, including Solon, Mt. Vernon, and Lisbon, Iowa as if working in a sports department. Requirements: journalism and mass communication major or sport media and culture major. Same as JMC:2415.

SMC:2500 Sport and Technology 3 s.h.

Connections between sport and technology; performance enhancement to Paralympians, sex testing to scientific racism, Fitbits to e-sports, data analytics and journalism; cultural approaches to understanding how science, medicine, and technology impact active bodies, sporting industries, and infrastructure; debates regarding risks and responsibilities; exploration of various roles (e.g., athletes, administrators, architects, engineers, programmers, trainers) in creating and sustaining past, present, and future of sports. Same as SPST:2500.

SMC:3182 Sport, Scandal, and Strategic Communication in Media Culture 3 s.h.

Use of sport scandal to consider relationship between sport and media in American and global popular culture; broad range of case studies used to consider what constitutes a sport scandal, how this definition shifts in different circumstances; crucial roles media play in creating, communicating, and diffusing these crises; how phenomenon of sports scandal has intensified along with emergence of cable television, internet, and social media. Same as JMC:3182, SPST:3182.

SMC:3184 Narrative Sports Journalism 3 s.h.

Historical review of long-form sports journalism to understand development of subjects, form, and technique of sports coverage and long-form nonfiction writing; students read several long-form articles and books that incorporate reporting about sports, and propose an original long-form work about sports. Same as JMC:3184, SPST:3184.

SMC:3186 Athletes, Activism, and Social Media 3 s.h.

Examine the relationship between sport and media. Media create many of the values, beliefs, feelings, and problems commonly connected to sports. Sports cannot be properly understood without taking into account their relationship to media. Same as JMC:3186.

SMC:3187 American College Athletics: A Big Money Tradition Unlike Any Other 3 s.h.

Explore the series of events that led college football to go from almost being banned by the government to being an industry worth more than \$20 billion. Students will learn about the social, cultural, and financial history of college athletes to better understand how we got to where we are and where we might be going. Same as JMC:3187.

SMC:3188 Staging the World's Game: Soccer and Media 3 s.h.

Explore the complex relationship between soccer and the media companies that cover it; discuss television contracts; read about and discuss the role of video games and fantasy sports, the growth of women's soccer, television documentaries and dramas that introduce U.S. audiences to the European game, how governments and corporations use soccer to launder their international reputations, and how fans use social media to mobilize collective action. Same as JMC:3188.

SMC:3540 The Business of Sport Communication 3 s.h.

Critical and practical approach to understanding contemporary sports media and business practices that mark it; focus on sports media industries and institutions; branding, marketing, demographic, public relations, and promotional factors that shape content. Same as JMC:3540, SPST:3181.

SMC:3600 Internship in Sport and Media 1-3 s.h.

Faculty-supervised professional work experience in sport and media. Requirements: major in sport media and culture.

SMC:4500 Sport Media and Culture Capstone 3 s.h.

Application and practice of classroom experience through a specific project with guidance from a faculty member. Prerequisites: (JMC:1050 or SMC:1050 or JMC:3183 or SPST:3175) and (SPST:1074 or AMST:1074 or GWSS:1074).