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Journalism

The School of Journalism at Southern Illinois University Carbondale occupies a national leadership role in mass communication education at a time of revolutionary change. The technology of communication is changing faster than any time since the invention of movable type. The School of Journalism is keeping pace with these historic changes by expanding coursework in areas including web, video, audio and multimedia skills, while continuing to reinforce knowledge vital to journalists of all areas - clear writing, clear thinking, law, ethics and history.

The program combines a detailed understanding of the practice of journalism in modern society with a broad knowledge of the liberal arts. Students acquire specific skills necessary to become professionals in advertising, news editorial, sports journalism, photojournalism or other communication fields. Students develop in-depth knowledge by completing the requirements of a structured minor in a subject area outside the College of Mass Communication and Media Arts and related fields. The curriculum prepares students for positions of responsibility in a broad array of fields in which the ability to communicate is essential. New specializations include Journalism and Mass Communication, and Sports Media. The School is now offering an Online Degree and Certificate Programs in Journalism and Mass Communications for non-resident students. The School of Journalism also prepares students for graduate studies in mass communication, the social sciences and law.

Prospective students should be aware that excellent written and oral language skills are essential for successful careers in the journalism field. With this in mind, the School of Journalism has adopted admission and retention standards that emphasize language facility and academic proficiency.

While most students are best served by one of the following specializations, other programs of study in the major may be designed to meet specific needs.

Admission Standards

To be admitted to the School of Journalism, applicants must meet the following requirements: Beginning freshmen must meet the University's regular admission requirements. Transfer students who have completed fewer than 26 semester hours must meet the requirements for beginning freshmen and have earned an overall collegiate grade point average of at least 2.00 (4.0 scale). Transfer students who have completed more than 26 semester hours must have earned an overall collegiate grade point average of at least 2.00.

Students currently enrolled or who were previously enrolled at SIU in another major must meet the same requirements as transfer students. If they have completed more than 26 semester hours they must have an overall grade point average of at least 2.00. Students with fewer than 26 semester hours must meet beginning freshmen requirements as well as have a grade point average of at least 2.00. Grade point average is calculated for purposes of admission to the School of Journalism by using all grades earned at SIU and other collegiate institutions.

Retention Policies

Students majoring in journalism must meet these retention requirements to continue their enrollment in the major: Students who have completed 26 semester hours or more must have an accumulative SIU grade point average of 2.00 or higher.

A grade of C or better is required in all journalism courses in order to be counted toward the major or minor and to satisfy prerequisite requirements.

Strong skills in the use of the English language are required to enter the first upper level writing courses in the School of Journalism: JRNL 302 or JRNL 310. Students may demonstrate proficiency in the use of the English language with an English ACTE subscore of 22 or higher, or by earning a grade of C or higher in ENGL 300 or JRN 201. This prerequisite must be successfully completed prior to registration for any course for which the prerequisite is required. Students must pass a grammar test prior to admission to either JRNL 310 or JRNL 302 as well. Information concerning the grammar test is available by contacting the School of Journalism main office.

Students who are unable to meet retention requirements will be placed in probationary status within the School of Journalism. These students will be given one semester to correct their deficiency prior to dismissal. Those who are dismissed from the School of Journalism but are eligible to continue in the University will be placed in Pre-Major advisement or may request permission to enter another collegiate unit.

Other Requirements

Enrollment in Journalism courses may be canceled for students who do not attend the initial class session of the semester. Fees will be assessed for supplies and materials in some courses. Students should inquire about amounts before registering. Subject to the approval of the School's director, undergraduate students may receive as many as nine hours of transfer credit toward journalism course requirements.

Academic Advisement

A student planning to major in Journalism should consult the school's academic advisor as early as possible in order to discuss the degree requirements for the specialization chosen. After admission to the major in journalism, the student will be expected to visit the academic advisor each semester until all major requirements have been completed.

Advertising

Students in the advertising specialization learn to analyze problems in, and identify solutions for, the promotion of goods and services. They develop skills in verbal and visual communication and presentation of materials. Instruction emphasizes copywriting, branding, new media mobile advertising, media planning, consumer research, account planning and campaign planning. Graduates are prepared to enter a wide variety of positions with marketing communications firms; including advertising, sales promotion, public relations and direct marketing agencies.

Journalism And Mass Communications

The Journalism and Mass Communication specialization is designed to give students a broad knowledge base and set skill in advertising and news editorial areas. Diversification and entrepreneurial competence are highly valued in today's media industry. Coursework in fundamentals in writing and new media are required in the field. This specialization allows students a more flexible path in choosing the other areas of journalism they want to advance in for the variety of ever changing professions emerging in media today. The specialization also provides students with the needed foundations of ethical, legal and research oriented coursework to make sure they maintain a high level of professionalism.

News Editorial

As the communication revolution expands the ways in which news and information can be presented, the need increases for individuals with the ability to prepare and present news and information precisely and accurately for a variety of media. Students in the news specialization receive practical training in the theory and practice of identifying, gathering, processing, interpreting, writing and presenting news for traditional print, broadcast and new media. News students are encouraged to take photo, video and audio classes and apply these skills in our converged newsroom. The Daily Egyptian is over a 100-year-old student run newspaper.

Photojournalism

Students in the photojournalism specialization develop the photographic and news reporting skills necessary to communicate visually with a mass audience through contemporary media outlets - both printed and electronic. Photojournalism students receive practical training in gathering, writing, photographing, editing and presenting news and feature stories in which the essential information is photographic. The program remains on the cutting edge by integrating traditional instruction in a digital environment with new media skills in website development, audio and video production. Graduating students are fully aware of the power of photography, are well grounded in the legal and ethical traditions of the profession and are practically prepared to make a significant contribution to contemporary journalism.

Sports Media

The proliferation of sports programming in both traditional and new media is triggering an increasing demand for graduates with sports production, sports promotion and sports journalism backgrounds. The School of Journalism and the Radio, Television, & Digital Media Department have joined forces to establish specializations in both academic units. The School of Journalism's specialization has two tracks. One prepares students for sports reporting, the other for sports promotion. The reporting track includes new sports courses and essentials from the news/editorial specialization. The promotions track adds new sports courses to essentials of the advertising specialization.

Bachelor of Science Degree in Journalism

The academic requirements for the Bachelor of Science degree in journalism include: (1) six hours of journalism: JRNL 160 and JRNL 202 and (2) 33 hours in journalism specialization coursework. Students will also complete a minor in an area approved by the School of Journalism.

A major must complete a minimum of 72 semester hours outside of journalism and mass communication related courses. The student, with the assistance of the journalism academic advisor, should exercise care in course selection to assure that these requirements are met.

Bachelor of Science Degree in Journalism Requirements

Degree Requirements	Credit Hours
University Core Curriculum Requirements	39
Journalism Core Courses	6
JRNL 160 or approved JRNL elective and JRNL 202	
Specialization Requirements: 33 credit hours	
Advertising Specialization:	33
JRNL 301, JRNL 302, JRNL 304, JRNL 335, JRNL 405, JRNL 406, JRNL 407, CMST 281, plus three approved JRNL electives.	
Journalism and Mass Communication Specialization:	33

Degree Requirements	Credit Hours
JRNL 160, JRNL 301, JRNL 302, JRNL 310, JRNL 332 or JRNL 405, JRNL 407 or JRNL 434, plus five approved JRNL electives.	
News Editorial Specialization:	33
JRNL 310, JRNL 311, JRNL 312, JRNL 332, JRNL 335, JRNL 434, two of either JRNL 313, JRNL 337, JRNL 396, or JRNL 435 and three approved JRNL electives (two must be at 400 level).	
Photojournalism Specialization:	33
JRNL 310, JRNL 311, JRNL 313, JRNL 332, JRNL 337, JRNL 412, JRNL 413, JRNL 434, JRNL 495, and two JRNL electives.	
Sports Media Specialization:	33
Sports Media Reporting: RTD 321, JRNL 310, JRNL 311, JRNL 312, JRNL 332, JRNL 335 or JRNL 396, JRNL 434, JRNL 481, JRNL 488 plus two JRNL electives. Sports Media Promotion: RTD 321, JRNL 301, JRNL 302, JRNL 304, JRNL 310, JRNL 335 or JRNL 396, JRNL 407, JRNL 481, JRNL 488 plus two JRNL electives.	
Minor	15
General electives	27
Total ¹	120

¹ (72 must be outside mass communications fields)

Journalism Optional Three-Year Curriculum Plan

The School of Journalism offers a three-year graduation plan for students entering the program as freshmen. Students who attempt to pursue this plan will successfully complete an average of 40 credit hours per academic year. For more information, please contact the School of Journalism academic advisor.

Journalism Minor

A total of 15 hours of journalism courses at the 300 level or higher, at least one of which must be a writing course (JRNL 302 or JRNL 310), constitutes a minor for nonjournalism majors. All courses for minors in Journalism must be completed with a grade of C or higher.

Journalism minors can emphasize any of our specializations, i.e. Advertising, News Editorial, Photojournalism, Sports Media, or Journalism and Mass Communication. The School's academic advisor is available to assist students in designing a minor emphasis.

Online Certificate in Journalism and Mass Communication

There is an increasing demand for trained personnel with skills in writing for the mass media. Organizations such as website content providers, publishers, colleges and universities, non-profit organizations and traditional media outlets are all looking for students who can provide content for their publications. Careers for students with journalism and advertising skills include, but are not limited to: News Reporter/Editor, Online Journalist, Web Content Producer, Advertising Copywriter, Grant Writer, News Service Writer, Newsletter Writer/Editor, Public Relations Specialist, Publications Specialist, Sports Information Director and Technical Writer, Book Editor, etc. The School of Journalism, in partnership with the SIU Extended Campus office, offers unique Online Degree and Certificate programs allowing non-resident students the opportunity to build and enhance media related knowledge and skills needed in the media industry and in education.

Students will need to complete 30 credits of Journalism online courses (ten courses total/3 credits each) with a grade of C or better to complete the Online Certificate. JRNL 201 and one of JRNL 332, JRNL 407, or JRNL 434 must be completed as part of the 30 credit hours required for completion. All prerequisites or approvals must be satisfied prior to taking a course. The courses are offered through the SIU Extended Campus office.

Journalism Courses

JRNL160 - Mass Communication in Society 160-3 Mass Communication in Society. Acquaints students with the history and development of the American mass media. Examines media roles in society, potential for development, weak points, and the roles consumers can and should play regarding the media.

JRNL201 - Writing Across Platforms 201-3 Writing Across Platforms. Explores the concept of convergence in media writing while developing a basic understanding of journalism principles and writing skills for newspapers, online news, magazines, public relations, television and radio; develops skills in word usage, grammar, spelling and AP style for print and broadcast. Course fee: \$42.

JRNL202 - Creativity/Platforms 202-3 Creativity Across Platforms. Provides the basic understanding of the fundamentals of new media. Introduces students to the different software and tools that are increasingly being used in the news industry in order to tell stories and deliver content via multiple platforms. Students will learn how to create content by utilizing and integrating different content modalities such as text, audio, photographs and video. Course Fee: \$42.

JRNL290 - Writing Concepts/Media 290-3 Writing Concepts for Media Professions. Develops language skills required by the mass media, with an emphasis on grammar and AP and APA style as applied to journalistic problems and media research. Includes study of representative works by masters of journalistic writing. Taught with mastery learning techniques.

JRNL301 - Principles Advertising/IMC 301-3 Principles of Advertising/IMC. [IAI Course: MC 912] An introduction to integrated marketing communications elements, including advertising, direct response, sales promotion and marketing public relations, and their functions in today's communication environment. Explores research, media and message elements involved in the creation of a campaign; governmental regulations; and social and economic considerations.

JRNL302 - Copywriting 302-3 Copywriting and Creative Strategy for Advertising. Study of the principles and practice in the writing of copy and visual design of persuasive messages such as advertising, sales promotion, direct response, marketing, public relations and others. Includes writing for print and broadcast media, across products and services and oral presentation of materials. Prerequisite: ACTE English subscore of 22 or higher or grade of C or higher in ENGL 300 or JRNL 201, and JRNL 301. Lab fee: \$42.

JRNL303 - Creating Ad Messages 303-3 Creating Advertising/IMC Messages. Examination of and practice in the development of persuasive message strategies and the writing and design of messages for all media advertising, direct response, sales promotion and marketing public relations, and oral

presentations of IMC materials. Prerequisite: JRNL 301, 302 and ACTE English subscore of 22 or higher, or grade of C or higher in ENGL 290 or LING 290.

JRNL304 - Advertising Media 304-3 Placing Advertising Messages in the Media. Examination of the various media systems/types available to carry advertising creative messages. Emphasis is given to both the development of advertising media objectives and strategies in the context of a media plan, as well as the steps involved in the actual negotiation of specific media vehicles. Prerequisite: JRNL 301.

JRNL305 - Direct Response Adv/IMC 305-3 Direct Response Advertising/IMC. Overview of direct response advertising and its measurability; the media involved; and the strategic, tactical and creative approaches. Introduces topics such as database management, mailing lists, telemarketing, lead generation program, catalog marketing, sales promotion and business-to-business marketing communications. Prerequisite: JRNL 301, 302 and MKTG 304.

JRNL306I - Internatl Media Systems 306I-3 International Media Systems. (University Core Curriculum) An overview of the mass media systems of the world; comparison of theoretical models and actual practice. Explores differing conceptual models of the mass media and their underlying philosophies; actual operations of different press systems with specific economic, political and cultural structures including historical development and current status.

JRNL307 - Interactive Advertising/IMC 307-3 Interactive Advertising/IMC. Explores the development of interactive media and their impact on integrated marketing communication and consumer behavior. Analyses the use of new media in brand building, business-to-business communication, direct response, database marketing, and sales promotions. Includes examination of strategic, planning, and communication aspects of Web sites, online advertising, e-mail marketing, CD-ROMs, interactive presentations, interactive kiosks, and more. Provides principles such as user experience, content organization, navigation development, and interface design necessary to develop persuasive interactive marketing materials. Prerequisite: JRNL 301. Course fee: \$42.

JRNL310 - Writing for the Mass Media 310-3 Writing for the Mass Media. [IAI Course: MC 919] Emphasis on mass media writing styles; basic principles of editing; the techniques of information gathering and reporting; story organization; the use of library and on-line sources; and other basic news gathering skills. Prerequisite: ACTE English subscore of 22 or higher or grade of C or higher in ENGL 300 or JRNL 201. Lab fee: \$42.

JRNL311 - Reporting & News Writing 311-3 Reporting and News Writing. Continues development of news reporting skills for all media. Emphasizes personal interviews, development and use of news sources, analysis of public records, news beats and specialized reporting structures, and the professional working relationship between the writer and other news personnel. Prerequisite: JRNL 310. Lab fee: \$42.

JRNL312 - Editing 312-3 Editing. [IAI Course: MC 920] Introduces principles and techniques of editing and information management. Course emphasizes the editing of body copy and display type for maximum clarity and impact in a wide variety of news media including print, broadcast, and new media publications. Prerequisite: JRNL 310. Lab fee: \$42.

JRNL313 - Basic Photojournalism 313-3 Basic Photojournalism. Includes basic camera technique, digital photo imaging methods and evaluation of pictorial communication effects. Discusses the history and ethics of the profession. Student supplies own materials. Lab fee: \$52.

JRNL314I - Politics and Media 314I-3 American Politics and the Mass Media. (University Core Curriculum) (Same as POLS 314I) The role of the mass media in American politics. Emphasis will be on the way in which the news media covers political actors and institutions, the effects of media on political behavior, and the expanding role of the internet in politics.

JRNL332 - Journalism Law 332-3 Journalism Law. Examination of the constitutional law of press censorship, of libel and privacy, of commercial speech and its regulation, of copyright and trademark, of access to government proceedings, and of confidentiality in newsgathering.

JRNL334 - Ethics-Media/Culture/Society 334-3 Ethics in Media, Culture and Society. (University Core Curriculum) (Same as PHIL 334) The purpose of this course is to discuss what it means to act ethically.

Does it mean anything more than doing what is right? Are ethics for a lawyer different from a journalist or priest or doctor? How does society decide what is ethical behavior and what is not?

JRNL335 - Graphic Communication 335-3 Graphic Communication. Explores the history of visual communication with an emphasis on the integration of text and graphic images through design. Introduces fundamental design principles and the basics of typography, color usage, picture editing, and project management, all within the context of changing communication technology and production methods. Lab fee: \$42.

JRNL337 - Video/Online Journalism 337-3 Video for Online Journalism. Introduces professional shooting and editing techniques to students interested in producing video stories within integrated new media storytelling for online journalism. Conduct pre- and post-production work to develop, investigate and report online news stories in a converged media environment. Prerequisite: JRNL 311 and 313 or consent. Lab fee: \$42.

JRNL340 - Media and Visual Culture 340-3 Media and Visual Culture. This course introduces ways of reading, analyzing, and interpreting visual media, so that we may become careful and critical observers. The goal of the course will be to understand how people both communicate meanings visually and produce visual images for media. Themes and topics to be covered include how images function as signs; politics, propaganda, and power; fashion; scientific and medical imagery; advertising and the commodification of visual images; gender and sexuality; and the global circulation of visual information. The course will draw on numerous historical and contemporary examples from journalism and advertising, film, art and architecture, television, new media and other forms of visual communication and culture. The course will be a combination of lectures and discussions, with assignments designed to help students sharpen their critical viewing, reading, and writing skills.

JRNL360 - Magazine Mgmt & Production 360-3 Magazine Management and Production. The day-to-day operations of a magazine and the techniques involved in producing a magazine. A combination of lectures and workshops in which the professor will deal individually with student projects. Each student will produce an original magazine idea and bring it to, at least, the semi-comprehensive stage of development. Lab fee: \$42.

JRNL396 - Publishing to the WWW 396-3 Publishing to the World Wide Web. The class provides instruction in designing for the WWW. Students learn the basics of HTML, and are provided an opportunity to develop literacy in networked, interactive communication. Students learn the basics of good interface design and apply these skills in interactive multimedia such as interactive news and information display, training development, business marketing applications, asynchronous learning materials, and entertainment products.

JRNL399 - First Freedoms 399-3 First Freedoms. (University Core Curriculum) (Same as PHIL 399) The First Amendment protects citizens from the government and sets boundaries for democratic self-government. The course encompasses free expression in all media-social, broadcast and cinema. It explores tensions between law and ethics, press freedom and privacy, intellectual freedom and equality and liberty and security.

JRNL400 - History of Journalism 400-3 History of Journalism. Development of American newspapers, magazines, and radio-television with emphasis on cultural, technological, and economic backgrounds of press development. Current press structures and policies will be placed in historical perspective.

JRNL402 - Advanced Creative Strategies 402-3 Advanced Creative Strategies. Examination of and practice in the development of persuasive, strategic campaigns and message strategies for multiple clients. Creation of a professional quality portfolio demonstrating proficiency in both traditional and new media required. Prerequisite: JRNL 302.

JRNL403 - Media Sales 403-3 Media Sales. Historical perspective of media and sales philosophies and tactics grounded in sales ethics. Learn and apply relationship selling techniques enabling students to become media advertising consultants. Learn how to effectively work with local clients, agencies and national firms and balance the goals of management with the needs of clients while enhancing communication effectiveness. Prerequisite: JRNL 302 and 304.

JRNL404 - Advanced Media Strategy 404-3 Advanced Media Strategies and Planning. Provides an understanding of the factors that influence media strategy. Emphasis will be placed on advanced concepts such as building reach patterns, calculating effective frequency levels, in order to develop an effective media plan. Introduces media planning for the web and other new media options. Prerequisite: JRNL 304.

JRNL405 - Intro to Mass Comm Research 405-3 Introduction to Mass Communication Research. Overview of communication research methods including practical training in interpretation and presentation of social science data. Introduction to survey research methods, experimental design, and use of computers for analysis of data. Presentation of data in journalistic forms and social science reports. Not for graduate credit. Prerequisite: JRNL 201 or instructor/departmental approval.

JRNL406 - Advertising Campaigns 406-3 Advertising Campaigns. Conceptual synthesis and practical application of business, research, media and creative principles used in the formation of persuasive messages. Includes the development of a complete campaign for a specific advertiser. Includes all relevant target audience contact points (e.g., advertising, sales promotion, marketing public relations, event marketing, packaging) and both written and oral presentation of the campaign. Prerequisite: JRNL 304 and JRNL 405 with grades of C or better.

JRNL407 - Social Issues & Advertising 407-3 Social Issues and Advertising. Analysis of social issues involving advertising; economic relationships, government and self-regulation, cultural effects, influence on media content and structure, role in democratic processes, international comparisons and the stereotyping of women, minorities and other audience segments.

JRNL409 - Special Topics Advertising/IMC 409-3 Specialized Topics in Advertising/IMC. New developments in advertising and integrated marketing communications. Topics change each term. Repeatable up to three times as long as the topic changes. Students should check specific topic and any special requirements and prerequisites before enrolling.

JRNL410 - Multi-Media Project 410-3 Multi-Media Publication Project. All journalistic skills and tools will combine to produce a report on a public issue important to southern Illinois. The report will be published both in hard copy and on the web. Students will have an opportunity to hone skills they already have learned or to learn new skills that broaden their repertoire. Prerequisite: JRNL 310 or 413 or consent. Lab fee: \$42.

JRNL411 - Public Policy Reporting 411-3 Public Policy Reporting. Continued development of reporting skills with emphasis on the reporting of public policy issues and on use of statistics, the analysis of computerized data bases, and advanced techniques for the investigation of complex stories. Prerequisite: JRNL 311 or consent of instructor.

JRNL412 - Images and Sound 412-3 Images and Sound. Photojournalism course advancing news gathering techniques, visual and interactive journalistic communication, and photographic content and sound. Audio recording, editing, and flash photography skills will be developed and professional and ethical aspects of photojournalism will be emphasized. Prerequisite: JRNL 313 or consent of instructor. Lab fee: \$42.

JRNL413 - Advanced Photojournalism 413-3 Advanced Photojournalism. Emphasis on in-depth photojournalistic reporting. Students research, write and photograph picture stories. Examines ethics, history and social role of photojournalism domestically and internationally. Digital imaging and an introduction to full-motion video. Students must have fully adjustable camera. Prerequisite: JRNL 412. Student supplies own materials. Lab fee: \$64.

JRNL414 - Picture Story 414-3 Picture Story and Photographic Essay. Production of photographic stories and essays for newspapers, magazines and news media presentations. Students discuss, research, photograph, design and write several stories and essays, while studying the work of influential photojournalists. Student must supply own camera equipment. Prerequisite: JRNL 412 or consent of instructor. Lab fee: \$42.

JRNL416 - Critical & Persuasive Writing 416-3 Critical and Persuasive Writing. The roles and responsibilities of the editor, editorial writer, and opinion columnist with emphasis upon editorial writing

and critical thinking. Editorial problems, methods, policies, style and the fundamentals of persuasion and attitude change form the basis for study. Prerequisite: JRNL 311.

JRNL417 - Freelance Feature Writing 417-3 Freelance Feature Writing. Identification, research and application of creative writing techniques in producing feature articles for various media. Students analyze reader appeal as well as feature story structure and methods of marketing features to various audiences and publications. Prerequisite: JRNL 310. Lab fee: \$42.

JRNL419 - Specialized Topics/News 419-3 Specialized Topics in News Reporting. Develops detailed reporting expertise in such topics as business, environment, education, arts and entertainment, health and medicine, sports, new media, etc. Repeatable up to three times as long as the topic changes. Prerequisite: JRNL 311 or consent of instructor. Lab fee: \$42.

JRNL426 - Online Journalism 426-3 Online Journalism. Examination of emerging forms of news delivery by computer and related convergence of print and broadcast media. Apply concepts and theories and skills in projects, and web-news content management as a real world setting for the production of professional-level cyber-clips for an online portfolio. Includes the production of news stories via email, cellular and other evolving media environments. Prerequisite: grade of C or better in JRNL 302 or JRNL 310 and JRNL 396.

JRNL434 - Media Ethics 434-3 Media Ethics. (Same as PHIL 434) Explores the moral environment of the mass media and the ethical problems that confront media practitioners. Models of ethical decision-making and moral philosophy are introduced to encourage students to think critically about the mass media and their roles in modern society.

JRNL435 - Advanced Graphic Comm 435-3 Advanced Graphic Communication. Continues development of message design skills. Emphasizes creative solutions to the display of complex content in a wide variety of media. Prerequisite: JRNL 335 or consent of instructor. Lab fee: \$46.

JRNL436 - Multimedia Publication Design 436-3 Multimedia Publication and Design. Building upon the basic skills learned in publishing to the WWW, the course continues the exploration of using computer based technologies for presentation of information to the wide audience using the interactive capabilities of the internet and other new media. Focus is on organization of information, and the production of multimedia files in a networked environment. Includes discussion of topics including intellectual property, libel, and other matters of concern to an interactive publisher. Prerequisite: JRNL 396 with a grade of C or better. Course fee: \$42.

JRNL450 - Account Planning 450-3 Account Planning and Consumer Research. Introduces the field of account planning. Provides an understanding of how consumer research influences and informs the creative process. Learn to use qualitative research methods that are used in consumer research. Writing creative briefs that are effective and provide insights for the creative team. Prerequisite: JRNL 405.

JRNL481 - Sports Reporting 481-3 Sports Reporting. Sports reporting requires two essential ingredients: the ability to write compelling prose and a good grip on news gathering and reporting techniques. This course emphasizes both and utilizes students' interest in sports to advance their reporting skills and while preparing them for sports reporting positions in the media industry. Prerequisite: JRNL 310 or RTD 310.

JRNL488 - Sports Comm & Promotion 488-3 Sports Communication and Promotion. This course will expose students to the rapidly expanding and complex world of sports business, with an emphasis on sports communication and promotion. Topics include, but are not limited to, packaging proposals for event sponsorship, event promotion and management, effective strategies to maximize product and corporate exposure through media partnerships, and client representation.

JRNL490 - Readings 490-1 to 6 (1 to 3, 1 to 3, 1 to 3) Readings. Supervised readings on subject matter not covered in regularly scheduled courses. Limited to maximum of 3 credits per semester. Not for graduate credit. Special approval: written consent of instructor and director.

JRNL494 - Practicum 494-1 to 6 Practicum. Study, observation, and participation in publication or broadcast activities and related areas. Special approval needed from the instructor and area head. Mandatory Pass/Fail for undergraduates.

JRNL495 - Proseminar 495-1 to 12 (1 to 6, 1 to 6) Proseminar. Selected seminars investigating media problems or other subjects of topical importance to advanced journalism majors. Seminars will be offered as the need and the interest of students demand. Restricted to senior standing.

Journalism Faculty

Atwood, L. Erwin, Professor, Emeritus, Ph.D., University of Iowa, 1965.
Babcock, William, Professor, Ph.D., Southern Illinois University Carbondale, 1979.
Barrett, Anita J., Visiting Assistant Professor, M.F.A., Syracuse University, 1995.
Dolan, Mark, Associate Professor, M.S., Syracuse University, 1995.
Fidler, Eric, Daily Egyptian Faculty Managing Editor, M.S.J., Northwestern University, 1986.
Freivogel, William H., Professor, J.D., Washington University, 2001.
Frith, Katherine T., Emerita, Professor, Ph.D., University of Massachusetts, 1985.
Greer, Phillip, Photojournalist-in-Residence.
Gruny, C. Richard, Assistant Professor, Emeritus, J.D., University of Illinois, 1959.
Han, Dong, Assistant Professor, Ph.D., University of Illinois, Urbana,-Champaign, 2011.
Jaehnig, Walter, Associate Professor, Emeritus, Ph.D., University of Essex, 1974.
Karan, Kavita, Professor and Interim Director, Ph.D., University of London, 1994.
Kreher, Vicki, Senior Lecturer, M.B.A., Southern Illinois University Carbondale, 2013.
Lescelius, Bridget, Instructor, M.B.A., Virginia Polytechnic, 1996.
Lowry, Dennis, Professor, Emeritus, Ph.D., University of Iowa, 1972.
McClurg, Scott, Professor, Ph.D., Washington University, 2000.
Recktenwald, William, Senior Lecturer.
Ryoo, Yuhosua, Assistant Professor, Ph.D., University of Texas at Austin, 2019.
Shidler, Jon A., Associate Professor, Emeritus, M.S., Roosevelt University, 1980.
Spellman, Robert L., Jr., Associate Professor, Emeritus, J.D., Cleveland State University, 1977.
Stone, Gerald C., Professor, Emeritus, Ph.D., Syracuse University, 1975.
Thompson, Jan, Professor, M.G.S., Roosevelt University, 1983. (Director of the School of Journalism)

Last updated: 02/08/2017

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Catalog Year Statement:

Students starting their collegiate training during the period of time covered by this catalog (see bottom of this page) are subject to the curricular requirements as specified herein. The requirements herein will extend for a seven calendar-year period from the date of entry for baccalaureate programs and three years for associate programs. Should the University change the course requirements contained herein subsequently, students are assured that necessary adjustments will be made so that no additional time is required of them.