

Table of Contents

Journalism.....1

Journalism

The School of Journalism and Advertising at Southern Illinois University Carbondale occupies a national leadership role in 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 and Advertising 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. The School of Journalism and Advertising emphasizes both rigorous classroom and valuable experiential learning through hands-on laboratory instruction. Students acquire specific skills necessary to become professionals in the media industry. Students develop in-depth knowledge by completing the requirements of a structured minor. The curriculum prepares students for positions of responsibility in a broad array of fields in which the ability to communicate is essential. The School offers an Online Degree program in Journalism and Mass Communications for non-resident students. The School of Journalism and Advertising 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 and Advertising 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 and Advertising, applicants must meet the following requirements: Beginning freshmen must meet the University's regular admission requirements. Transfer students who have completed fewer than 12 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 and based on the transfer institution's grading policies). Transfer students who have completed more than 12 semester hours must have earned an overall collegiate grade point average of at least 2.00 based on the transfer institution's grading policies.

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 12 semester hours they must have an overall grade point average of at least 2.00. Students with fewer than 12 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 and Advertising by using all grades earned at SIU and other collegiate institutions (using institution's grading policies).

Retention Policies

Students majoring in journalism must meet these retention requirements to continue their enrollment in the major: Students who have completed 12 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 and Advertising: JRNL 302 or JRNL 310. Students may demonstrate proficiency in the use of the English language with an English ACTE sub score of 22 or higher, or by earning a grade of C or higher in ENGL 300 or JRNL 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 and Advertising main office.

Students who are unable to meet retention requirements will be placed in probationary status within the School of Journalism and Advertising. These students will be given one semester to correct their deficiency prior to dismissal. Those who are dismissed from the School of Journalism and Advertising 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 and Integrated Marketing Communications Specialization

Students in the advertising and integrated marketing communications 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. Coursework is enhanced with lab-based, experiential learning opportunities. Students are encouraged to participate in the annual National Student Advertising Competition sponsored by the American Advertising Federation. Graduates are prepared to enter a wide variety of positions with marketing communications firms; including advertising, sales promotion, public relations and direct marketing agencies.

Electronic Journalism Specialization

Classes are taught by industry professionals who incorporate history, ethics, legal issues and in-depth reporting into the wide-ranging curriculum. Students report, shoot, and edit their own stories using the latest equipment and software programs. Most students in Electronic Journalism work as "one man band" reporters. They produce a live half hour newscast on our PBS station, including weather and sports. Students also produce in depth and investigative reports which air on the news show. Stories also run on our online site which students also produce. Many students take advantage of the department's excellent internship programs.

Journalism And Mass Communications Specialization - Online Only

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.

Media Industries Specialization

As the communication revolution expands, the need increases for individuals with the ability to work across multiple platforms who have a solid understanding of the media business. Students in Media Industries work at the intersection of media creativity, technology and business and learn about the broad structures and specific practices of the media industry. Classes are taught by industry professionals who incorporate history, ethics, legal issues and an in-depth understanding of the business aspects of the media into the curriculum. Students receive practical training in the theory and practice of media operations and management. Students may also participate in numerous registered student organizations which focus on the media. The Media Industries students will have opportunities to work in a variety of laboratory facilities within the School of Journalism and the College, many of which will be incorporated into the curriculum of the courses.

News Editorial Specialization

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. Students in the news specialization are required to take specific experiential laboratory-oriented courses to develop their own skills by practicing what has been learned in the classroom. The Daily Egyptian is over a 100-year-old student run newspaper, and the River Region Evening Edition student television newscast is regularly broadcast over WSIU-TV across five states. The converged newsroom creates news content for all platforms and functions as an experiential learning experience.

Photojournalism Specialization

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 Specialization

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 Advertising and the School of Media Arts have joined forces to establish specializations in both academic units. The School of Journalism and Advertising'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 (B.S.) in Journalism

The academic requirements for the Bachelor of Science degree in journalism include: (1) nine hours of journalism: JRNL 160, JRNL 201, and JRNL 202 and (2) 39 hours in journalism specialization coursework. Students will also complete a minor in an area approved by the School of Journalism and Advertising.

B.S. Journalism Degree Requirements

Degree Requirements	Credit Hours
University Core Curriculum Requirements	39
Journalism Core Courses	9
JRNL 160, JRNL 201, JRNL 202	
Specialization Requirements: 39 credit hours	
Advertising Specialization:	39
JRNL 301, JRNL 302, JRNL 304, JRNL 335, JRNL 390, JRNL 405, JRNL 406, JRNL 407, CMST 281, and four approved JRNL electives.	
Electronic Journalism Specialization:	39
JRNL 160, JRNL 202, JRNL 316, JRNL 317, JRNL 332, JRNL 370, JRNL 470, JRNL 4__ (3 hours) or an approved 3 credit hour elective, plus 9 hours of JRNL electives.	
Journalism and Mass Communication Specialization - Online Only:	39
JRNL 160, JRNL 170, JRNL 301, JRNL 302, JRNL 310, JRNL 332, JRNL 405, JRNL 407 or JRNL 434, plus five approved JRNL electives.	
Media Industries	39
Required Courses: JRNL 160, JRNL 202, JRNL 332, JRNL 4__ or an approved 3 credit hour elective. Required Media Industry Courses: Three approved JRNL courses at the 300 level, one approved JRNL course at the 400 level, plus 9 hours of Journalism or Media Industries electives.	
News Specialization:	39
JRNL 310, JRNL 311, JRNL 312, JRNL 332, JRNL 335, JRNL 337, JRNL 419, JRNL 434, JRNL 494, and four approved JRNL electives (two must be at 400 level).	
Photojournalism Specialization:	39

Degree Requirements	Credit Hours
JRNL 310, JRNL 311, JRNL 313, JRNL 332, JRNL 337, JRNL 412, JRNL 413, JRNL 434, JRNL 495, and four approved JRNL electives.	
Sports Media Specialization:	39
Sports Media Reporting Track: RTD 321, JRNL 310, JRNL 311, JRNL 312, JRNL 313, JRNL 332, JRNL 335 or JRNL 396, JRNL 434, JRNL 481, JRNL 488, plus three approved JRNL electives.	
Sports Media Promotion Track: RTD 321, JRNL 301, JRNL 302, JRNL 304, JRNL 310, JRNL 335 or JRNL 396, JRNL 357, JRNL 407, JRNL 481, JRNL 488, plus three approved JRNL electives.	
Minor	15
General electives	18
Total	120

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 non-journalism 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. The School's academic advisor is available to assist students in designing a minor emphasis.

Three-Year Curriculum Plan

The School of Journalism and Advertising 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 and Advertising academic advisor.

Journalism Courses

JRNL160 - 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. Credit Hours: 3

JRNL170 - Understanding Data Communications This class prepares students in using numbers in communication, particularly in information from the Internet. The class focuses on using basic statistics, open data sources, creating and explaining visualizations, tables and charts, common calculated, and spreadsheet. Focus on understanding such ideas with minimal creating numbers and data. Credit Hours: 3

JRNL201 - 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. Credit Hours: 3

JRNL202 - 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. Credit Hours: 3

JRNL290 - 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. Credit Hours: 3

JRNL301 - 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. Credit Hours: 3

JRNL302 - 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: JRNL 301. Lab fee: \$42. Credit Hours: 3

JRNL303 - 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. Credit Hours: 3

JRNL304 - 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. Credit Hours: 3

JRNL305 - 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. Credit Hours: 3

JRNL306I - 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. Required course for News specialization. Credit Hours: 3

JRNL307 - 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. Credit Hours: 3

JRNL310 - Writing for the Mass Media [IAI Course: MC 919] Emphasis on mass media writing styles and creating written newsroom content. Examines basic principles of editing, information gathering, story organization, and the use of library and on-line sources. Prerequisite: Completion of ENGL 102 and JRNL

201 with grade of C or better. Required course for News specialization. Requires participation in the converged newsroom laboratory. Lab fee: \$42. Credit Hours: 3

JRNL311 - Multimedia Reporting 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. Required course for News specialization. Requires participation in the converged newsroom laboratory. Prerequisite: JRNL 310. Lab fee: \$42. Credit Hours: 3

JRNL312 - Editing Across Platforms [IAI Course: MC 920] Introduces principles and techniques of editing and information management on media platforms. Includes textual editing and visual editing. Course emphasizes creating and polishing content for maximum clarity and impact for publication in print and electronic media. Lab fee: \$42. Credit Hours: 3

JRNL313 - 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. Credit Hours: 3

JRNL314I - 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. Credit Hours: 3

JRNL315 - Understanding Audiences Students learn the importance of understanding the habits and preferences of their audience and develop an understanding and an appreciation of the business aspects of the media. Lab fee: \$45. Credit Hours: 3

JRNL316 - Electronic News Writing Designed to cover selecting, writing and editing news material for presentation on radio, television and online. Lab hours required. Prerequisite: C or better in JRNL 202 and/or consent of the department. Lab fee: \$45. Credit Hours: 3

JRNL317 - Audio Journalism Electronic Media The techniques of gathering, producing and presenting news for radio and other aural media. Skills in research, interviewing, news judgment, ethics and audio recording are explored. New distribution channels are examined. Lab hours required. Prerequisite: JRNL 310 or JRNL 316 or consent of instructor. Lab fee: \$45. Credit Hours: 3

JRNL325 - Media as a Business Students examine business practices of the various media and entertainment industries including publishing, radio, television, satellite, cable, movies, music, gaming, sports, streaming service providers, and all forms of emerging media. The course focuses on how these different media industries operate within a global economy. Credit Hours: 3

JRNL327 - Media as a Business Students learn about the business practices of the media and how they operate within a global economy. Topic areas may include current trends, future issues, program content, distribution platforms, regulation, audience assessment, and emerging media technologies. Credit Hours: 3

JRNL332 - Media 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. Credit Hours: 3

JRNL334 - 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? Credit Hours: 3

JRNL335 - Graphic Design for Media Platforms 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. Credit Hours: 3

JRNL337 - Video Across Platforms Introduces professional shooting and editing techniques to students interested in producing video stories for TikTok, Instagram, Facebook, Twitter, web sites, and television. These programs run on digital, social media, and broadcast journalism platforms within integrated new media storytelling for online journalism. Conduct pre- and post-production work to develop, investigate and report on multiple platforms in a converged media environment. Prerequisite: JRNL 311 and 313 or consent of instructor. Required course for news specialization. Requires participation in the converged newsroom. Lab fee: \$42. Credit Hours: 3

JRNL340 - 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. Credit Hours: 3

JRNL351 - Content and Distribution Students learn the social and economics purposes and methods of obtaining, developing, distributing, launching, scheduling, and evaluating information and entertainment content for media. Lab fee: \$45. Credit Hours: 3

JRNL357 - Media Promotion Facing unprecedented competition, the media are turning to advertising experts to help win the hearts and minds of consumers. Branding and promoting a media organization's own offerings has become a serious business and the media industry is looking for professionals who can be both analytical and creative. (Previously RTD 357). Credit Hours: 3

JRNL360 - 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. Credit Hours: 3

JRNL370 - TV News Reporting Reporting, writing, editing and producing television news. Students simulate the disciplines of daily television newsgathering. Prerequisite: C or better in JRNL 316 or consent of instructor. Lab fee: \$55. Credit Hours: 3

JRNL377 - Selling Media Students learn the techniques, strategies, and means of selling the many products and services of the media industries, including programming content, show concepts, and advertising. Lab fee: \$45. Credit Hours: 3

JRNL390 - Student-Run Ad Agency Lab The function of creativity and business in advertising. The mission of this course is to provide students with professional experience and exposure by applying the skills and theory from the classroom via projects with local, regional and national business and organizations. All aspects of advertising agency services will be provided. The course will be organized and structured as a business and include all the necessary policies, standards, and processes required for success. Each semester the AdLab will work with 3-5 clients. Students will be organized in teams, assigned a client, and be responsible for project management and execution. The students will also participate in the American Advertising Federation's annual National Student Advertising Competition. As a multidisciplinary course that combines practice and research, the AdLab will draw students from a wide range of disciplines. These include, but are not limited to: Advertising, Marketing, Management, English, Finance, Psychology, Sociology, Information Systems, Art & Design, Public Relations, Industrial Design, Photography, Computer Science, Radio, Television, and Digital Media, and Cinema. Prerequisites: JRNL 301 and JRNL 302 with a grade of C or better. Required for all advertising students. Credit Hours: 1-6

JRNL396 - Create Successful Website Content This course instructs content creators about the most current best practices for publishing on the web. Students learn the basics of content management systems and the preparation of text, graphics and multimedia for an audience-appropriate interactive communication experience. Websites and content produced may include interactive news and information, sports and other educational training development, business marketing applications, non-

governmental organization communications and professional portfolios. Topics of study also include introductions to code, copyright, social media and user experience (UX) research. Credit Hours: 3

JRNL399 - 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. Credit Hours: 3

JRNL400 - Media History Development of American news institutions with an emphasis on cultural, technological, and economic backgrounds of newspapers, magazines, radio, television, websites, and social media. Current press structures and policies will be placed in historical perspective. Credit Hours: 3

JRNL402 - 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. Credit Hours: 3

JRNL403 - Media Sales Students learn the techniques, strategies, and means of selling the many products and services of the media industries, including content, concepts, and advertising. Provides a historical perspective of media and sales philosophies and tactics grounded in business ethics. Students learn and apply relationship selling techniques enabling them to become media sales professionals. Prerequisite: JRNL 302 and JRNL 304 with a grade of C or better. Credit Hours: 3

JRNL404 - 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. Credit Hours: 3

JRNL405 - 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/school approval. Credit Hours: 3

JRNL406 - 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. Credit Hours: 3

JRNL407 - 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. Credit Hours: 3

JRNL409 - 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. Credit Hours: 3

JRNL410 - 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. Credit Hours: 3

JRNL411 - 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. Credit Hours: 3

JRNL412 - 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. Credit Hours: 3

JRNL413 - 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. Credit Hours: 3

JRNL414 - 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. Credit Hours: 3

JRNL416 - 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. Credit Hours: 3

JRNL417 - 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. Credit Hours: 3

JRNL419 - 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. Credit Hours: 3

JRNL426 - 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. Credit Hours: 3

JRNL434 - 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. Credit Hours: 3

JRNL435 - 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. Credit Hours: 3

JRNL436 - 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. Credit Hours: 3

JRNL445 - Producing Across Platforms This class teaches students how to produce content for multiple platforms; broadcast, digital and social media. Students will build rundowns and time a broadcast. They will write and edit stories, assign stories, build basic graphics, identify proper story format for

multiple platforms. Students will also learn how to use TikTok, Facebook, Instagram, and Twitter in a news world. Prerequisites: JRNL 201, JRNL 202, JRNL 312 with grades of C+ or better. Credit Hours: 3

JRNL450 - Advertising Account Planning Introduces the students to the field of account planning for advertising and branding through new strategies in this digital world. Provides an understanding of consumer research, social media monitoring tools, marketing strategies, targeting, the creative process, concept testing, multiple methods research for building the best advertising approach. Writing creative briefs that are effective and provide insights for the integrated branding teams for advertising campaigns. Credit Hours: 3

JRNL470 - Television News Field Production Reporting, writing, editing and producing television news. Students simulate the disciplines of daily television newsgathering. Prerequisite: C or better in JRNL 370 or consent of instructor. Lab fee: \$55. Credit Hours: 3

JRNL473 - Media Management This course provides students with an understanding of how media firms operate within a complex social, political, and multicultural environment, and examines the breadth of the decision-making processes involved. Management and leadership of media organizations require dealing with unique challenges and complex problems associated with a creative-oriented and highly visible industry. Restricted to College of Arts and Media majors with senior standing or consent of instructor. Lab fee: \$45. Credit Hours: 3

JRNL477 - Investigative Reporting Each student will choose one topic and produce a story with multimedia elements. Students will do in-depth research, conduct interviews, and investigate issues and topics of their choice with approval of the instructor. The latest investigative techniques will be explored as well as legal and ethical issues. Stories can air on public television or radio or appear online. Lab fee: \$55. Credit Hours: 3

JRNL480 - Content Production Hub This capstone course immerses the student in the converged newsrooms of the Daily Egyptian, River Region Evening Edition and other media outlets as determined. Students will write, report, edit and produce for all platforms, including but not limited to print, broadcast, web, social and apps. As a capstone, the course is designed to allow the student to display their proficiency in the skills learned in the program. Prerequisites: JRNL 310, JRNL 311, JRNL 312, JRNL 337 with grades of C+ or better. Credit Hours: 3

JRNL481 - 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. Credit Hours: 3

JRNL488 - 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. Credit Hours: 3

JRNL490 - 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. Credit Hours: 1-3

JRNL494 - Practicum Study, observation, and participation in news, advertising or other related areas. Special approval needed from the instructor and area head. Mandatory Pass/Fail for undergraduates. Credit Hours: 1-6

JRNL495 - 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. Credit Hours: 1-6

Journalism Faculty

Babcock, William A., Professor, Media Ethics, Ph.D., Southern Illinois University Carbondale, 1979; 2008. Media ethics, public policy reporting.

Barrett, Anita J. (Stoner), Visiting Assistant Professor, Journalism and English Creative Writing, M.F.A., Syracuse University, 1995; 2005. Web production and content management systems, multimedia, revenue models for journalism.

Freivogel, William H., Professor, Media Law, J.D., Washington University Law School, 2001; 2006. Journalism, media law, public affairs and policy.

Hammock, Annie, Daily Egyptian Managing Editor, M.A., Journalism, Ball State University, 2016. News writing, digital content production, and strategy.

Han, Dong, Associate Professor, Media and Communication, Ph.D., University of Illinois, 2011; 2012. Intellectual property and media, medical history and political economy, international communication and communication technology.

Helleny, Joey, Senior Lecturer, Electronic Journalism. M.S.Ed., Southern Illinois University, 2004; 1999. Electronic journalism, sports journalism, broadcast performance.

Karan, Kavita, Professor, Advertising and Marketing, Ph.D., University of London, 1994; 2009. Political communication, advertising and market research, international communication, media and children, health communication.

King, Lindsay, Instructor, Communication Management, M.C.M., University of Southern California, 2016.

Kreher, Victoria, Senior Lecturer, Advertising and Messaging, M.B.A., Southern Illinois University, 2013.

Lescelius, Bridget, Instructor, Advertising and Branding, M.B.A., Virginia Polytechnic Institute and State University, 1996; 2014.

McClurg, Scott, Professor, Political Science, Ph.D., Washington University, 2000; 2001. Political participation, public opinion, electoral behavior, political geography, spatial statistics, and campaign dynamics.

Ryoo, Yuhosua, Assistant Professor, Advertising, Ph.D., University of Texas at Austin, 2019; 2019. The intersection of digital advertising, medial psychology, and prosocial behavior, individual, social, and situational factors of digital and social media.

Thompson, Jan, Professor, Director of the School of Journalism and Advertising, Documentary Production, M.G.S., Roosevelt University, 1988; 2000. Documentary, sports production, music.

Wall, James, Senior Lecturer, Distinguished Teacher, Advertising and Media Industries, M.A., Southern Illinois University, 2004; 1996. Media management, content promotion and distribution, advertising sales, and audience research.

Emeriti Faculty

Atwood, L. Erwin, Professor, Emeritus, Ph.D., University of Iowa, 1965.

Dolan, Mark, Associate Professor, Emeritus, M.A., Syracuse University, 2008.

Greer, Phillip, Senior Lecturer, Emeritus, Photojournalist in Residence.

Gruny, C. Richard, Assistant Professor, Emeritus, J.D., University of Illinois, 1959.

Jaehrig, Walter, Associate Professor, Emeritus, Ph.D., University of Essex, 1974.

Lowry, Dennis, Professor, Emeritus, Ph.D., University of Iowa, 1972.

Shidler, Jon A., Associate Professor, Emeritus, M.S., Roosevelt University, 1980.

Stone, Gerald C., Professor, Emeritus, Ph.D., Syracuse University, 1975.

Last updated: 03/25/2022

Southern Illinois University

Carbondale, IL 62901

Phone: (618) 453-2121

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.