

COMMUNICATION AND JOURNALISM

Hibbard Humanities Hall 152
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Department Website (<https://www.uwec.edu/academics/college-arts-sciences/departments-programs/communication-journalism/>)

The Department of Communication and Journalism faculty are committed to a philosophy emphasizing the development, integration, and practical application of theories, knowledge, and skills related to communication and journalism. Communication and journalism are crucial to a democratic society. Both require citizens to share and challenge information.

Departmental Goals

To prepare students for responsible roles in communication and journalism, the department offers diversified curricula, in which all students can expect to develop in these areas:

1. awareness and knowledge of communication processes in diverse cultural, social, legal, and ethical contexts;
2. critical and analytical thinking;
3. research and information-gathering skills; and
4. oral, written, and visual communication skills.

Areas of Emphasis

The department offers majors and minors in Communication, Journalism, and Integrated Strategic Communication with the following options for areas of emphasis:

- **Communication majors/minors:**
Communication: Communication Studies
Communication: Organizational Communication
- **Integrated Strategic Communication majors:**
Integrated Strategic Communication: Advertising
Integrated Strategic Communication: Public Relations
- **Integrated Strategic Communication minor**
- **Journalism major/minor**

Information for Majors

No student may have both a major and a minor or a major and a certificate from the Department of Communication and Journalism. No major or minor credit may be earned under the Satisfactory/Unsatisfactory option. Students majoring in Communication, Journalism, and Integrated Strategic Communication may not include CJ courses in a topical minor without prior, written approval of the department chair.

Most upper division courses (numbered 300 and above) required in major and minor programs are available only to students who have completed prerequisite courses with grades of C or above.

Students who choose a major in Integrated Strategic Communication or Journalism must meet curriculum accreditation standards set by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

Accreditation standards require that students complete 72 credits of coursework outside of their major, and complete the university liberal education core requirements.

Advising Information

Students who declare a major in the Department of Communication and Journalism as juniors or seniors should not expect to finish the courses required for that major in fewer than four semesters. When completing the paperwork to declare this major, it is particularly important for students to work out the course sequencing necessary to finish in a timely manner.

Communication and Journalism departmental policy specifies that any student who is absent from the first day of class without prior approval of the course instructor may be dropped from the class in order to make room for other students.

Extra-Curricular Opportunities

Communication, Journalism, and Integrated Strategic Communication majors and minors are urged to obtain practical experience from work with campus media and/or professional organizations.

Students may apply for opportunities to work for the award-winning student newspaper, *The Spectator*, or become a member of the nationally-ranked forensics squad. Communication and Journalism Organization, Public Relations Student Society of America, Society of Professional Journalists and Blugold Radio Sunday/WUEC-FM also offer professional development, experience, and leadership opportunities for students.

For more information about the Communication and Journalism Department, its programs, and its faculty, visit the Department's homepage at <http://www.uwec.ly/cj> (<http://www.uwec.ly/cj/>).

Faculty

Jan Larson, Chair

Peter Hart-Brinson
Mary Hoffman
Won Yong Jang
Jack Kapfer
Peter Knutson
Kristine Knutson
Mengyan Ma
Ellen Mahaffy
Karen Morris
Christopher Outzen
Nicole Schultz
David Tschida
Ganga Vadhavkar
Mary Worley
Kelly Jo Wright

Majors

- Major: Communication, Communications Studies Emphasis, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/communication-major-communications-studies-ba-bs/>)
- Major: Communication, Organizational Communication Emphasis, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/communication-major-organizational-communications-ba-bs/>)
- Major: Journalism, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/journalism-major-ba-bs/>)

- Major: Integrated Strategic Communication, Advertising Emphasis, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-major-advertising-ba-bs/>)
- Major: Integrated Strategic Communication, Public Relations Emphasis, Liberal Arts - B.A./B.S. (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-major-public-relations-ba-bs/>)

Minors

- Minor: Communication, Communication Studies, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/communication-minor-communications-studies/>)
- Minor: Communication, Organizational Communication, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/communication-minor-organizational-communication/>)
- Minor: Journalism, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/journalism-minor/>)
- Minor: Integrated Strategic Communication, Liberal Arts (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-minor/>)

Certificates

- Certificate: Organizational Communication (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/organizational-communication-certificate/>)
- Certificate: Journalism (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/journalism-certificate/>)
- Certificate: Integrated Strategic Communication (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/integrated-strategic-communication-certificate/>)
- Certificate: Social Advocacy and Change (<http://catalog.uwec.edu/undergraduate/arts-sciences/communication-journalism/social-advocacy-change-certificate/>)

CJ 100 Introduction to Forensics (1 cr)

- *May be taken once for credit and in combination with CJ 200 for total of four credits.*

Basic preparation for participation in intercollegiate forensics. Exposure to the fundamentals of competitive forensics events: public address, limited prep, interpretation of literature. Required minimum travel to one intercollegiate tournament. Designed for limited competition.

Attributes: Activity, LE-S3 Creativity

Lecture/Discussion Hours: 1

Lab/Studio Hours: 1

CJ 105 Communication in Contemporary Society (3 crs)

Critical analysis of the roles of producers and consumers of messages in interpersonal, group, organizational, and mass communication. Emphasizes social, economic, and political implications of media convergence in a democratic and global society.

Attributes: GE IA Communication-Language Arts, LE-K3 Humanities

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 111 Gender, Race, Class, and Communication: The Social Construction of Identity (3 crs)

- *Credit may not be earned in both CJ 111 and WGSS 111.*

Students investigate ways in which perceptions of, and experiences with, gender, race, and class are communicatively constructed. Focus on communication theories and methods and how gender, race, and class influence personal, group, and organizational communication.

Attributes: Cultural Diversity 1 cr., GE IA Communication-Language Arts, LE-DDIV Design for Diversity, LE-I1 Integration, LE-R1 Equity, Diversity, and Inclusivity

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 184 Multimedia Communication (3 crs)

The course will introduce students to the various media, key concepts and practices used to deliver mediated messages, including print, photo, audio, video and web technologies.

Attributes: LE-S3 Creativity, Special Course Fee Required

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 201 Introduction to Interpersonal Communication (3 crs)

Emphasizes knowledge of the factors and processes affecting communication in relatively unstructured face-to-face contexts, and the development of communication skill in those contexts. Topics include relationships, conflict, self-concept, and self-presentation.

Attributes: GE IA Communication-Language Arts, LE-K2 Social Sciences, LE-S1 Written and Oral Communication

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 202 Fundamentals of Speech (3 crs)

Prerequisite: No credit if taken after CJ 204. No credit toward major or minor in Journalism, Integrated Strategic Communication or Communication: Organizational Communication emphasis if taken after CJ 203. Fundamentals of effective public speaking from both speaker and listener perspectives. Preparation, presentation, and evaluation of student speeches. Special attention given to topics related to cultural diversity.

Attributes: GE IA Communication-Language Arts, LE-S1 Written and Oral Communication

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 203 Fundamentals of Human Communication (3 crs)

•No credit toward Communication Studies major. No credit toward Journalism major or minor, Integrated Strategic Communication major or minor, Organizational Communication major or minor or Communication Studies minor if taken after CJ 202.

Communication competence enhanced through introduction to human communication knowledge and relational, group, and public speaking skills. Addresses benefits of communication skills in students' professional, civic, and personal lives.

Attributes: GE IA Communication-Language Arts, LE-S1 Written and Oral Communication

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 205 Listening (3 crs)

Prerequisite: Completion of University Writing Requirement.

Analysis of the nature, process, barriers to, and improvement of listening skills. Frequent testing and measuring of students' listening skills will occur. Listener and message variables as related to comprehension are discussed.

Attributes: GE IA Communication-Language Arts, LE-S1 Written and Oral Communication

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 206 Human Communication Theory (3 crs)

Theoretical genres for the study, analysis, and practice of effective communication. General theories of human communication, contextual theories of interpersonal, group, organizational, public, and mass communication.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 207 Introduction to Rhetoric and Society (3 crs)

A survey of the role of persuasive messages in society, with attention to classical foundations and a focus on tools for thinking critically about contemporary communication.

Attributes: GE IA Communication-Language Arts, LE-K3 Humanities, LE-R3 Civic and Environmental Issues

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 222 Beginning Journalism (3 crs)

Prerequisite: Completion of University Writing Requirement. Grade of C or above CJ 184.

•Credit may not be earned in both CJ 222 and CJ 235.

Introduction to news writing, reporting and editing across media platforms. Emphasis on the foundational principles, practices and purpose of journalism. Accuracy, verification, deadlines, information-gathering, news judgment, balanced and independent reporting are stressed. Selected news coverage of community required.

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 241 Audio and Video Production Process (3 crs)

Prerequisite: Completion of University Writing Requirement.

Strategies for communicating messages and ideas via the radio and television media; introduction to basic radio and television production equipment, techniques, and vocabulary.

Attributes: Special Course Fee Required

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 250 Introduction to Organizational Communication (3 crs)

Communication theories, concepts, skills, and insights required of organizational newcomers are emphasized.

Attributes: GE IA Communication-Language Arts, LE-K2 Social Sciences

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 260 Introduction to Integrated Strategic Communication (3 crs)

Prerequisite: Grade of C or above in CJ 184. Completion of University Writing Requirement. Minimum sophomore standing.

Introduces students to how organizations use strategic communications to build reputation and manage their brand. Emphasizes multimedia.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 2

Lab/Studio Hours: 1

CJ 272 Social Media and Communication (3 crs)

Examination and application of strategic use of social media in interpersonal, professional and global contexts.

Attributes: LE-I1 Integration, LE-K2 Social Sciences

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 273 Creative and Narrative Nonfiction (3 crs)

•Credit may not be earned in both CJ 273 and ENGL 273.

Survey of nonfiction works (reportage, autobiography, travel, and nature writing) which combines factual reporting with literary techniques to reveal American society.

Attributes: LE-K4 Fine Arts

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 280 Visual Communication (3 crs)

A survey of visual messages in a variety of media. Emphasis on evaluating the internal qualities of visual communication--shape, type, color--and external qualities such as history and culture.

Attributes: GE IA Communication-Language Arts

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 284 Introduction to Photography (3 crs)

• *Audit by permission of instructor only.*

A beginning course in working with camera capture and output using current software and hardware digital technologies. Color theory and historical perspective included. The course will emphasize producing a portfolio of photojournalistic work.

Attributes: LE-S3 Creativity, Special Course Fee Required

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 300 Research Methods (3 crs)

Prerequisite: Completion of 45 credits; Grades of C or above in one of the following: CJ 206, CJ 222, CJ 250, CJ 260, CJ 265, or CJ 270. Limited to communication, journalism and integrated strategic communication majors and minors.

Study of research methods, quantitative and qualitative measurement techniques, and data analysis methods common to the fields of communication and mass communication. Emphasis on basic information-gathering and research skills needed to design, conduct and critically consume research.

Lecture/Discussion Hours: 2

Lab/Studio Hours: 1

CJ 301 Intercultural Communication (3 crs)

Prerequisite: Minimum sophomore standing.

Develops an awareness, appreciation, and understanding of the complexity of communicating across different cultures. Analysis and application of appropriate principles and theories.

Attributes: Cultural Diversity 2 cr., GE IA Communication-Language Arts, LE-DDIV Design for Diversity, LE-R1 Equity, Diversity, and Inclusivity, LE-R3 Civic and Environmental Issues

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 306 Topics in Advanced Interpersonal Communication (3 crs)

Prerequisite: Minimum sophomore standing

In-depth exploration of interpersonal theory, research, and concepts. Topics may include conflict and communication, family communication, and others.

Repeat: Course may be repeated for a maximum of 9 credits

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 307 Small Group Communication (3 crs)

Prerequisite: Minimum sophomore standing.

Theories, concepts, and skills to improve small group communication. Includes principles of group dynamics, decision-making, problem-solving, interpersonal conflict, leadership, and team-building.

Attributes: GE IA Communication-Language Arts, LE-R3 Civic and Environmental Issues, LE-S1 Written and Oral Communication, Undergraduate/Graduate Offering

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 310 Communication Analysis (3 crs)

Prerequisite: Minimum junior standing.

A study of the methods for analysis of messages and their application to examples of contemporary communication.

Attributes: Undergraduate/Graduate Offering

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 311 Mass Media History (3 crs)

Prerequisite: Minimum sophomore standing.

Highlights the origins, growth, and evolution of America's mass media from their early Western European background to the diversity of the modern day.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 312 Communication and Gender (3 crs)

Prerequisite: Minimum sophomore standing.

Study and analysis of how gender is affected by and affects communication behavior. Special attention is given to theories of gender development and how communication affects the social construction of gender.

Attributes: GE IA Communication-Language Arts

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 314 Mass Media and Popular Culture (3 crs)

Prerequisite: Minimum sophomore standing.

Popular culture is the result of human communicative activity, primarily via the mass media. This course is an examination of the relationships between mass media, popular culture, and society.

Attributes: GE IA Communication-Language Arts

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 317 Diversity & Communication: Organizational & Media Contexts (3 crs)

Prerequisite: Minimum sophomore standing.

• *Credit may not be earned in both CJ 317 and WGSS 317.*

Reading, writing, and discussion about how gender, race, class, sexual orientation, (dis)ability, and psychographics intersect in organizational and media contexts. Emphasizes collaborative learning, research, and activism to analyze perceptions, language choices, and behaviors surrounding diversity.

Attributes: GE IA Communication-Language Arts, LE-K3 Humanities, LE-R1 Equity, Diversity, and Inclusivity

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 318 Topics in Communication and Social Advocacy (3 crs)

Prerequisite: Minimum sophomore standing.

Theory and methods for examining social advocacy communication. Civic, social, or environmental topics related to social movements and nonprofits.

Attributes: GE IA Communication-Language Arts, LE-R3 Civic and Environmental Issues, Undergraduate/Graduate Offering

Repeat: Course may be repeated for a maximum of 6 credits

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 319 International Communication (3 crs)

Introduction to contemporary and digital media phenomena from the point of view of researchers, professionals, and critics.

Attributes: GE IA Communication-Language Arts, LE-R2 Global Perspectives

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 321 Intermediate Journalism (3 crs)

Prerequisite: Grades of C or above in CJ 184 and CJ 222.

Study and practice of news reporting, writing and editing with a broadcast emphasis. Special attention given to producing television news packages and weekly television newscast cablecast live on public access channel and posted on multimedia digital news site.

Lecture/Discussion Hours: 1

Lab/Studio Hours: 4

CJ 322 Immersion Journalism (3 crs)

Prerequisite: CJ 321 or CJ 373 or consent of instructor. Limited to communication, journalism, and integrated strategic communication majors and minors.

Immersion reporting. Multimedia journalism documenting social issues in underrepresented communities. Topic and location vary.

Attributes: Field Trip(s) Required

Repeat: Course may be repeated for a maximum of 6 credits

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 350 Human Resource Development (3 crs)

Prerequisite: Grades of C or above in CJ 300 and CJ 307, or grades of C or above in MATH 246 and MGMT 340.

Introduction to the human resource development field, emphasizing training and development. HRD needs assessment; design, delivery, and evaluation of programs for employee development.

Attributes: Undergraduate/Graduate Offering

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 351 Strategic Event Planning (3 crs)

Prerequisite: Grades of C or above in CJ 250 or CJ 260 or CJ 265 or CJ 270, or consent of instructor. Minimum junior standing.

Theory and practice of using events to advance impressions of organizations. Focus on the role of effective communication in assessing needs, and designing, delivering and evaluating events. Students will plan and execute an event.

Attributes: Service-Learning, Half 15 Hours, Undergraduate/Graduate Offering, Field Trip(s) Required

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 355 Advanced Organizational Communication: Strategic Message Design (3 crs)

Prerequisite: Grades of C or above in CJ 202 or CJ 203 and CJ 250, or consent of instructor. Minimum junior standing

Analysis and design of messages for use in a variety of organizational contexts. Emphasis on key role of messages in organizations, analysis of organizational needs, and creation of messages to address them.

Attributes: Undergraduate/Graduate Offering

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 357 Professional Communication (3 crs)

Prerequisite: Grade of C or above in CJ 202 or CJ 203. Minimum junior standing. Theories, skills, and strategies needed to become an effective communicator in business and professional settings. Special attention given to developing ethical and mindful interviewing and professional speaking skills and strategies.

Attributes: Undergraduate/Graduate Offering

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 362 Strategic Media Planning (3 crs)

Prerequisite: Grades of C or above in CJ 260 or CJ 265 or CJ 270 and CJ 300. Limited to communication, journalism, and integrated strategic communication majors and minors.

Understanding the basic principles, objectives, and research data by which media plans are devised and strategically implemented.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 365 Advertising Message Strategy (3 crs)

Prerequisite: Grades of C or above in CJ 184, CJ 260 or CJ 265, and CJ 300. Limited to communication, journalism, and integrated strategic communications majors and minors.

Principles and practice of advertising message development using writing and design skills. Emphasis on portfolio development, strategic planning, concept formation, and idea presentation.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 370 Magazine Editing and Design (3 crs)

Prerequisite: Minimum resident and total GPA of 2.50. Minimum junior standing.

Study of editorial, business, and administrative procedures for general and special interest magazines. Production of prospectus and an original online magazine.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 373 Writing for Integrated Strategic Communication (3 crs)

Prerequisite: Grade of C or above in CJ 260 or CJ 265 or CJ 270 and also a grade of C or above in CJ 300. Completion of University Writing Req. Limited to communication, journalism, and integrated strategic communication majors and minors. Minimum soph standing.

Instruction and practice designed to develop techniques of creative and persuasive message preparation for integrated strategic communication. Extensive practice in professional writing for print, electronic, internet/ social media vehicles in the disciplines of advertising, public relations, sales promotion and direct marketing.

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 374 Integrated Strategic Communication (ISC) Campaign Design and Evaluation (3 crs)

Prerequisite: Grades of C or above in CJ 260 or CJ 265 or CJ 270 and CJ 300. Research and planning to develop Integrated Strategic Communication (ISC) campaigns. Topics include formative research, data analysis, account planning, message design, and evaluation.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 380 Visual Communication Design (3 crs)

Prerequisite: Grade of C or above in CJ 184.

A study of graphic details. Course activities emphasize problem-solving to meet the unique needs of visual projects and developing a portfolio.

Attributes: Special Course Fee Required

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 384 Studio Lighting (3 crs)

Prerequisite: Grade of C or above in CJ 284 or ART 281. Minimum sophomore standing.

- *Audit by permission of instructor only.*

Fundamentals of lighting in a controlled studio environment with an emphasis on portraiture photography and product shots for advertising.

Attributes: Special Course Fee Required

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 397 Student Academic Apprenticeship (1-3 crs)

Prerequisite: Twelve or more credits in CJ, with grade of B or above in the course in which the student will be apprenticed. Minimum junior standing. Minimum resident and total GPA of 2.80.

Consent: Department Consent Required

Qualified students, selected and supervised by faculty members, facilitate teaching and learning in a specific course or courses.

Repeat: Course may be repeated for a maximum of 6 credits

CJ 399 Independent Study - Juniors (1-3 crs)

Prerequisite: Minimum junior standing.

Consent: Department Consent Required

Individual project under the direction of a faculty member.

Repeat: Course may be repeated

CJ 405 Communication and Conflict (3 crs)

Prerequisite: Grade of C or above in CJ 201, or consent of instructor; Grade of C or above in CJ 300 or concurrent enrollment.

Analysis of the nature and development of conflict from a communication perspective. Focus on how researchers conceive of conflict theories, types and causes of conflict, and skills for effective conflict management from confrontation through reconciliation.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 406 Persuasion (3 crs)

Prerequisite: Grade of C or above in CJ 202 or CJ 203. Minimum junior standing. Theoretical perspectives for the study, analysis, and design of persuasive communication. Emphasis on ethical, logical, and psychological bases of persuasion.

Attributes: GE IA Communication-Language Arts

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 407 Leadership Communication (3 crs)

Prerequisite: Minimum junior standing.

Theories, concepts, and skills for effective leadership communication.

Focuses on leader traits, behaviors, influence, values, and ethics; on follower characteristics and needs; on situational variables; and on the influence of gender and diversity on leadership dynamics.

Attributes: Undergraduate/Graduate Offering

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 413 Media Law and Ethics (3 crs)

Prerequisite: Minimum junior standing.

- *Credit may not be earned in both CJ 412 and CJ 413.*

Studies of First Amendment principles, communication law and ethical theories as they apply to journalism, public relations, advertising and entertainment media.

Attributes: GE IA Communication-Language Arts, LE-R3 Civic and Environmental Issues

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 425 Advanced Visual Journalism (3 crs)

Prerequisite: Grades of C or above in CJ 303 and CJ 321.

- *Students must have access to a 35mm DSLR camera.*

An advanced course that explores effective visual journalism for a variety of publications, including newspaper, magazine and web.

Attributes: Special Course Fee Required

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 426 Advanced Broadcast TV News (3 crs)

Prerequisite: Grades of C or above in CJ 184, CJ 303, CJ 321. Limited to journalism majors and minors. Minimum resident and total GPA of 2.50.

Advanced instruction in television news. Includes reporting, writing, shooting TV news stories as well as production of weekly television newscasts.

Attributes: Special Course Fee Required

Lecture/Discussion Hours: 2

Lab/Studio Hours: 1

CJ 427 Advanced Reporting and Editing (3 crs)

Prerequisite: Grades of C or above in CJ 300 or CJ 303 and CJ 321.

Study and use of advanced reporting and editing techniques required to produce news across media platforms with an emphasis on managing news online.

Attributes: Service-Learning, Full 30 Hours

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 429 Digital Newsroom (3 crs)

Prerequisite: Grades of C or above in CJ 184, CJ 222, CJ 300 or 303 and CJ 321. Grade of C- or above in CJ 425 or CJ 426 or CJ 427. Completion of or concurrent enrollment in CJ 412 and CJ 414 or CJ 413.

- *Optional field trips. Capstone course for journalism major.*

Course assesses student's mastery of the journalism major. Students manage the department's digital newsroom, produce and edit journalism across media platforms.

Attributes: LE-I1 Integration, LE-S3 Creativity, Capstone Course

Lecture/Discussion Hours: 2

Lab/Studio Hours: 2

CJ 452 Health Communication (3 crs)

Prerequisite: Minimum junior standing.

Study and use of communication strategies to inform and influence individual and community decisions that enhance health.

Attributes: Undergraduate/Graduate Offering

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 459 Communication Research Seminar (3 crs)

Prerequisite: Grades of C or above in CJ 300 and at least 24 credits in CJ courses. Limited to communication majors (organizational or communication studies emphases). Minimum senior standing.

- *Capstone course for organizational communication and communication studies majors.*

Discussion of current research issues in interpersonal, group, intercultural, organizational, and public communication. Students will conduct empirical research projects culminating in both written and oral reports.

Attributes: LE-I1 Integration, LE-S3 Creativity, Service-Learning Optional, Capstone Course

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 460 Advertising Account Management (3 crs)

Prerequisite: Grades of C or above in CJ 260 or CJ 265 or CJ 270 and CJ 300.

Limited to integrated strategic communication majors and minors.

This course is a detailed study of the account management function and its role in the modern advertising agency. Entry-level skills are taught as well as Integrated Marketing Communications (IMC) planning. The final-project portfolios test and demonstrate students' knowledge and skills.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 464 Advertising in Contemporary Society (3 crs)

Prerequisite: Minimum junior standing

Course examines advertising's impact on society, focusing on advertising and social, legal, economic, ethical, diversity, and global issues.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 470 Crisis Communication (3 crs)

Prerequisite: Grade of C or above in CJ 260 or CJ 265 or CJ 270 or CJ 300.

Minimum junior standing.

Theory and analysis of the use of public relations campaigns to address crisis situations. Emphasis on the use of public relations campaigns to shape public opinion during crisis.

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 477 Professional Practicum in Strategic Communication (3 crs)

Prerequisite: CJ 300. Any major or minor in Communication & Journalism Department.

Students gain hands-on experience working with real-world clients to plan, produce and publish content and build their professional portfolio.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 479 Integrated Strategic Communication Management (3 crs)

Prerequisite: Grades of C or above in CJ 373 and CJ 374; or C or above in two of CJ 362, 365, 374, 380 or CJ 460. Limited to integrated strategic communication majors.

- *Capstone experience for integrated strategic communication majors.*

Application of Integrated Strategic Communication to a case. Emphasis on planning, message analysis, and multimedia production. Practicum.

Attributes: LE-11 Integration, LE-53 Creativity, Service-Learning, Full 30 Hours, Capstone Course

Lab/Studio Hours: 0

Practicum Hours: 3

CJ 490 Seminar (1-3 crs)

Prerequisite: Minimum resident and total GPA of 2.50. Minimum junior standing.

- *See current Class Schedule for topic, prerequisites, and restrictions.*

Topic and content to be determined by Communication and Journalism faculty based upon student interest and need.

Repeat: Course may be repeated

CJ 491 Special Topics (1-3 crs)

- *See current Class Schedule for topic, prerequisites, and restrictions.*

Topic and content to be determined by Communication and Journalism faculty based upon student interest and need.

Repeat: Course may be repeated for a maximum of 9 credits

CJ 492 Analyzing and Improving Organizational Communication (3 crs)

Prerequisite: Limited to organizational leadership and communication comprehensive major, Bachelor of Professional Studies degree.

- *No credit for major or minor in communication, mass communication or journalism.*

Emphasis on assessing organizational communication needs, and designing, implementing and evaluating strategies to address them. Focus on enhancing messages for external audiences as well as training and development, supervision and changes messages for internal audiences.

Attributes: Service-Learning, Full 30 Hours, BPS Flat Rate Tuition

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 495 Directed Studies (1-3 crs)

Prerequisite: Minimum junior standing.

Consent: Department Consent Required

Study of special topics structured to fit the needs, interests, and goals of the students.

Attributes: Undergraduate/Graduate Offering

Repeat: Course may be repeated for a maximum of 3 credits

CJ 497 Advanced Student Academic Apprenticeship (1-3 crs)

Prerequisite: 24 credits and 3.00 GPA in CJ courses; B or above in CJ 397 and in the course in which the student will be apprenticed. Minimum senior standing. Minimum resident and total GPA of 3.00.

Consent: Department Consent Required

- *No more than three credits of CJ 397 and CJ 497 can be counted toward the major.*

Qualified students, selected and supervised by faculty members, facilitate teaching and learning in a specific course or courses.

Repeat: Course may be repeated for a maximum of 6 credits

CJ 498 Internship (1-3 crs)

Prerequisite: Grades of C or above in qualifying courses within a communication, journalism, or mass communication sequence; prior approval of adviser, internship coordinator, and department chair. Minimum resident and total GPA of 2.75. Minimum junior standing.

Consent: Department Consent Required

Application of classroom knowledge and skills in supervised professional activities relevant to the student's area of emphasis or mass media sequence, at an internship site approved in advance by the Department of Communication and Journalism.

Attributes: Service-Learning, Full 30 Hours, Internship

Repeat: Course may be repeated for a maximum of 3 credits

CJ 499 Independent Study - Seniors (1-3 crs)

Prerequisite: Minimum senior standing.

Consent: Department Consent Required

Individual project under the direction of a faculty member.

Repeat: Course may be repeated

CJ 507 Small Group Communication (3 crs)

- *Cross-listed with CJ 307. Credit may not be earned in both courses.*

Theories, concepts, and skills to improve small group communication. Includes principles of group dynamics, decision-making, problem-solving, interpersonal conflict, leadership, and team-building.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 510 Communication Analysis (3 crs)

• *Cross-listed with CJ 310. Credit may not be earned in both courses.*

A study of the methods for analysis of messages and their application to examples of contemporary communication.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 518 Topics in Communication and Social Advocacy (3 crs)

Prerequisite: CJ 307 or consent of instructor

Theory and methods for examining social advocacy communication. Civic, social, or environmental topics related to social movements and nonprofits.

Repeat: Course may be repeated for a maximum of 6 credits

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 550 Human Resource Development (3 crs)

Prerequisite: Grades of C or above in CJ 300 and CJ 307, or grades of C or above in MATH 246 and MGMT 340.

• *Cross-listed with CJ 350. Credit may not be earned in both courses.*

Introduction to the human resource development field, emphasizing training and development. HRD needs assessment; design, delivery, and evaluation of programs for employee development.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 551 Strategic Event Planning (3 crs)

Prerequisite: Grades of C or above in CJ 250 or CJ 260 or CJ 265 or CJ 270, or consent of instructor.

• *Cross-listed with CJ 351. Credit may not be earned in both courses.*

Theory and practice of using events to advance impressions of organizations. Focus on the role of effective communication in assessing needs, and designing, delivering and evaluating events. Students will plan and execute an event.

Attributes: Field Trip(s) Required

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 555 Advanced Organizational Communication: Strategic Message Design (3 crs)

Prerequisite: Grades of C or above in CJ 202 or CJ 203 and CJ 250, or consent of instructor.

• *Cross-listed with CJ 355. Credit may not be earned in both courses.*

Analysis and design of messages for use in a variety of organizational contexts. Emphasis on key role of messages in organizations, analysis of organizational needs, and creation of messages to address them.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 557 Professional Communication (3 crs)

Prerequisite: Grade of C or above in CJ 202 or CJ 203

• *Cross-listed with CJ 357. Credit may not be earned in both courses.*

Theories, skills, and strategies needed to become an effective communicator in business and professional settings. Special attention given to developing ethical and mindful interviewing and professional speaking skills and strategies.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 607 Leadership Communication (3 crs)

• *Cross-listed with CJ 407. Credit may not be earned in both courses.*

Theories, concepts, and skills for effective leadership communication. Focuses on leader traits, behaviors, influence, values, and ethics; on follower characteristics and needs; on situational variables; and on the influence of gender and diversity on leadership dynamics.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 652 Health Communication (3 crs)

• *Cross-listed with CJ 452. Credit may not be earned in both courses.*

Study and use of communication strategies to inform and influence individual and community decisions that enhance health.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 695 Directed Studies (1-3 crs)

Consent: Department Consent Required

• *Cross-listed with CJ 495.*

Study of special topics structured to fit the needs, interests, and goals of the students.

Repeat: Course may be repeated for a maximum of 3 credits

Grading Basis: No S/U Grade Option

CJ 700 Communicating to Lead in Health Organizations (3 crs)

Consent: Department Consent Required

Focus on communication and leadership in health organizations, and on audiences, processes, and use of communication in organizational alignment. Emphasis on theory and practice.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 707 Group/Team Communication Healthcare Contexts (3 crs)

Prerequisite: CJ 700 or concurrent enrollment.

This course is intended to support student efforts to hone abilities to use group and team communication effectively to collaborate in inter-professional healthcare contexts.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 714 Communication and Health Policy (3 crs)

Prerequisite: CJ 700 or concurrent enrollment.

Overview of structure and function of the U.S. healthcare system and in-depth analysis of current health policy topics from communication perspective.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 752 Leading Organizational Change (3 crs)

Prerequisite: CJ 700 or concurrent enrollment.

Theories and processes of organizational change are investigated. Focuses on strategically communicating/leading change in health care contexts.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

CJ 774 Health Campaigns and Population Health (3 crs)

Prerequisite: CJ 700 or concurrent enrollment.

Course helps students understand how to engage with community partners to create/implement successful health campaigns for healthier communities.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0
