

JOURNALISM

College of Arts, Letters & Education • Department of English

William Stimson, Program Director	155B Reid	509.359.6034
BA	BS	Minor

Faculty:

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UNDERGRADUATE PROGRAMS

The Journalism Program is designed to prepare students for journalism careers in news reporting, public relations and public information. Few careers demand a more varied body of knowledge than does journalism. Journalists today are constantly working with far-ranging and complex issues. The journalism curriculum at Eastern recognizes that the profession is both a discipline of its own and yet a fusion of many disciplines in our culture.

Program Admissions Requirements: Transfer students should contact a Journalism Program advisor during their application to the university. *Freshmen and sophomores* should try to complete their GEGRs during their first two years. They are encouraged to take JRNM 100 *Easterner Staff*. Freshmen and sophomores should contact the Journalism Program's advisors to identify those courses needed to prepare for their selected degree option. Completion of ENGL 101 and ENGL 201 are required for admission to the Journalism Program.

Because journalism courses build upon one another and most are not repeated during the year, it is recommended that students begin study in the fall.

The BA News–Editorial Option prepares students for roles in print and electronic journalism.

The option in Public Relations provides students with the theoretical and applied knowledge and skills required to enter the field of public relations, community relations and allied disciplines.

Internships: Students completing the News-Editorial Option are encouraged to complete an internship. Those completing the Public Relations Option are required to complete an internship.

Required courses in the following programs of study may have prerequisites. Reference the course description section for clarification.

BACHELOR OF ARTS (BA)

Students working toward the BA degree may either major or minor in journalism.

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- write in both report and feature story forms;
- understand local government and the public policy process;
- be a critical and analytical observer of the American public policy process;
- know how to observe and write efficiently and clearly about public events and public issues.

JOURNALISM MAJOR NEWS EDITORIAL OPTION (61–62 CREDITS)

Note: two years of a single high school foreign language or one year of a single college level foreign language is required.

Required Core Courses (44 credits)

- JRNM 100 Easterner Staff (3)
- JRNM 330 Mass News Media (5)
- JRNM 332 News Writing (5)
- JRNM 333 Advanced News Writing (5)
- JRNM 341 Reporting (5)
- JRNM 349 Photojournalism (4)
- JRNM 351 The Law of Journalism (4)
- JRNM 442 Advanced Reporting (5)
- JRNM 475 Editing and Publishing (4)
- JRNM 490 Senior Capstone: Critical Writing (4) or other approved Senior Capstone

Choose from the following (5 credits minimum)

- JRNM 395 Internship (In-Service Training) (5)
- JRNM 400 Easterner Staff Leadership (3)¹
- JRNM 480 Non-Fiction Writing Projects (5)
- JRNM 499 Directed Study (individual Journalism project) (5)

A minimum of 5 credits designed to extend the student's practical expertise in some field of communication—to be selected in consultation with a Journalism advisor.

Required Supporting Courses (4–5 credits)

- DESN 360 Publishing for Print and World Wide Web (4)
- ENGL 459 Grammar for Teachers (5)
or ENGL 464 Grammar and Composition (5)

Elective Courses (select a minimum of 8 credits)

- JRNM 334 Magazine Article Writing (4)
- JRNM 451 Introduction to Public Relations Theory (4)
- JRNM 452 Advanced Public Relations Theory (4)
- JRNM 453 Public Relations Writing (4)²
- JRNM 470 Desktop Publication Design (4)
- JRNM 480 Journalism Project (5)³

Required Minor:

The Journalism major candidate must earn a minor in some other field chosen with the approval of the Journalism advisor. All minors considered. The following minors are pre-approved: Business, Communication Studies, Computer Science, English, Government, History, Humanities, Psychology, Sociology, Urban and Regional Planning, Visual Communication Design.

Required core credits	49 credits
Required supporting credits	4–5 credits
Elective credits	8 credits
Minimum credits for above major	61 credits

- 1 This course is repeatable for credit.
- 2 Journalism, News Editorial students selecting the Public Relations minor must take JRNM 334 and 470 as their elective courses for the BA and may not use them as electives for the PR minor.
- 3 Students may not use JRNM 480 to meet both the expertise requirement and an elective.

BACHELOR OF SCIENCE (BS)

STUDENT LEARNING OUTCOMES – STUDENTS WILL:

- know how to observe and write efficiently and clearly about public events and public issues, understand local government and the public policy process, be able to write in both report and feature story forms and be a critical and analytical observer of the American public policy process;
- develop expertise in analyzing public relations opportunities, issues and environments, learn how to research, prepare and execute public relations tasks and campaigns, develop skills for appropriately interacting with members of disparate publics, develop persuasive and analytical writing and other verbal skills, demonstrate professional behavior, including meeting deadlines, producing clean and well-organized work and being prepared for a variety of types of organizational assignments.

JOURNALISM: PUBLIC RELATIONS (83–90 CREDITS)

The Journalism Program participates in an interdisciplinary major in Public Relations. Requirements for the major, when taken under the Journalism Program, are listed below; requirements for a similar major, when taken under the Department of Communication Studies, are listed under that department. The major provides the graduate with the theoretical and applied knowledge and skills required to competently enter the field of public relations in either the profit or not-for-profit sectors.

Required Courses (45 credits)

- CMST 430 Communications in Organizations (5)
- CSBS 330 Integrated Social Science Methods (5)
- DESN 360 Publishing for Print and the World Wide Web (4)
- JRNM 330 Mass News Media (5)
- JRNM 332 News Writing (5)
- JRNM 395 Internship (5)
- JRNM 451 Introduction to Public Relations Theory (4)
- JRNM 452 Advanced Public Relations Theory (4)
- JRNM 453 Public Relations Writing (4)
- JRNM 470 Desktop Publication Design (4)

One of (5 credits)

- CMST 201 Public Speaking (5)
- CMST 400 Message Design (5)

One of (4–5 credits)

- ENGL 409 Editing in Technical Communication (5)
- JRNM 475 Editing and Publishing (4)

One of (4–5 credits)

- ART 304 Art of Photography (5)
- DESN 350 Digital Imaging and Photography (4)
- JRNM 349 Photojournalism (4)

Select three upper division English courses in consultation with Technical Communication faculty

Required program credits
 Required technical communication credits
 Required upper-division credits
 Minimum total credits for above major
 Note: a minor in Technical Communication is recommended.

58-65 credits
 10 credits
 15 credits
 83 credits

MINOR

JOURNALISM MINOR (18 CREDITS)

Required Courses (10 credits)

JRNM 330 Mass News Media (5)
 JRNM 332 News Writing (5)

Electives (8 credits)

Select from upper-division Journalism courses.

Required credits

Elective credits

Total credits for above minor

10 credits

8 credits

18 credits

Journalism Courses

Terms offered: fall, winter, spring, summer (FWSU). If no terms are indicated check with the department or EagleNET.

JRNM 100 Easterner Staff (3) FWS
Graded Pass/No Credit.

Prerequisite: permission of the instructor.

This course requires students to engage in reporting and editorial assignments on the staff of the university paper. (The course is repeatable for up to 9 credits.)

JRNM 299 Individual Study (1-3) FWS

Prerequisite: permission of the instructor.

JRNM 330 Mass News Media (5) F

This course is a survey of scope, function, standards and career opportunities in mass news media.

JRNM 332 News Writing (5) FW

Prerequisite: ENGL 201.

This course covers the news gathering process and how to write basic news reports.

JRNM 333 Advanced News Writing (5) W

Prerequisite: JRNM 332; co-requisite JRNM 341.

This course engages students in the process of writing features, narratives and analyses.

JRNM 334 Magazine Article Writing (4) W

Prerequisite: JRNM 332 or permission of the instructor.

This course focuses on the development of article ideas, the preparation of manuscripts and analysis of various markets with a view of selling articles.

JRNM 341 Reporting (5) W

Prerequisite: JRNM 332; co-requisite JRNM 333.

In this course students gain a greater appreciation of public issues and controversies while exploring strategies for explaining these often complex issues to the general public.

JRNM 349 Photojournalism (4) S

In this course students learn to take photographs and study how photography illustrates newspaper, magazine and internet news. The process of choosing and editing photographs for publication is analyzed.

JRNM 351 The Law of Journalism (4) F

Prerequisite: sophomore standing or permission of the instructor.

In this course students learn about laws pertaining to the profession of journalism. Topics include freedom of the press, libel, privacy and copyright.

JRNM 395 Internship (5-16) FWSU

Prerequisite: permission of the instructor, department chair and college dean.

Students obtain real-world experience by spending one or more quarters working with professionals in the news media. These experiences may be with practitioners working at newspapers, radio, television, online news outlets or working in public relations with an organization. (May be repeated.)

JRNM 400 Easterner Staff Leadership (3)

Prerequisite: JRNM 100.

Students learn how to manage the publication of a student newspaper. (This course is repeatable for up to 9 credits.)

JRNM 442 Advanced Reporting (5) S

Prerequisite: JRNM 341 and JRNM 333.

This course considers philosophical questions pertaining to news coverage. It also analyzes the judicial system as a topic of journalistic writing.

JRNM 451 Introduction to Public Relations Theory (4) F

Prerequisite: junior standing.

Explores a broad range of concepts, elements, skills and impacts, including theory and applications; examines the role of public relations in business and society and as a profession.

JRNM 452 Advanced Public Relations Theory (4) W

Prerequisite: JRNM 451 or permission of the instructor.

Applies journalism, communications and public relations theories and skills to case study examples in organizations and communication environments.

JRNM 453 Public Relations Writing (4) S

Prerequisites: JRNM 332, 451 or permission of the instructor.

Practice in methods of preparing and producing messages for organizations in print and other media forms.

JRNM 470 Desktop Publication Design (4) S

Prerequisite: DESN 360 or permission of the instructor.

Applies the theories and principles of publication design to newspaper, newsletter, magazine and brochure formats as produced with desktop publishing technology.

JRNM 475 Editing and Publishing (4)

Prerequisite: ENGL 459

This course covers the editing of newspapers, magazines and online publications. It considers issues of design in the preparation of copy, art and photography for publication.

JRNM 480 Non-Fiction Writing Projects (5)

Prerequisite: ENGL 459, permission of the instructor

This course consists of both classroom instruction and editorial advice on finding, writing, revising and placing non-fiction articles.

JRNM 490 Senior Capstone: Critical Writing (5)

Prerequisite: JRNM 332, 341, senior standing

[satisfies senior capstone university graduation requirement]

This course provides students the opportunity to analyze effective persuasive writing in newspapers, magazines, websites and blogs. Students develop effective reporting techniques, learn how to focus and structure an argument and strengthen their commentary.

JRNM 497 Workshops, Short Courses, Conferences (1-5) FWSU

JRNM 498 Seminar in Journalism Problems (1-5) FWSU

JRNM 499 Directed Study (1-5) FWS
Prerequisite: permission of the instructor.