

# School of Journalism

## Welcome to the Indiana University School of Journalism at IUPUI!

We are situated at the very edge of downtown Indianapolis, only three blocks from the Statehouse.

Indianapolis is the media center of Indiana. One clear advantage of our program is our location. Jobs and internships covering every possible career path may be found here. Our location provides us a valuable pool of adjunct professors, some of them leading media professionals.

Are we a commuter university? Yes. Are we a residential campus? Yes.

The most important asset we bring is the quality of the faculty, both full-time and part-time, as well as our new facilities and the quality of our existing students.

As a journalism student, you will work with faculty and staff who have been successful and have achieved excellence in professional work. That is exactly what you want in a professional school like ours.

If you have read this far, you know you want to be here. Come visit us, you'll like what you see.

## History

Indiana University, established in 1820 as a tiny seminary in Bloomington, eventually became one of the first state universities to teach journalism. Instruction began in 1893 with three students in the first class. Classes in writing and reporting were taught at intervals during the next few years, supplementing the students' liberal arts background in English, history and economics.

A Department of Journalism was established in the College of Arts and Sciences in 1911, although students could not major in journalism until 1932. Professor Joseph Piercy was named as the first head of the department and served until 1938. In 1911, the Department of Journalism took over administration of the Indiana Daily Student, the campus newspaper established in 1867 as a student-owned enterprise.

John E. Stempel followed Piercy as the head of the department. Under Stempel's leadership from 1938 until his retirement in 1968, the program moved to its current building, Ernie Pyle Hall. In 1946, the High School Journalism Institute began, directed by Professor Gretchen Kemp. The institute continues today, offering programs each summer for students and their high school teachers.

Journalism began offering a master's degree in the 1920's and a doctoral degree in mass communication in 1966. The first Ph.D. was granted in 1971.

Richard G. Gray became chairman of the department in 1968. He led the program through a shift in the curriculum from a mainly professional orientation to one that balances instruction in the skills of writing, visual communication, reporting, and editing with instruction in the history, economics, law, responsibilities, and ethics of journalism. That core curriculum remains, although new technologies of mass communication and converging media have

changed the mode of instruction and the content of some courses.

In 1968, the Indiana Daily Student was separated from the curriculum. The IDS and the Arbutus, the campus yearbook, became independent publications administered by a publisher selected by the journalism faculty.

After a national fundraising campaign, Ernie Pyle Hall was renovated in 1976. Faculty offices and classrooms took over the upstairs of the refurbished building, and a new library and the IDS dominated what once had been the pressroom on the ground floor.

In 1974, the department became a school, but remained within the College of Arts and Sciences. The school became systemwide in 1982, responsible for the coordination of journalism education on all eight campuses. Gray became dean and helped establish the undergraduate major on the Indianapolis campus, IUPUI. Under the leadership of Associate Dean James Brown at IUPUI, the school took over the administration of The Sagamore, the campus newspaper, and appointed its first publisher in 1985.

After the death of Gray in 1984, Trevor R. Brown became interim dean and was named dean the next year. In 1989, the school separated from the College of Arts and Sciences, becoming one of seven (with the addition of Informatics in 2001) independent academic schools on the Bloomington campus. Since 1990, students on both the Bloomington and Indianapolis campuses enroll in the Bachelor of Arts in Journalism (B.A.J.) program. Following Trevor Brown's retirement in 2005, Bradley Hamm was appointed dean.

## Overview

The mission of the School of Journalism is to explore and to help students explore the institutions, procedures, professional skills, and audiences of journalism and mass communication. Our subject is how the media mediate, and what this process of mediation means for public life in America and around the world.

This mission is both an academic and a professional one; it is about learning, teaching, and doing. To this end, we are committed to scholarly research in journalism and mass communication, to liberal education in the arts and sciences, and to professional training in media work.

### The Mission of the Baccalaureate Program

The mission of the baccalaureate program of the School of Journalism is to help students learn to read, think, and communicate clearly, critically, and creatively. The school is committed to liberal education in the arts and sciences, as well as to professional training in the skills of journalism and mass communication. The school believes that both breadth and depth of learning must characterize the undergraduate experience. To this end, the Bachelor of Arts in Journalism degree emphasizes:

- development of basic skills in writing, critical thinking, independent learning, mathematics, foreign language, computers, and new information technologies
- exposure to a broad range of course work in the disciplines of the liberal arts and sciences

- study of human cultures outside the United States, and of selected minority cultures within the United States
- training in statistical analysis, and quantitative and qualitative research methods; training in the professional skills of journalism and mass communication, including reporting, writing, editing, visual communication, new communications technology, and collaborative group work
- study of the institutions, processes, and effects of mass media in society
- study in depth of a field or discipline in the arts and sciences, other than journalism and mass communications
- preparation for a lifetime of learning

## Facilities

### The Journalism Library

Books, journals, trade publications, and newspapers used by faculty and students in journalism are housed in the University Library. The IUPUI University Library is a beautifully designed building. It features computer databases that help students, faculty, and staff in their academic and professional work.

#### [University Library](#)

IUPUI

755 W. Michigan Street  
Indianapolis, IN 46202

## Contact Information

### [School of Journalism](#)

535 W. Michigan Street Information and Communications Complex IT 557 Indianapolis, IN 46202 (317) 278-5320  
[journalism.iupui.edu](http://journalism.iupui.edu)

## Campus Life at Indianapolis

The journalism curriculum helps students prepare to be effective communicators regardless of their chosen profession. Careers in newspapers, magazines, broadcast and electronic journalism, sports journalism, public relations, and advertising are as vital as ever. The Bachelor of Arts in Journalism degree also prepares students for related careers and for graduate studies. For example, strong communication skills are essential for careers in law, business, and public affairs.

The urban setting of the Indianapolis campus enables students and faculty to work closely with public and private agencies, government, business and industry. Its urban orientation enables the university to be directly involved in metropolitan concerns and aspirations. The State Capitol is only a short walk from the school's offices. Internships available from Indianapolis media organizations allow students to enhance their classroom skills with work experiences in a major media market. Classroom experiences are also enriched by part-time instructors who are media professionals.

The curriculum integrates words and pictures in storytelling for both traditional and new media.

## Journalism Library

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Indianapolis, IN 46202

## Admission to the School of Journalism

Students wishing to major in journalism may declare themselves journalism majors in the University College at Indianapolis during their first year at IUPUI and may take J110 Foundations of Journalism and Mass Communication. Before seeking admission as a major in the School of Journalism, students must complete a minimum of 15 credit hours of undergraduate course work, including the following:

- W131 English Composition (grade "C" or higher)
- J110 Foundations of Journalism and Mass Communication (grade "C" or higher)

Students wishing to become journalism majors are expected to have computer literacy, but there is no course or competency exam required for admission. Those who cannot demonstrate competency with word processing may be required to take a jump-start course before advancing in JOUR J200 or J210.

Students meeting these requirements with a cumulative grade point average of 2.0 will be considered for admission to the School of Journalism. Each year the school will admit students, based on their grade point average, as the school's physical space, instructional equipment, and faculty/staff resources permit.

## Application Deadlines

The School of Journalism will consider applications three times a year: May 15, August 20, and December 15. Application forms are available in the Information Technology Building.

All summer transfer course work must be entered on the student's transcript prior to the first day of classes in fall semester. For admission to the Indianapolis campus, transcripts from other colleges and universities should be sent to the address below.

Office of Admissions  
Campus Center Rm. 255  
Indianapolis, IN 46202-5143

## Transfer Students

### Transfers from Other Colleges and Universities

Students who wish to transfer to IUPUI should contact the Office of Admissions, Campus Center Rm. 255, Indianapolis, IN 46202-5143, (317) 274-4591.

Students who wish to transfer to Bloomington should contact the Office of Admissions, 300 N. Jordan Avenue, Bloomington, IN 47405, (812) 855-0661.

Transfer students are first admitted to the University Division at Bloomington. They may then apply to the School of Journalism when they have completed the

application requirements. Transfer courses are not calculated in the cumulative grade point average for Indiana University students; therefore, transfer students must complete a minimum of one semester at Indiana University before they can be considered for admission to the school.

Acceptance of credit from other institutions will be determined by the Office of Admissions, and the applicability of credit toward degree requirements in the School of Journalism will be determined by the dean. No more than 12 transfer credit hours of mass communications courses may be counted in the journalism major. Only credits earned at Indiana University will count toward a student's grade point average. Courses from other colleges and universities transfer as credit only.

### **Transfers within the School of Journalism on the Bloomington and Indianapolis Campuses**

Students admitted to the school on the Bloomington campus who are transferring to the school on the Indianapolis campus should complete an intercampus transfer form available on the Web at [www.iupui.edu/%7Emoveiu](http://www.iupui.edu/%7Emoveiu). Students admitted to the school on the Indianapolis campus who are transferring to the school on the Bloomington campus must have completed all admission requirements as defined by the Bloomington campus and complete the same Web form. See "Admission to the School of Journalism" in this bulletin. Students who have not met all admission requirements may transfer to the University Division. Intercampus transfer applications will be accepted throughout the year. However, students may take advantage of Continuing Student Registration by filing for an intercampus transfer by March 1 for summer and fall semesters, and October 1 for spring semester.

### **Transfers from Other Indiana University Campuses**

Students who have completed the admission requirements should submit an application to the School of Journalism by the published deadlines. Students who have not completed the admission requirements should complete the intercampus transfer form at the website, [www.iupui.edu/%7Emoveiu](http://www.iupui.edu/%7Emoveiu) for admission to the University Division at Bloomington or the University College at Indianapolis.

### **Transfers from the School of Journalism to Other Indiana University Campuses**

Students enrolled in the School of Journalism who wish to attend another Indiana University campus should complete the intercampus transfer form on the web at [www.iupui.edu/moveiu](http://www.iupui.edu/moveiu).

## **Approved Distribution Courses by Department**

### **Economics (one course) (3 cr.)**

Students may select from approved distribution courses in the School of Liberal Arts economics department.

### **Literature or Fine Arts History or Appreciation (one course) (3 cr.)**

Literature courses must be devoted entirely to print literature. Fine arts (Herron) courses must be selected

from courses with an "H" preceding the course number. Courses must be approved distribution courses in the School of Liberal Arts.

### **Arts and Humanities (two courses) (6 cr.)**

This area presents insights into aesthetics ideas, and systems of values. Two courses (6 cr.) must come from the following list. Courses in ones major cannot be used to fulfill this requirement; however, one course taken as part of a minor may be used. Creative writing, drawing, performance or studio courses will not satisfy the arts and humanities requirement.

- Africana Studies: A150\*
- American Studies: A103
- Classics: C205\*
- English Literature: L105, L115
- Fine Arts: Communication Studies (theater) T130 or M150; English (film) C292; Herron H100, H101, H102; Music M174
- Folklore: F101\*
- History: H105, H106, H108\*, H109\*, H113\*, H114\*, H217
- Philanthropic Studies: P105
- Philosophy: P110, P120
- Religious Studies: R111, R120, R133\*, R173, R180, R212\*
- Women's Studies: W105\*
- World Languages and Cultures: F200, German G265, Japanese E231

### **Social Sciences (two courses) (6 cr.)**

This area uses procedures and information developed in the social sciences to examine the complexities of societies and human interaction. The 6 credit hours must come from two of the following areas. Courses in one's major cannot be used to fulfill this requirement; however, courses taken as part of a structured minor may be used to fulfill this requirement.

- Africana Studies: A150\*
- Anthropology: A104
- Communication Studies: C180, M150
- Economics: E101, E201, E202
- English: Z104
- Folklore: F101\*
- Geography: G110\*, G130
- History: H117
- International Studies: I100
- Medical Humanities and Health Studies: M201
- Political Science: Y101, Y103, Y213, Y219
- Psychology: B104, B310
- Public and Environmental Affairs: V170
- Sociology: R100, R121
- Women's Studies: W105\*

### **Natural and Mathematical Sciences (two courses) (6 cr.)**

- Astronomy: A100, A105, A205
- Biology: K101, K103, N100, N107, N200, N212, N213 (lab), N214, N215 (lab), N217, N251, N261, N322
- Chemistry: C100, C101, C110, C105, C125 (lab), C106, C126 (lab), C341, C342

- Computer Science: N201, N207, N211, 23000, 24000
- Geography: G107, G117 (lab), G115, G109, G119 (lab), G110, G120 (lab), G206 (lab), G130, G132, G180
- Mathematics: M118, M119, 15200, 15300, 15400, 15900, 16500, 16600, 22100, 22200, 23100, 23200, STAT 30100
- Physics: 10000, 15200, 20000, 21800, 21900, 25100, P201, P202
- Psychology: & B105, B305, B307, B320, B334, B344

### Comparative World Cultures (one course) (3 cr.)\*\*

This area presents culture in a comparative and conceptual manner and includes material from several cultures. Students must take one course from one of the areas below:

- Anthropology: A104
- Classics: C205
- Geography: G110
- History: H108
- International Studies: I100
- Political Science: Y217
- Religious Studies: R133, R212
- World Languages and Cultures: F200

\* This course appears on more than one list or in more than one section. However, this course may be used to satisfy only one requirement unless specifically stated.

\*\*These courses may be used for Comparative World Cultures and one other requirement if it appears on the Arts and Humanities or Social Science list.

## Credit Hour & Grade Point Requirements

### 1. 123 credit hours required for graduation, including the following minimums:

- At least 39 credit hours of mass communications courses (journalism, telecommunications, and selected communication and culture).
- At least 65 credit hours from the College of Arts and Sciences or School of Liberal Arts and School of Science at Indianapolis, excluding Linguistics L100, all telecommunications courses, and selected communication and culture courses.
- Minimum 15 credit hours in approved academic minor in a second concentration selected from one academic discipline outside of journalism, telecommunications, and selected communication and culture courses.
- At least 36 credit hours at the 300 and 400 level.

### 2. Credit hour limits

- No more than 12 transfer credit hours of mass communications (journalism, telecommunications, and selected communication and culture).
- No more than 3 credit hours total of internship credit, either from JOUR J492 or any other academic unit.
- No more than 60 transfer credit hours from a community college.
- Optional electives - 10 or fewer credit hours outside the School of Journalism and the College of Arts

and Sciences or School of Liberal Arts and School of Science at Indianapolis.

- Optional electives - 15 or fewer credit hours of approved courses outside the School of Journalism and the College of Arts and Sciences or the School of Liberal Arts and the School of Science at Indianapolis.
- For students satisfying the requirements for a secondary teaching certificate, no more than 29 credit hours of approved education courses.

### 3. Grade Point Average

- A minimum 2.0 cumulative grade point average in all course work.
- A minimum 2.0 grade point average in all major course work (journalism, telecommunications, and selected communication and culture), "C-" or higher in each course.
- A minimum 2.0 grade point average in all course work for the second concentration, "C" or higher in each course.
- The school will honor the university FX policy up to 15 credit hours.

## Fundamental Skills

Students may test out of all but 3 credit hours of the fundamental skills requirement. Requirements completed in one area may, under certain conditions, also fulfill requirements in other areas.

*Cross-listing policy:* Courses used for English composition and 100-level fundamental skills foreign language may not be used to fulfill any other requirement. Only math courses listed as both fundamental skills and natural and mathematical science may cross-list. Foreign language courses at the 100 level, from departments that allow 100-level courses to fulfill major requirements, may be applied to other appropriate requirements.

### English Composition (one course)

Students may fulfill this requirement in any one of the following ways:

- Completion of English W131 or English W140 with a grade of "C" or higher.
- Students who receive a score of 4 or 5 on the AP exam in English Language and Composition will receive credit for W131 when the score is received by the IUPUI admissions office. These students do not need to take W131.
- Transfer students who do not have transfer credit for W131 but took what they think is a comparable course at their previous university can seek comparable credit.
- While IUPUI does not give credit for W131 on the basis of the Dantes, CLEP exams, or SAT/ACT scores, we do have a special credit portfolio option for only those students who transfer with 30 credits or more who fulfilled the composition requirement at their previous university through SAT or ACT scores or a placement test. (The special credit portfolio option is not available for W132 or W231.) See Special Credit Portfolio.

### Speech (one course)

- R110 or equivalent.

**Mathematics (one course)**

Students may satisfy this requirement in one of three ways:

- Complete one course from mathematics M118\*, M119, 151 or 153 with a grade of "C-" or higher. Credit for these courses may count toward the 123 credit hours required for the degree.
- Students with a mathematics SAT score of 650 or higher or a mathematics ACT score of 29 or higher are exempt from this requirement.

**NOTE:** Students who plan to transfer to Bloomington should take M118, M119, 163, or 221.

**Foreign Language (two courses)**

Students must complete the study of a single foreign language through the second semester of the first year of college-level course work. All or part of this requirement may be fulfilled by performance on placement examinations. Students may fulfill the entire foreign language requirement by placing into the second-year level.

Students who have studied foreign language in high school should take the foreign language placement examination. Contact the Foreign Language Department for more information.

*International Students:* Students whose native language is not English may demonstrate required proficiency in their native language. They may not, however, earn credit for any course at the first or second year level in their native language.

**Statistics (one course)**

Select from: ECON 270, PSY B305, SOC R359, STAT 301, SPEA K300.

\*Math M118 is recommended for students who want to prepare for the required statistics course.

**B.A.J. Requirements**

The School of Journalism offers the B.A.J. degree on the Bloomington and Indianapolis campuses. Students on the Indianapolis campus must complete the following for the B.A.J. degree:

**Journalism Major (minimum 39 credit hours)  
Core (16 Credits)**

These courses are required of all Journalism students:

- C190 Perspectives on Communication (1 cr.)
- J110 Foundations of Journalism and Mass communication (3 cr.)
- J200 Reporting, Writing, and Editing I (3 cr.)
- J210 Visual Communication (3 cr.)
- J300 Communications Law (3 cr.)
- J410 Media as Social Institutions (Capstone) (3 cr.)

**Area Core (12 credits)**

Each student must complete all four courses on one of the Area Cores:

- Journalism
  - J341 Newspaper Reporting (3 cr.)
  - J351 Newspaper Editing (3 cr.)
  - One of the following: J343 Broadcast News (3 cr.), **OR** J344 Photojournalism Reporting

(3 cr.), **OR** J463 Computerized Publication Design (3 cr.).

- J409 Media Management (3 cr.)
- Sports Journalism
  - J150 Introduction to Sports Journalism (3 cr.)
  - J345 Sports Journalism Writing (3 cr.)
  - J361 Issues in Sports Journalism (3 cr.)
  - J409 Media Management (3 cr.)
- Public Relations
  - J219 Introduction to Public Relations (3 cr.)
  - J390 Public Relations Writing (3 cr.)
  - J340 Public Relations Tactics and Techniques (3 cr.)
  - J428 Public Relations Planning and Research (3 cr.)

**Journalism Electives (9 credits)**

A Journalism Research Elective from the following list:

- J407 Newsgathering and the Law (3 cr.)
- J414 International Newsgathering Systems (3 cr.)
- J423 Public Opinion (3 cr.)
- J429 Public Relations Campaigns (3 cr.)
- J438 Advertising Issues & Research (3 cr.)
- J450 History of Journalism (3 cr.)
- J470 Broadcast Media Analysis (3 cr.)
- (Also approved topics of JOUR J360 and J46)

Two journalism electives (6 cr.) from any area: journalism, sports journalism, or public relations as long as you meet the prerequisites for that course.

**J492 Media Internship (1 cr.)****J400 Careers in Public Relations or J402 Careers in Journalism (1 cr.)****Academic Minor or Outside Concentration (minimum 15 credit hours)****Fundamental Skills**

- English Composition: ENG W131 (3 cr.)
- Speech: COMM R110 (3 cr.)
- Mathematics: M118, M119, 151 or 153 (3 cr.)

*Math M118 is recommended for students who want to prepare for the required statistics course.*

- Foreign Language (10 cr.)
- Statistics: ECON 270, PSY B305, SOC R359, STAT 301, SPEA K300 (3 cr.)

**Distribution**

- Economics (3 cr.)
- Literature or Fine Arts History or Appreciation (3 cr.)
- Arts and Humanities (6 cr.)
- Social Sciences (6 cr.)
- Natural and Mathematical Sciences (6 cr.)
- Comparative World Cultures (3 cr.)

123 credit hours total

## Certificates for Non-Majors

### Certificate in Journalism

The School of Journalism offers a Certificate in Journalism for undergraduate students interested in journalism, but who want to complete a degree from another school at IUPUI.

The certificate is very similar to our major requirements. Admission requirements to the certificate are the same as those for admission to our degree.

#### Core (16 Credits)

- C190 Perspectives on Communication (1 credit)
- J110 Foundations of Journalism and Mass Communication
- J200 Reporting, Writing, and editing I
- J210 Visual Communication
- J300 Communications Law
- J410 Media as Social Institutions (Capstone)

#### Area Core (12 credits)

- J341 Newspaper Reporting
- J351 Newspaper Editing
- One of the following: J343 Broadcast News, J344 Photo journalism Reporting, or J463 Computerized Publication Design.

**Total: 25 credits**

### Certificate in Public Relations

The School of Journalism offers a Certificate in Public Relations for undergraduate students interested in public relations, but who want to complete a degree from another school at IUPUI.

The certificate is very similar to our major requirements. Admission requirements to the certificate are the same as those for admission to our degree.

#### Core (16 Credits)

- C190 Perspectives on Communication (1 credit)
- J110 Foundations of Journalism and Mass Communication
- J200 Reporting, Writing, and Editing I
- J210 Visual Communication
- J300 Communications Law
- J410 Media as Social Institutions

#### Area Core (9 Credits)

- J219 Introduction to Public Relations
- J390 Public Relations Writing
- J340 Public Relations Tactics and Techniques

**Total 25 Credits**

## Degree Programs

- Bachelor of Arts in Journalism
- Academic Minor and Second Concentration
- Certificate in Journalism

## Academic Minor or Outside Concentration

Journalism students must complete an academic minor or outside concentration of at least 15 hours in an academic discipline outside of journalism.

Requirements for outside minors are set by other departments and schools. You must declare a minor with that school or department and take their list of required courses. These minors will be listed on your transcripts.

With the approval of the advisor of the School of Journalism, students have the option to complete an outside concentration. Students must propose selected courses in consultation with their faculty counselor and complete a written explanation of the educational value or goal of their choice. The selection of courses should show evidence of a coherent body of knowledge. The outside concentration is not listed on your transcript, but it fulfills the School of Journalism requirement.

Students must earn a "C-" or higher in each course and a grade point average of at least 2.0 in all courses taken for the second concentration.

Students may complete any of the certificates offered by the School of Liberal Arts for the second concentration requirement. Students completing certificates in other schools must obtain approval from an advisor for that school. Students must complete a minimum of 24 credit hours of courses approved for the certificate. The School of Journalism requires that students pursuing this option meet with an advisor of the department offering the certificate, obtain the advisor's signature on a planned program, and submit a copy of the program to the School of Journalism advisors.

## Advertising Minor

The School of Journalism offers two advertising minors: one for marketing majors in the Kelley School of Business and the other for majors in other areas. The minor requires seven courses and 19 credit hours to complete.

Journalism students may have a focus on advertising, but they must contact the Executive Associate Dean of the School of Journalism for information about the minor.

### Kelley School of Business - Marketing Majors

- \*J320: Principles of Creative Advertising (3 cr.)

Required pre-requisite for all other courses in the sequence

M415, Advertising and Promotion Management, may be substituted

- \*J300: Communication Law (3 cr.) P: J320

L203 or L204, Commercial Law, may be substituted

- J335: Retail and Direct Advertising (3 cr.) P: J320/M415
- J463: Computerized Publication Design I (3 cr.) P: J320/M415
- J420: Advertising Research and Management (3 cr.) P: J320/M415 and J335
- J438 Advertising Issues & Research (3 cr.) P: J320/M415, J300, J335, J420, J463 or permission
- \*J400: Careers in Public Relations and Advertising (1 cr.) P: J320 and Junior standing

BUS-X320 may be substituted

**Note:** Items identified with \* have required marketing courses that may be taken as substitute for a journalism class and also counted toward the minor in Advertising. These rules apply ONLY to marketing majors.

**Note:** J420 and J463 may be taken concurrently; J335 and J438 may be taken concurrently.

### Other Areas

- J320: Principles of Creative Advertising (3 cr.)

Required pre-requisite for all other courses in the sequence

- J300: Communication Law (3 cr.) P: J320
- J335: Retail and Direct Advertising (3 cr.) P: J320/M415
- J463: Computerized Publication Design I (3 cr.) P: J320/M415
- J420: Advertising Research and Management (3 cr.) P: J320/M415 and J335
- J438: Advertising Issues & Research (3 cr.) P: J320/M415, J300, J335, J420, J463 or permission
- J400: Careers in Public Relations and Advertising (1 cr.) P: J320 and Junior standing

## Student Learning Outcomes

The School of Journalism offers a bachelor's degree in journalism with three concentrations: Journalism, Sports Journalism, and Public Relations. In addition, it offers certificates in Journalism and Public Relations, and a minor in Advertising. These are the learning outcomes for each program.

### Bachelor of Arts

- Journalism Concentration
- Public Relations Concentration
- Sports Journalism Concentration

### Certificates and Minors

- Certificate in Journalism
- Certificate in Public Relations
- Minor in Advertising

## Bachelor of Arts in Journalism (B.A.)

### Journalism Concentration

- Apply the basic principles of journalism such as accuracy, fairness, and public service.
- Discuss the legal and ethical underpinnings of mass media in the U.S.
- Interpret and use the principles of digital, on-line, and print design.
- Discuss and practice the principles of communicating clearly through print, digital, and visual media.
- Explain the function and impact of journalism and mass communication.
- Classify and separate different audiences for mass communication.
- Design and execute an effective job search in journalism.

- Conduct research for news stories using a variety of sources and evaluate the accuracy of information sources.

### Public Relations Concentration

- Apply the basic principles of public relations such as media relations, employee communication, and community relations.
- Discuss the legal and ethical underpinnings of public communication in the U.S.
- Interpret and use principles of digital and print design.
- Discuss and practice the principles of ethical and effective informative and persuasive writing.
- Explain the roles and functions of public relations.
- Discuss and execute persuasive communication strategies in public relations.
- Design and execute an effective job search in public relations.
- Design research to support and evaluate public relations campaigns.

### Sports Journalism Concentration

- Apply the basic principles of journalism such as accuracy, fairness, and public service.
- Discuss the legal and ethical underpinnings of traditional and digital sports journalism.
- Interpret and use the principles of digital, on-line, and print design.
- Discuss and practice the principles of communicating clearly through print, broadcast, and digital media.
- Explain the role of sports media and their symbiotic relationship with the sports industry.
- Examine the treatment of social, economic, political, and legal issues in sports journalism.
- Explain factors that influence sports journalism content and their significance.

## Undergraduate Certificates and Minors

### Certificate in Journalism

- Apply the basic principles of journalism such as accuracy, fairness, and public service.
- Discuss the legal and ethical underpinnings of mass media in the U.S.
- Interpret and use the principles of digital, on-line, and print design.
- Discuss and practice the principles of communicating clearly through print, digital, and visual media.
- Explain the function and impact of journalism and mass communication.
- Classify and separate different audiences for mass communication.
- Design and execute an effective job search in journalism.
- Conduct research for news stories using a variety of sources and evaluate the accuracy of information sources.

### Certificate in Public Relations

- Apply the basic principles of public relations such as media relations, employee communication, and community relations.

- Discuss the legal and ethical underpinnings of public communication in the U.S.
- Interpret and use principles of digital and print design.
- Discuss and practice the principles of ethical and effective informative and persuasive writing.
- Explain the roles and functions of public relations.
- Discuss and execute persuasive communication strategies in public relations.
- Design and execute an effective job search in public relations.
- Design research to support and evaluate public relations campaigns.

### Minor in Advertising

- Apply the basic principles of advertising theory.
- Discuss the legal underpinnings of advertising in the U.S.
- Interpret and use the principles of digital, on-line, and print design.
- Discuss and practice the principles of ethical and effective informative and persuasive writing in advertising.
- Explain the roles and functions of advertising.
- Discuss and execute persuasive communication strategies in advertising.
- Design and execute an effective job search in advertising.
- Formulate research to support and evaluate advertising campaigns.

### Transfer Credit in Journalism

In order to comply with national standards in the journalism field, no more than 12 credit hours of communications courses from any other journalism program will be accepted for credit toward the 123 credit hours required for graduation.

All transfer communications courses must be evaluated by the executive associate dean in order to be accepted in fulfillment of requirements for the journalism major.

## Undergraduate Programs

Academic counseling for each student in the School of Journalism is provided by a faculty member or an academic advisor prior to each semester's enrollment. Although academic counseling is intended to provide effective guidance, students are responsible for planning their own programs and for meeting the following degree requirements for graduation. Students are advised to read IU bulletin descriptions of all courses selected, paying careful attention to conditions concerning awarding of credit.

### M.A. in Public Relations

Regardless of your undergraduate degree, you may apply at any time for admission to the School of Journalism at IUPUI master's program.

#### Application Deadlines

- Fall admission: July 15
- Spring admission: October 15
- Summer admission: April 1

### Prerequisites

Within the first year of the program, if not previously taken or accounted for by professional experience, the student must have completed:

- Introduction to Public Relations
- Public Relations Writing
- Communication Law courses

### Application Materials

1. IUPUI [Online Graduate Application](#)
2. Statement of Purpose (approximately 750 words)
3. Three (3) letters of recommendation from qualified professionals and/or professors
4. Official undergraduate transcripts and verification of a bachelor's degree from an accredited institution
5. Graduate Record Examination score (within the last 5 years)\*
6. Resume (with work experience relevant to the degree)

\*Those who have achieved Accredited in Public Relations from the Public Relations Society of America or Accredited in Business Communication from the International Association of Business Communicators are not required to submit a GRE score.

## Admissions

- Master of Arts in Public Relations
- Master of Arts in Sports Journalism

### M.A. in Sports Journalism

Regardless of your undergraduate degree, you may apply at any time for admission to the School of Journalism at IUPUI master's program.

#### Application Deadlines

- Fall admission: July 15
- Spring admission: October 15
- Summer admission: April 1

#### Application Materials

1. IUPUI [Online Graduate Application](#)
2. Statement of Purpose (approximately 500 words)
3. Three (3) letters of recommendation
4. Superior record in the undergraduate major from a recognized university as demonstrated by university transcript
5. Graduate Record Examination score (within the last 5 years)

## Contact Information

The School of Journalism welcomes visitors and prospective students who wish to check out the facilities and meet faculty and students. Or, you may call or e-mail for more information.

For campus visits to the School of Journalism or for other information, call the school at (317) 278-5320 or e-mail [jour@iupui.edu](mailto:jour@iupui.edu).

The School of Journalism at IUPUI is in the Informatics and Communications Technology building at 535 W. Michigan St., Indianapolis, IN 46202.

[Get directions](#) or [see a map of campus](#), which shows parking options.



You may wish to contact these faculty members to inquire about specific programs:

- [Jonas Bjork](#), graduate studies advisor
- [Pamela Laucella](#), academic director, to learn about its programming

All other faculty contact info is in [this directory](#).

## Graduate Programs

Academic counseling for each student in the School of Journalism is provided by a faculty member or an academic advisor prior to each semester's enrollment. Although academic counseling is intended to provide effective guidance, students are responsible for planning their own programs and for meeting the following degree requirements for graduation. Students are advised to read IU bulletin descriptions of all courses selected, paying careful attention to conditions concerning awarding of credit.

## Degree Programs

The IU School of Journalism offers Master of Arts (M.A.) degrees in the following disciplines:

- [Public Relations](#)
- [Sports Journalism](#)

## Student Learning Outcomes

At the graduate level, the school offers M.A. degrees in Sports Journalism and Public Relations. The public relations degree has three tracks: Public Relations, Public Relations in Health Care and Life Sciences, and Public Relations in Sports. These are the learning outcomes for each program.

### M.A. in Public Relations

Upon completion of this program, graduates will be able to:

- Apply formative and evaluative research in public attitudes and behaviors.
- Design and develop strategic goals and objectives for public relations.
- Apply the underlying theories of communication to public relations programs and campaigns.
- Apply basic business accounting and finance principles to the management of public relations programs and campaigns.
- Apply basic marketing techniques practiced by businesses.
- Explain and describe business marketing activities, economics, business law, and global business practices.
- Effectively evaluate public relations campaigns and programs.
- Summarize management theory and practice in public relations.

### M.A. in Public Relations - Track on Health Care and Life Sciences

In addition to the learning outcomes for the M.A. in Public Relations, graduates will be able to:

- Describe and explain the operation of health care systems and communication as it relates to those systems.

- Demonstrate and plan public relations in the regulated communications environment of life sciences companies and organizations.

### M.A. in Public Relations - Track on Sports

In addition to the learning outcomes for the M.A. in Public Relations, graduates will be able to:

- Describe and explain the operation of amateur and professional athletic organizations and communication as it relates to those systems.
- Describe and explain the regulated communications environment of both amateur and professional sports.

### M.A. in Sports Journalism

Upon completion of this program, graduates will be able to:

- Demonstrate excellent oral and written communication skills using print, broadcast, digital, and social media.
- Appraise and apply journalistic values and ethical standards and their use in both traditional news media and the evolving field of digital sports media.
- Analyze and write about sports in a larger social context involving economic, legal, social, and political issues.
- Evaluate the symbiotic relationship between sports and the media from historical and contemporary perspectives.
- Assess the strategic differences used in communicating with news audiences on print, broadcast, and digital platforms.
- Manage and implement new forms of sports journalism online, including blogging, tweeting, and streaming audio and video.

## Academic Policies & Procedures

### Absences from Final Examinations

Students are required to adhere to the policies regarding final examinations as published in the *Schedule of Classes*.

### Absences from Scheduled Classes

Illness is usually the only acceptable excuse for absence from class. Other absences must be explained to the satisfaction of the instructor, who will decide whether omitted work may be made up.

### Addition of Courses

No course may be added by an undergraduate student after the first week of a semester or a summer session unless the instructor of the course approves and the request is approved by both the chairperson of the department in which the course is offered and the dean.

### Change of Grade

Requests for a change of grade must be made no later than the last day of classes of the next regular semester.

### Confidentiality of Records

Indiana University, in compliance with the General Education Provisions Act, Section 438, titled Family Educational Rights and Privacy Act, and the university's Policy on Access to Institutional Data, provides that

all student records are confidential and available only to eligible employees of the university for use in the conduct of university business (as determined by data stewards), the student, and the parents, if the student is under 21 and dependent as defined by IRS standards. Students may review their records upon request and may ask for deletions or corrections of the record in a hearing process described in detail in the *Code of Student Rights, Responsibilities, and Conduct*, distributed at fall registration or available in Bloomington at the Office of Student Ethics, Assistant Dean of Students Annex, or the School of Journalism office, IT 557, Indianapolis.

References, recommendations, and other similar documents may carry a voluntary waiver relinquishing the student's right to review this specific material. The student may also release the record to others by signing a written release available in the offices that maintain records. Further details regarding the provisions of the Privacy Act and a list of offices where student records are kept may be found in the *Code of Student Rights, Responsibilities, and Conduct*.

### Correspondence Courses

With the approval of an academic advisor, students may take a limit of two Independent Study university courses offered through the School of Continuing Studies for the B.A.J. degree.

### Credit by Examination

The school will apply credit earned by departmental examination, College Board Achievement Placement Tests, College Board Advanced Placement Tests, and language placement tests offered by the Bureau of Evaluative Standards and Testing toward appropriate degree requirements. Such credit must be entered on the student's transcript. At Indianapolis, students wishing special language credits through the credentialing process must file an application for special credit and pay a fee or charge per credit for additional credits. Indianapolis students should contact the Foreign Language Office, (317) 274-2817, for complete information.

### Degree Applications

Candidates for the B.A.J. must file an intent to graduate form in the school's main office in the Information Technology Building 557 at Indianapolis.

- **Deadlines to file:**
  - May or August graduation - February 1
  - December graduation - October 1

Candidates must have all credits on record at least six weeks prior to the conferring of degrees, except for credits of the current semester.

### Dual Bachelor's Degree

In certain cases the dean may permit undergraduate students who have not yet completed a first bachelor's degree to complete a second bachelor's degree. Such students must complete all requirements for the B.A.J. and the second degree. Students with a bachelor's degree should consider applying for admission to a graduate program.

### Exceptions to Degree Requirements

Requests for deviation from school requirements may be granted only by written approval from the dean of the school (or the dean's administrative representative).

### Incomplete Courses

A grade of Incomplete (I) may be given only when the work of the course is three quarters completed and when the student's work is of passing quality. All Incomplete (I) grades must be removed within the time specified by the instructor of the course or they will automatically change to an "F" one calendar year after the end of the semester/session the grade of I was given. It is the student's responsibility to obtain from the instructor the requirements and deadline for the removal of the incomplete. Students who receive a grade of "I" should not register for the course a second time.

### Language Placement for International Students

Students whose native language is not English may demonstrate required proficiency in their language. Students are required to take a proficiency exam from the department of their native language. Students must place at or above the fifth semester. They cannot earn credit for courses at the first- or second-year level in their native language.

### Pass/Fail Option

Students in good academic standing may take up to eight elective courses, maximum two courses per academic year, for a grade of "P" (pass) or "F" (fail). No courses used to fulfill major requirements, second concentration, fundamental skills, distribution, or culture studies requirements may be taken under the Pass/Fail option.

During the freshman year, students may take two physical education "E" classes under the Pass/Fail option in addition to the two other courses permitted.

Students must meet the deadlines to enroll in courses under the Pass/Fail option as listed each semester in the *Schedule of Classes*. A grade of "P" is not calculated in the grade point average; a grade of "F" is calculated in the grade point average. A grade of "P" cannot be changed subsequently to any other letter grade.

### Public Information

Upon request, certain information is made available to the public by the Office of the Registrar: Bloomington, Franklin 100, (812) 855-0121; Indianapolis, Campus Center, (317) 274-1501.

### Release of Information in Student Records

An implicit and justifiable assumption of trust is placed in the School of Journalism as custodian of personal data submitted by students entering the school or generated during their enrollment. This mutual relationship of trust between the school and the individual student requires that such data be held in confidence. More information on the confidentiality and access to student records appears in the front portion of the bulletin.

### Statute of Limitations

Permission must be obtained from the Office of the Executive Associate Dean to use any course that was completed 10 or more years previously as credit toward the B.A.J. degree.

### Withdrawal from Courses

The school permits withdrawal from courses with the automatic grade of Withdrawn (W) within the deadlines of the current campus as published in the *Schedule of Classes*.

**Petitions for withdrawal after the periods specified in the *Schedule of Classes* will be considered by the dean only for urgent reasons related to extended illness or equivalent distress. Documentation of extended illness or equivalent distress will be required.**

If students withdraw with the dean's consent, their mark in the course shall be "W" if they are passing at the time of withdrawal and "F" if they are not passing. The grade will be recorded on the date of withdrawal. Failure to complete a course without authorized withdrawal will result in the grade "F".

## Academic Standing of Candidates for the Bachelor of Arts in Journalism Degree

### Degrees Awarded with Distinction

The school recognizes outstanding performance in course work by awarding the Bachelor of Arts in Journalism degree with three levels of distinction: Distinction, High Distinction, and Highest Distinction, depending upon the student's cumulative grade point average. Students must have a minimum of 60 graded credit hours at Indiana University to be considered for distinction degrees. No more than 10 percent of the graduating class may receive distinction.

### FX Policy

The School of Journalism will honor the university FX policy up to 15 credit hours.

A student may use the FX option for purposes of the university transcript. An undergraduate student who has repeated a course previously failed may request to have the best grade in that course counted in the student's grade point average as entered on the student's transcript.

### Good Standing

Students are considered to be candidates in good standing for an Indiana University bachelor's degree when they have been regularly admitted by the Office of Admissions, when their academic grade point average is not less than a 2.0 (C) for the last semester's work, and when their cumulative grade point average is at least 2.0 (C).

Students' eligibility to continue as journalism majors is subject to a periodic review of their progress toward a degree.

### Academic Probation

**Students are on academic probation when any one or more of the following conditions occur:**

1. Students are on academic probation when their cumulative grade point average is below 2.0 (C).
2. Students are on academic probation for the duration of the regular semester following one in which they failed to attain a 2.0 (C) grade point average.
3. Students are on academic probation when they receive a "D+" or less in any one journalism, telecommunications, or selected communication and culture course.

Students on academic probation must comply with such restrictions as the Office of the Dean of Students or the Dean of the School of Journalism may deem necessary.

### Dismissal

Students are dismissed from the school when, in the judgment of the dean, they have ceased to make progress toward their degree. When students have failed to attain a 2.0 (C) grade point average in any two semesters and when their cumulative grade point average is below 2.0 (C); or they have received a "D+" or less in two or more journalism, telecommunications, or selected communication and culture courses, they are automatically considered to be making insufficient progress toward their degree.

Students whose record reveals failing or near-failing performance or lack of clear progress in any semester, regardless of their previous cumulative grade point average, or whose cumulative grade point average falls below 2.0 (C) are always carefully evaluated with a possibility of dismissal.

### Academic Forgiveness

We follow university policy on [academic forgiveness](#).

### Academic Dishonesty

Indiana University and the School of Journalism expect that students will follow the fundamental principles of academic and professional integrity in the pursuit of learning and of professional practice. Academic and professional integrity requires that students take credit for their own work and ideas only. Violation of these principles is considered an act of academic dishonesty.

Academic dishonesty is defined in *Code of Student Rights, Responsibilities, and Conduct*, the student handbook given to all Indiana University students. The School of Journalism strictly follows the handbook's guidelines and the policy on Academic Dishonesty printed each semester in the Bloomington *Schedule of Classes*.

## Program Planning & Counseling Guidelines

### The Students' Responsibility

Students are responsible for planning their programs and meeting all graduation requirements. Students should be thoroughly familiar with all sections in this bulletin regarding admission, degree requirements, major requirements, course requirements, academic regulations, and academic standing.

Students are also responsible for policy information and meeting all deadlines as published in the *Schedule of Classes* and for keeping their local and permanent addresses up to date with the Office of the Registrar. Faculty advisors, academic counselors, and the recorder can assist students in planning their programs and explain requirements and policies. Students also have access to the computerized degree-audit system in the advising section of OneStart.

### Advising

Journalism majors are expected to meet with their advisor prior to each registration. For this purpose, the school administers an advising process each semester. Advising for registration in fall courses usually occurs in March and for registration in spring courses in October. In these advising conferences students should, as a

minimum objective, make certain that they understand the requirements for successful completion of the area requirements and that they have made an appropriate plan for the coming semester.

For questions at any time during the semester, students may schedule an appointment with the Director of Career Services & Outreach.

### Access to Journalism Courses at Indianapolis

All journalism courses are open to nonmajors. Nonmajors should have completed appropriate prerequisites for advanced courses or have obtained permission from the instructor.

## Student Organizations & Services

### Society of Professional Journalists

Open to students interested in careers in news.

### Public Relations Student Society of America

Open to students interested in careers in public relations.

### National Association of Black Journalists

The School of Journalism has a chapter of the National Association of Black Journalists, which is an organization comprised of journalists, students, and media-related professionals that provides quality programs and services to and advocates on behalf of black journalists worldwide.

## Faculty

Bjork, U. Jonas, Ph.D., (University of Washington, 1987), Professor

Drew, Dan, Ph.D., (Indiana University 1973), Interim Executive Associate Dean

Hetrick, Bruce, B.A., (Indiana University, 1982), Visiting Professor

Laucella, Pamela, Ph.D., (University of North Carolina, 2002), Assistant Professor

Pieratt, Marty, M.A., (Indiana University, 2011), Visiting Professor

Ricchiardi-Folwell, Sherry, Ph.D., (Iowa State University, 1986), Professor

Vincent, Julie, M.A., (Butler University), Lecturer

Walker, Kim, Ph.D., (Indiana University, 2009), Visiting Assistant Professor

### Faculty Emeriti

- Brown, James W., Ph.D. (Indiana University, 1977), Executive Associate Dean and Professor
- Quate, Shirley, Ph.D. (Purdue University, 1986), Professor

## Courses

### Graduate Courses

**JOUR-J 500 Introduction to Mass Media Research (3 cr.)** Seminar on content analysis, experiments, survey methods, qualitative research, historical and legal methodology. Development of media research proposals.

**JOUR-J 501 Public Affairs Reporting (3 cr.)** Reporting and publishing in a hyper-local news environment, on government and other areas of public interest.

**JOUR-J 502 Quantitative Research Methods for Journalists (3 cr.)** Open to graduate students only. The purpose of this course is to teach students about research/methodology and scientific evaluation as it is applied to all mass communication professions, from investigative journalism to public relations and advertising. This is a hands-on course. The primary objective is to teach students how to collect, manage, evaluate, interpret and understand data. The course will focus entirely on quantitative methodologies that journalists and communication practitioners commonly encounter in their daily professional lives, and it will help students engage in data analysis, and work toward a better understanding of scientific and social-scientific methodology.

**JOUR-J 505 Intensive Reporting, Writing, and Editing Workshop (3 cr.)** P: By permission only. This course introduces graduate students to the fundamental practices and principles of writing, reporting, editing and design for the print media. Students will develop skills in news judgment, document-based information gathering, interviewing, observation and description, news and feature writing, ethics, page layout, headline writing, copy editing, content editing, and photo editing.

**JOUR-J 510 Media and Society Seminar (3 cr.)** Examination of structure, functions, ethics, and performance of communication and mass media, stressing a review of pertinent research literature. Analysis of media policies and performance in light of communication theory and current economic, political, and social thought.

**JOUR-J 514 International Communication (3 cr.)** Comparative analysis of international media systems. Course topics and geographical regions studied vary from semester to semester.

### JOUR-J 516 Digital Journalism Practicum (6 cr.)

**JOUR-J 517 Advanced Digital Journalism Practicum (6 cr.)** This course is a continuation of J516: Digital Journalism Practicum and is open to Digital Journalism track students only.

**JOUR-J 520 Seminar in Visual Communication (3 cr.)** Integration of advanced visual communication skills, including photography, writing, and editing. Individual projects in packaging news and public affairs information. Emphasis on experimentation with message forms outside constraints of the traditional news media.

**JOUR-J 528 Public Relations Management (3 cr.)** Designed to enable students to manage a public relations department. Theories and principles relevant to public relations practiced in agency, corporate, and not-for-profit organizations will be covered. This will include developing goals and objectives, working with clients, developing budgets, and research methods.

**JOUR-J 540 Business of Sports Media (3 cr.)** This course will provide of how sports media have evolved from radio, network television and magazines into the multi-dimensional world of regional and national cable, the internet, the networks and other entities. Students will also explore how decisions get made and the financial implications of those decisions.

**JOUR-J 541 Digital Sports Journalism (3 cr.)** Students will learn how to adapt their skills in traditional journalistic platforms to the new multimedia environment, including

websites and mobile devices. The course will teach students the fundamentals of writing, editing, shooting video and recording audio content for a sports website.

**JOUR-J 560 Topics Colloquium (1-4 cr.)** Topical seminar dealing with changing subjects and material from semester to semester. May be repeated twice for credit with a different topic.

**JOUR-J 563 Computerized Publication Design I (3 cr.)** This publishing design course incorporates typesetting, electronic photo editing, graphics, and page design. Students are instructed in design theory, computer publishing skills, and creative problem solving.

**JOUR-J 660 Topics Colloquium (3 cr.)** Topical seminar dealing with changing subjects and material from semester to semester. May be repeated twice for credit.

**JOUR-J 804 Read and Research in Journalism (1-9 cr.)**

### Sports Journalism

**JOUR-J 219 Introduction to Public Relations (3 cr.)** Provides an overview of public relations and introduces theory and practice of the field. Topics include the relationship between public relations and marketing, the history and development of public relations, media relations, measurement and assessment methods, ethics, and law.

**JOUR-J 321 Principles of Public Relations (3 cr.)** Students are introduced to the creative integration of advertising and public relations as a mass media campaign tool. Topics include the role of integrated communications in marketing and media, an examination of current practice, and the creative process of a campaign, including planning strategies and media characteristics.

**JOUR-J 340 Public Relations Tactics and Techniques (3 cr.)** P: J219 Covers a wide variety of knowledge and skills needed by entry-level public relations practitioners. Topics include media relations, community relations and internal communications.

**JOUR-J 390 Public Relations Writing (3 cr.)** A comprehensive survey of corporate publications from newsletters to corporate magazines, tabloids and annual reports with an emphasis on layout and design. Includes refreshing writing skills with review on interviewing and editing.

**JOUR-J 427 Public Relations in a Democratic Society (3 cr.)** Lectures and discussion on dissemination of public information by industry and institutions. Examination of procedures and policies and evaluation of public relations efforts. Contrasts public relations practices in America with those in other nations and cultures.

**JOUR-J 428 Public Relations Planning & Research (3 cr.)** P: J340 and J427. Theories and principles relevant to public relations practices in agency, corporate and nonprofit organizations, including development of goals and objectives, client relationships, budgets and research methods.

**JOUR-J 429 Public Relations Campaigns (3 cr.)** P: J340 and J427. Development and execution of a public relations campaign for a nonprofit organization. Public relations theory and in-depth case study analysis.

**JOUR-J 431 Public Relations for Nonprofits (3 cr.)** This seminar focuses on how a nonprofit organization creates images and how it shapes its programs and goals to gain public support. Assignments and readings are designed to foster a practical understanding of promotional techniques and campaigns using journalistic and other media.

### Sports Journalism

**JOUR-J 150 An Introduction to Sports Journalism: Controversy, Conflict & Characters (3 cr.)** This course will explore the state and practice of sports journalism, through case studies of some of this decade's most controversial sports stories. We will explore these issues through evaluating coverage, reading related texts and talking directly to prominent sports journalists, executives and athletes.

**JOUR-J 152 Introduction to Sports in Society (3 cr.)** This course will introduce students to sports and will take a macroscopic approach in discussing sports' societal influence. It will study sport from a socio-cultural-historical perspective as well as from a contemporary position. It will focus on the converging worlds of print journalism, electronic media, public relations, advertising, documentary and emerging technologies as expressed in the new commercial reality of sport.

**JOUR-J 345 Sports Journalism Writing (3 cr.)** This class will offer an overview of sports writing from its origins to its current status in the twenty-first century. The course will teach students fundamentals of the sports-writing process from information gathering and interviewing to writing and editing copy. Students will gain requisite skills for working in today's sports departments and will write and publish stories on IUPUI athletics and area professional teams and events.

**JOUR-J 361 Issues in Sports Journalism (3 cr.)** This upper-level course will study sports journalism's key policies, trends and issues. It will examine sociological, political, legal, ethical and technological issues in college and professional sports. It will focus on current events and controversies in the world of sports journalism. This course will discuss the symbiotic relationship between sport media and race, gender, doping, steroids, sexuality and homophobia, politics and nationalism, sports fans, loyalty and violence, disability in sport, and other provocative issues.

### Undergraduate Courses

**JOUR-C 190 Perspectives on Communication (1 cr.)** Students are introduced to college learning within a journalism and mass communications environment. Classroom instruction, library activities, and projects are designed to introduce technology and information resources, develop teamwork, and sharpen analytical and evaluative skills. Topics include career planning, study techniques, time management, data collection, and presentations.

**JOUR-C 201 Topics in Journalism (3 cr.)** Topical course dealing with changing subjects and material from semester to semester. May be repeated once for credit with a different topic. Will not count toward journalism major requirements.

**JOUR-C 300 The Citizen and the News (3 cr.)** A study of the institutions that produce news and information about public affairs for the citizens of American mass

society. The problems about the selection of what is communicated. Case studies. International comparisons. Will not count toward journalism major requirements.

**JOUR-C 327 Writing for Mass Media (3 cr.)** A workshop for nonmajors to improve writing skills and learn basic requirements of writing for publication. Instruction in market analysis and interpreting specific editorial requirements, in gathering and researching background materials, and in preparing manuscripts. Examination of various types and styles of published writing. Will not count toward journalism major requirements.

**JOUR-J 100 Computer Methods for Journalism (3 cr.)** An introduction to computing uses in journalism. Hands-on experience with computer software packages commonly used in journalistic research and expression. Experience with using the Internet, Lexis/Nexis, and other library resources for research. This course is for students on the Indianapolis campus only. Bloomington students take JOUR J155 Research Techniques for Journalists.

**JOUR-J 110 Foundations of Journalism and Mass Communication (3 cr.)** Survey of the institutions of journalism and mass communication, their philosophical foundations, history, processes, economic realities and effects.

**JOUR-J 200 Reporting, Writing and Editing I (3 cr.)** P: W131 or its equivalent and fundamental computer skills. P or C: JOUR J155 in Bloomington, J100 in Indianapolis. Working seminar stressing the creation of journalistic stories for diverse audiences. Students will learn to develop story ideas, gather information, combine visual and verbal messages, and to write and edit news.

**JOUR-J 201 Reporting, Writing and Editing II (3 cr.)** P: J200. Working seminar focused on the strengthening of basic journalism skills, including in-depth reporting, editing, and multimedia presentations. Creativity, cooperation, and critical thinking are used to shape effective messages for diverse audiences.

**JOUR-J 210 Visual Communication (3 cr.)** Theories of visual communications including human perception, psychology of color and principles of design. Application of those theories to photography, video and graphic design in news communication.

**JOUR-J 300 Communications Law (3 cr.)** P: sophomore standing. History and philosophy of laws pertaining to free press and free speech. Censorship, libel, contempt, obscenity, right of privacy, copyright, government regulations, and business law affecting media operations. Stresses responsibilities and freedoms in a democratic communications system.

**JOUR-J 315 Feature Writing (3 cr.)** P: J200, J210. Emphasis on developing story ideas, identifying sources, organizing materials, planning, and outlining the story. Techniques for capturing the reader's interest.

**JOUR-J 320 Principles of Creative Advertising (3 cr.)** Analysis of strategy employed in developing creative advertising, with emphasis on role of the copywriter. Research, media, legal aspects, ethical standards as they apply to the copywriting functions. Place of the creative function within the advertising agency and the retail business.

**JOUR-J 335 Retail and Direct Advertising (3 cr.)** P: J200, J210, J320. Role of advertising in retail and service establishments. Forms of retail and direct media advertising, including production and distribution. Procedures, requirements, and techniques of newspaper advertising departments and broadcast stations; in-store promotions; budgeting; evaluation.

**JOUR-J 337 Media Economics (3 cr.)** This course explores how economic forces influence production of media content, particularly at U.S. organizations. It examines basic economic concepts, such as market and competition, as they relate to commercial media organizations. Special attention is paid to the effect of advertising and market considerations on news decision making.

**JOUR-J 341 Newspaper Reporting (3 cr.)** P: J200, J210. Techniques of gathering, analyzing, and writing news and features for newspapers. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.

**JOUR-J 342 Magazine Reporting (3 cr.)** P: J200, J210. Techniques of gathering, analyzing, and writing material for specialized and general circulation magazines. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.

**JOUR-J 343 Broadcast News (3 cr.)** P: J200, J210. Techniques of gathering, analyzing and writing news and features for broadcast. Practice in interviewing, observation and use of documentary references that include computer information retrieval and analysis skills.

**JOUR-J 344 Photojournalism Reporting (3 cr.)** P: J200, J210. This is an introductory photojournalism course focusing on the basics of light, camera operation, and the use of chemical and digital darkrooms. It includes instruction in spot news and feature photography as well as instruction in ethics, privacy and law.

**JOUR-J 351 Newspaper Editing (3 cr.)** P: J200, J210. Workshop in fundamentals of editing newspapers, including both individual and team projects. Emphasis on news judgment, fairness, accuracy, editorial balance, and language usage. Practice in writing news summaries, editing copy, writing headlines, laying out pages, and using computer editing technology.

**JOUR-J 352 Magazine Editing (3 cr.)** P: J200, J210. Workshop in fundamentals of editing specialized and general interest publications. Individual and team functions are stressed. Attention is given to editorial voice and judgment, fairness, accuracy, and language usage. Practice in writing headlines and titles, layout, design, and use of computer editing technology.

**JOUR-J 353 Advanced Broadcast News (3 cr.)** P: J200, J343. Continuing workshop in reporting, writing and editing for broadcast. Individual and team functions are stressed. Emphasis on news judgment, fairness, accuracy, editorial balance and language usage. Practice in editing copy, audio and video tape.

**JOUR-J 354 Photojournalism Editing (3 cr.)** P: J344 or permission of the instructor. Workshop on the role and function of the print media picture editor. Theory and practice of picture editing skills including assigning,

selecting, cropping, writing captions and blurbs, producing informational graphics, designing photo pages, editing by computer, and managing.

**JOUR-J 360 Journalism Specialites (1 - 3 cr.)** P: Must have taken J360 Newscast Skills or J360 Topical course dealing with changing subjects and material from semester to semester. Course may be repeated once for credit.

**JOUR-J 385 Television News (3 cr.)** P: J343 and J353, or consent of instructor. Preparation and presentation of news for television. Practice in writing, reporting, filming, and editing news for TV. TV writing problems; use of photographs, film, and videotape; problems of sound in TV news; ethical problems of the TV film reporter and editor.

**JOUR-J 401 In-Depth Reporting and Editing (3 cr.)** P: One 300-level reporting course and one 300-level editing course. Study and practice in using techniques of social science and traditional methods of investigative reporting. Class will plan, write, and edit news stories in depth.

**JOUR-J 407 News Gathering and the Law (3 cr.)** Students study the law relating to the content of news media and the processes by which that content is created. Discussion includes the legal issues triggered by story framing, selection of sources, interviewing, photography, and access to information. The course involves reading and research using primary legal materials.

**JOUR-J 409 Media Management (3 cr.)** Research seminar that examines techniques and processes used in managing media organizations. Through discussions, case analysis, and group projects, the course explores organizational missions and social responsibilities, market analysis techniques, personnel management issues, and budgeting.

**JOUR-J 410 The Media as Social Institutions (3 cr.)** P: J300, senior standing. Examination of the functions and impact of the mass media in society with primary focus on the United States. Discussion of the values of media organizations and the professional and ethical values of journalists. Critical analysis of the relationship of the media and society and the effect of political, economic and cultural factors on the operation of the media.

**JOUR-J 413 Magazine Article Writing (3 cr.)** P: J342. In-depth explanation of the nonfiction magazine article field. Examination of trends and problems in nonfiction writing for both general and specialized magazines. Criticism of student articles written for publication. Seminar sessions with editors and freelance writers.

**JOUR-J 414 International News-Gathering Systems (3 cr.)** Structure and function of international communication systems and barrier to flow of information among nations. Emphasis on gathering and disseminating information around the world. Study of the major newspapers of the world, international news agencies, and international broadcasting and satellite networks.

**JOUR-J 415 Literary Journalism (3 cr.)** A study of literary forms and techniques used in journalism. Topics to be considered include formal considerations such as voice and structure, reporting methods, and ethical issues. Students will supplement reading with writing experimental pieces of their own.

**JOUR-J 420 Advertising Research & Management (3 cr.)** P: J200, J210, J320. Lectures and practice in copywriting, graphics, layout and production. Incorporates psychological, social, legal and marketing aspects of creativity for mass media.

**JOUR-J 423 Public Opinion (3 cr.)** Behavioral study of nature, operation, molding, and influence of public opinion, with practice in its measurement and evaluation. Discussion of major political, social, economic, and cultural problems.

**JOUR-J 425 Supervision of School Publications (3 cr.)** P: 12 credit hours of journalism. Lectures and discussion on designing, producing and financing school newspapers, magazines and yearbooks. Management of school news bureau.

**JOUR-J 438 Advertising Issues & Research (3 cr.)** P: J320 and permission of the instructor. Seminar on current developments and problems concerning advertising as an economic and social force. Stresses independent investigation on topics such as politics and advertising and advertising and public taste.

**JOUR-J 444 Advanced Photojournalism (3 cr.)** P: J344. Advanced techniques of reporting and interpreting news with photography. Practice in news, sports, features, photographic essays, color photography, electronic imaging, and studio illustration.

**JOUR-J 450 History of Journalism (3 cr.)** American social-intellectual history integrated with the story of news media development, emphasizing the historical relationship of the mass media to American social, economic, and cultural patterns and developments. Origin, growth, shortcomings, and achievements of media. Impact of society on the media and vice versa.

**JOUR-J 455 News Analysis and Opinion Writing (3 cr.)** P: J200, J210. Techniques for understanding, analyzing and reporting on complex events and issues. Development and refinement of skills and techniques for writing news analysis, editorials and opinion articles.

**JOUR-J 460 Topics Colloquium (1-3 cr.)** P: Junior or senior standing. Topical seminar dealing with changing subjects and material from semester to semester. May be repeated once for credit with a different topic.

**JOUR-J 463 Computerized Publication Design I (3 cr.)** P: J200, J210. This publishing design course incorporates typesetting, electronic photo editing, graphics and page design. Students are instructed in design theory, computer publishing skills and creative problem solving.

**JOUR-J 465 Computerized Publication Design II (3 cr.)** P: J463. This publishing design course incorporates typesetting, electronic photo editing, graphics, and page design. Students are instructed in design theory, computer publishing skills, and creative problem solving.

**JOUR-J 470 Broadcast Media Analysis (3 cr.)** Seminar on problems of communicating news through aural and visual channels. Application of communications theory to broadcast news and public affairs presentations. Study of effects of format, verbal content, nonverbal content, and presenter on communications process.

**JOUR-J 475 Race, Gender, and the Media (3 cr.)** Survey and analysis of how news and entertainment media

represent issues of race and gender. History of women and people of color as media professionals and media consumers. Discussion of contemporary problems and potential solutions.

**JOUR-J 492 Media Internship (1 - 3 cr.)** (S/F grading) P: Prior approval of faculty member; journalism majors only. Supervised professional experience in communications media. May be repeated, but a student may take no more than 3 credit hours total of internship credit for the B.A.J. degree.

**JOUR-J 493 Journalism: Off-Campus Registration (0 cr.)** This noncredit course is for journalism students studying off campus temporarily as part of the Bachelor of Arts in Journalism degree program.

**JOUR-J 496 Foreign Study in Journalism (3-8 cr.)** P: Consent of the dean of the School of Journalism. Planning of research project during year preceding summer abroad. Time spent in research abroad must amount to at least one week for each credit hour granted. Research paper must be presented by end of semester following foreign study. I Sem., II Sem., SS.

**JOUR-J 499 Honors Research in Journalism (1-3 cr.)** Opportunity for independent reading, research, and experimentation on relevant issues in mass communications. Work with faculty member on individual basis. I Sem., II Sem., SS.