

# Provisional Courses

The **School of Communication** acknowledges that departments need to keep up-to-date on new advances made in their various disciplines. Toward this end, departments may propose to experiment with a different combination of material or an interdisciplinary approach to a subject. These proposals may obtain “provisional approval.” If the experiment is successful, faculty authorization for regular inclusion with departmental offerings may follow.

Provisionally approved courses must meet all regular requirements for time in class, amount of student assignments and level of difficulty. The following are courses which received provisional approval.

## Audio/Video/Film (AVF)

41. *Intermediate Audio Production* 3 s.h.  
Projects develop and deepen students’ ability to produce a variety of radio formats including spots and newscasts. Students gain competency in conceiving and writing feature stories. A good deal of time is devoted to developing studio and field production skills. Additionally, students become more familiar with emerging technologies and techniques, including digital editing software. Prerequisite: AVF 21. No liberal arts credit.

131. *Contemporary Issues in Radio Broadcasting* 3 s.h.  
Students develop their skills in critical thinking and writing and deepen their understanding and analysis of radio broadcasting. This course draws on historic and current radio programs, the internet, journals and periodicals devoted to radio. Students become familiar with concepts of Cultural Studies to address such topics as: How do issues of ownership affect programming content? Who is represented on radio? How does/will the “business” of radio and new technologies affect future broadcasters and the future of radio? Grading is based on student participation, written work, and presentations. Prerequisite: SCO 2.

152. *The Radio Industry* 3 s.h.  
A study of current principles and practices of radio programming, marketing and sales, promotions, and radio management for commercial and public radio. The course highlights organizational, technological, and ethical issues facing the radio industry today. Prerequisites: AVF 111 and 131. Not for liberal arts credit.

## Journalism (JRNL)

16. *Broadcast News II* 3 s.h.  
An intensive workshop where students use their journalism skills in the production of a weekly, broadcast-quality news show (i.e., News and Views). Students participate in each aspect of this production including research, writing, reporting, and editing. Emphasis is placed on developing advanced writing skills. Ethical problems faced by television reporters and producers are discussed. Participants work with advanced video/television students in the actual production of the newscast. Outside community research and reporting time is required. Prerequisites: JRNL 15; SCO 4; AVF 26. Same as JRNL 120. No liberal arts credit. (Formerly JRNL 120, *Electronic News Laboratory I*)

56. *Desktop Publishing* 3 s.h.  
Learn how to publish your own publication, from a newsletter to a newspaper, using the latest hardware and software. Today’s generation of computers and desktop publishing programs have made it possible to produce a viable periodical. This course teaches you the skills to design your own publication, from

turning on the computer to printing the final copy. No liberal arts credit.

62. *Public Relations Research Methods and Assessment* 3 s.h.  
This course is designed to provide students with an understanding of the importance of research in developing public relations strategies. Students gain an understanding of probability sampling, research methodologies, data gathering and report writing. Assessment of tools and responses, communicating findings and applying results is stressed. Prerequisite: JRNL 60.

63. *Public Relations Copywriting* 3 s.h.  
This course is designed to advance students’ understanding of the field of public relations, its theories, methodologies, practices and relevant issues. The course focuses on analysis of communication objectives, audience and media, and emphasizes excellent writing skills, good news judgment, ethical decision making and sound communication principles. Prerequisite: JRNL 62.

64. *Public Relations Case Studies* 3 s.h.  
This course encompasses study of several important cases—historical and current—which examine how public relations professionals deal with situations and crises. Through readings, discussions and projects, students explore their own perceptions of the profession and its impact on society. Emphasis is placed on ethical courage, values, audience sensitivity and media reaction. Prerequisite: JRNL 63.

67. *Public Relations Campaigns* 3 s.h.  
Capstone course for advanced public relations students combining theory and experiential components and enabling students to develop their own public relations campaigns for a client assigned by the instructor. Working with clients on a pro-bono basis, students develop a greater understanding of public relations needs in a world where social responsibilities, ethics, values and community service are stressed. Emphasis placed on strategic planning, objectives, and identification of appropriate techniques. Prerequisite: JRNL 64. No liberal arts credit.

76. *Advanced Broadcast Journalism* 3 s.h.  
This course provides those concentrating in broadcast journalism with the opportunity to produce an in-depth, long-form project of journalistic significance. Working as a team, participants research, write, shoot, and edit a news documentary for broadcast. Participants also analyze and critique selected works produced by news organizations. Outside community research and reporting time is required. Prerequisite: JRNL 17. No liberal arts credit.

80. *Online Journalism* 3 s.h.  
A thorough introduction to the fastest growing element of professional journalism—journalism over the internet, or online journalism. Students examine the theoretical, legal and ethical underpinnings of this new form, while exploring the new form’s connections with the print and broadcast media, which came before. Practical skills include web-based reporting, newswriting taking advantage of hypertext and other web tools, and design and construction of web sites. Prerequisite: JRNL 11.

## Mass Media Studies (MASS)

109. *The Mass Media, Politics and Policy Making* 3 s.h.  
This course focuses on the media’s role in politics and the ubiquitous nature of today’s media impact on political agenda setting. The course is designed to enhance the student’s research, writing, and analytical skills and to increase awareness of mediated reality in this important area. Topics include theories or persuasion, the spin-doctor phenomenon, and the coverage and impact of extraordinary events on political decision making.

Students are required to have a computer account. Attendance at one Evening Forum (in lieu of one class session) may be required. Prerequisites: SCO 2, PSC 1.

130. *Media Technologies and Public Policy* 3 s.h.  
Provides an interdisciplinary examination of new technologies, their impact on the media, global communications systems, and the international information society. Considers and analyzes who are the new media players, the legal and personal implications of media ownership patterns, fragmentation of society, and the controversial shaping nature of telecommunication and information technologies on the dimensions of our culture,

social structure, economy, and politics. Prerequisites: MASS 11 or TPP 149 or approval of instructor. Same as TPP 130.

### **Speech Communication and Rhetorical Studies (SPCM)**

43. *Fundamentals of Organizational Communication* 3 s.h.  
Introduces students to the general theories of organizational communication. Specifically, the course emphasizes the social and cultural dimensions of communication practices which sustain or challenge organizational ideas, values and beliefs. The course adopts an interpretive approach to the study of organizational communication by considering how stories, myths and narratives are used to create meaning among members.