

JOURNALISM, PUBLIC RELATIONS AND NEW MEDIA

Department of Journalism, Public Relations and New Media

Chairperson: Mia N. Moody-Ramirez

Graduate Program Director: Marlene S. Neill

- Journalism, M.A. (<https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/college-arts-sciences/journalism-public-relations-new-media/journalism-ma/>)
- Journalism, M.A. (Online) (<https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/college-arts-sciences/journalism-public-relations-new-media/journalism-ma-online/>)
- Master of International Journalism, M.I.J. (<https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/college-arts-sciences/journalism-public-relations-new-media/master-international-journalism-mij/>)

Journalism (JOU)

JOU 4305 Gender, Race & Media (3)

Pre-requisite(s): Upper-level standing or consent of the instructor
Theory, critical analysis techniques and personal experiences with race, gender and class. Examination of the link between media representations, institutional practices and how closely these images reflect more objective measures of reality.

JOU 4315 Strategic Communications Research (3)

Pre-requisite(s): JOU 3367 or 3320
Continued research and development of advertising materials, including strategic planning, budgeting and media allocation, testing and evaluation.

JOU 4320 Advertising Management (3)

Pre-requisite(s): JOU 4315
Structures and procedures for effectively managing advertising production and functions within media and agency environments.

JOU 4325 Advanced Editing (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325 for journalism undergraduates
Continued development of editing skills through exploration of advanced techniques in newspaper layout and design. Individual project required. Use of Macintosh computer to design information graphics and news pages.

JOU 4330 News Media and American Society (3)

Pre-requisite(s): Upper-level standing or consent of instructor
Philosophical examination and evaluation of the interaction between society and news media in the United States.

JOU 4340 Writing and Editing for On-Line Media (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325
Technical skills, writing and editing for web-based mass communication. Students will learn the coding language, some image manipulation and writing hypertext information for web-based mass media and public relations and apply this learning in a project.

JOU 4350 Mass Media and Popular Culture (3)

Pre-requisite(s): Upper-level standing or consent of instructor
Examination and evaluation of the roles of the mass media in promoting popular culture, including how media practitioners are portrayed.

JOU 4359 History of Photography (3)

Pre-requisite(s): Upper-level standing
Photography since its appearance in 1839: people, ideas, and technologies that shaped the history of photography; the cultural and artistic environments in which photographs have been taken; and the major genres of photography, including portraiture, documentary, art-photography and photojournalism.

JOU 4360 Documentary Explorations (3)

Pre-requisite(s): Upper-level standing
The theory and, selectively, the practice of written, photographed and filmed documentary, oral history, and participant-observer anthropology. Students will undertake projects involving fieldwork.

JOU 4368 Advanced Public Relations (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325; and upper-level standing
Researching, planning, implementation and evaluation of public relations campaigns and programs. Includes a public relations internship.

JOU 4371 Public Relations Media Programming (3)

Pre-requisite(s): JOU 3367 and 4368
Planning and production of programming for public relations events, meetings and campaigns. Students compose presentations that mix media to achieve stated public relations objectives.

JOU 4380 Law and Ethics of Journalism (3)

Pre-requisite(s): Upper-level standing or consent of instructor
Rights and privileges of the news media and their social and legal responsibilities under the principles of common law and the constitution. Includes an overview of the American judicial system and the role of the journalist in reporting civil and criminal matters.

JOU 4385 Data Analytics & Visualization (3)

Pre-requisite(s): Upper-level standing or consent of instructor
Common tools used for data analysis and visualization, best practices in data visualization design, social media data mining, and social media network analysis, applied to public relations and advertising.

JOU 4390 Advertising and Public Relations Leadership (3)

Pre-requisite(s): JOU 4371 or JOU 4315
Develop leadership capabilities in self-awareness, group dynamics, interpersonal relations, organizational dynamics, strategic decision-making and the foundations of leadership.

JOU 4398 Public Affairs Reporting (3)

Pre-requisite(s): C- or higher in JOU 2303 or JOU 3372
Problems in reporting local, state, and national governmental affairs, including obligations and responsibilities of the reporter and of the media. Actual practice under field conditions.

JOU 4669 Documentary Summer Field School (6)

Pre-requisite(s): Upper-level standing
Course centers on documentary fieldwork during a residency of up to three weeks. Methodologies may include oral history, participant observation, documentary photography and documentary radio.

JOU 4V80 Radford Seminar (1-6)

Pre-requisite(s): Upper-level standing
Advanced writing specialization in specific journalistic disciplines. May be repeated up to a total of six semester hours provided topic is different.

JOU 4V95 Special Studies (1-3)

Pre-requisite(s): C- or higher in JOU 2303 or JOU 3372 and upper-level standing

Individual study with faculty guidance of some vital area in the field of communication. May be repeated once with change in content.

JOU 5199 Non-Thesis Degree Completion (1)

To fulfill requirements for non-thesis master's students who need to complete final degree requirements other than coursework during their last semester. This may include such things as a comprehensive examination, oral examination, or foreign language requirement. Students are required to be registered during the semester they graduate.

JOU 5310 Research Methods in Mass Communication (3)

Cross-listed as AMS 5310

Pre-requisite(s): Graduate standing

Intensive study of and practice in research methods used in the study of mass communication, including content analysis, survey research, experimental designs, historical and qualitative methods. Classic and current research in mass communication will be reviewed.

JOU 5320 Theory of Mass Communication (3)

Cross-listed as AMS 5320

Pre-requisite(s): Consent of director of graduate studies

To study the origins of, evidence for, and applications of various mass communication theories; to study the logic, problems and techniques of theory building; to study the societal implications of mass media research; to extend theoretical assumptions.

JOU 5350 Seminar in Mass Communication (3)

Cross-listed as AMS 5350

Pre-requisite(s): JOU 5310 or AMS 5310

Research seminar in selected areas of mass communication. May be repeated when topic changes.

JOU 5365 Social Media for Strategic Communication and Journalism (3)

This course explores the influence of social media in public relations, marketing, advertising, organizations, and society. Through theory, practice, and case studies, students identify a strategic process for integrating social media into marketing, advertising, public relations, and other business operations.

JOU 5385 Data Analytics & Visualization (3)

Understanding how to analyze and interpret data and then prepare graphic visualizations is a critical skill in public relations and advertising today. This course covers the fundamentals such as common tools used for data analysis and visualization, best practices in data visualization design, social media data mining, and social media network analysis.

JOU 5388 Master's Project (3)

Pre-requisite(s): Journalism graduate faculty approval

Research, writing, and defense of a publication-quality journalistic series.

JOU 5389 Practicum in Journalism (3)

Practica will be satisfied at publication, public relations, television, radio, other program-approved sites, depending upon the specialization pursued by the student. If the student has at least a half-time position at a media outlet for at least one semester during the program of study, the position may count as the practicum with previous approval of the graduate director.

JOU 5395 Crisis & Issues Management (3)

Students become familiar with a variety of types of public relations crises and communication theories and practices appropriate to understanding crisis communication tactics. Upon completion of the course, they will understand and be able to develop the various components of an overall crisis communication plan.

JOU 5V01 International Journalism Internship (1-12)

One semester spent within the student's international area specialization and devoted to university work at a non-American institution, to employment with a U. S. or non-U.S. news organization, to independent study, or to a combination of all three; to an association with Christian mission posts, with public relations and advertising agencies, or with a wide range of foreign-based American firms. Subject to approval of the director of graduate studies.

JOU 5V90 Independent Study in Mass Communication (1-3)

Cross-listed as AMS 5V90

A conference course for graduate journalism students in which students work under the tutelage of a graduate faculty member. Major research project and extensive required readings chosen from an area of the student's major interest. Written report submitted for publication required. The course is designed for intensive study of a topic jointly agreed upon by the professor and graduate student and subject to the approval of the director of graduate studies.

JOU 5V99 Master's Thesis (1-6)

Pre-requisite(s): Journalism graduate faculty approval

Writing and defense of faculty-approved Master of Arts in Journalism thesis.