

JOURNALISM, PUBLIC RELATIONS AND NEW MEDIA

The journalism, public relations, and new media department is one of only 114 programs in the United States accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Journalism transmits and interprets events and binds society together, making it among the most vital forces in the maintenance of any society and fundamental to democratic government and a free society. Our goals are to provide a high-quality education for demanding communications professions (**print, broadcast and the internet, public relations, international communication, photojournalism, graphic arts, advertising, new media, and newspaper and magazine production**); to instruct non-majors in the mechanics of and the reasons for contemporary journalism practice; to provide high quality academic and career counseling; to provide useful services to journalists and other professional communicators in our region; to conduct research in journalism and mass communication; to serve society and the Christian church by educating enlightened, ethical, well-prepared journalists and other communicators, and to stimulate and participate in professional development and research designed to enlarge our understanding of communication in society and in the Christian faith. The program is built on a large liberal arts background. A summer study abroad program in Budapest, the Baylor in Washington program, and the Baylor in New York program offer academic and internship opportunities away from campus.

The student professional must complete a core of courses that provides basic skills necessary for work in journalism and media and other communication fields. From that point, the student can choose a variety of advanced courses that allow specialization in particular sequences.

The department offers course sequences in news-editorial work, advertising, broadcast, photojournalism, and public relations. Students should consult with departmental advisors to determine the proper selection of courses in particular sequences. There are minors offered in news-editorial, photojournalism, advertising, and public relations.

Other interested students may select courses that will help them incorporate communication skills into their major areas of study. The department offers survey courses that give liberal arts students insights into the mass media and the contemporary communication environment. The course descriptions specify those that may be applied to the fine arts requirement. The department also offers a Secondary Major in Journalism.

- Journalism, B.A. (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/journalism-ba/>)
 - Journalism (News Editorial), B.A. (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/journalism-ba/journalism-sequence-i-new-editorial-ba/>)
 - Journalism (Public Relations), B.A. (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/journalism-ba/journalism-sequence-ii-public-relations-ba/>)
 - Journalism (Advertising), B.A. (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/journalism-ba/journalism-sequence-iii-advertising-ba/>)

- Journalism (Photojournalism), B.A. (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/journalism-ba/journalism-sequence-iv-photojournalism-ba/>)
- Journalism (Broadcast Journalism), B.A. (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/journalism-ba/journalism-sequence-v-broadcast-ba/>)
- Accelerated Bachelor of Arts in Journalism/Master of Arts in Museum Studies (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/joint-bachelor-arts-master-arts-journalism-museum-studies/>)
- Journalism - Secondary Major (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/journalism-secondary-major/>)
- Advertising Minor (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/advertising-minor/>)
- News Editorial Minor (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/news-editorial-minor/>)
- Photojournalism Minor (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/photojournalism-minor/>)
- Public Relations Minor (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/public-relations-minor/>)
- American Studies, B.A. (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/american-studies-ba-degree/>)
- American Studies Minor (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/american-studies-minor/>)
- Accelerated Bachelor of Arts in American Studies/Master of Arts in Museum Studies (<https://catalog.baylor.edu/undergraduate/college-arts-sciences/academic-departments/journalism-public-relations-new-media/joint-bachelor-arts-master-arts-american-studies-museum-studies/>)

American Studies (AMS)

AMS 4385 Seminar in American Studies (3)

Pre-requisite(s): Senior standing or consent of program director
Studies the theory and practice of American Studies, presents students with the opportunity to analyze written and visual texts, and requires a major paper. Through written work and oral presentations, the course gives students a broad perspective on the American culture.

Journalism (JOU)

JOU 1303 Introduction to Mass Communication (3)

Cross-listed as FDM 1303

See FDM 1303 for course information.

JOU 1V9R Research (3)

Pre-requisite(s): Consent of the instructor

Undergraduate research undertaken with the supervision of a faculty member. May be taken for a maximum of 6 hours.

JOU 2301 Media Literacy in a Democratic Society (3)

Designed to increase media knowledge and function and improve ability to discern reliability of sources.

JOU 2303 Reporting and Writing for Media (3)

Pre-requisite(s): Only open to JOU majors and minors
Professional writing skills used for a variety of media. Research and interviewing techniques for storytelling for multiple mediums. Evaluation of different media for content, bias, ethics, news values, diversity and objectivity.

JOU 2V9R Research (3)

Pre-requisite(s): Consent of the instructor
Undergraduate research undertaken with the supervision of a faculty member. May be taken for a maximum of 6 hours.

JOU 3310 Sportswriting (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325
Historical and multi-media perspective on sports reporting through lectures and reporting assignments covering intercollegiate athletic competition.

JOU 3315 Broadcast Writing and Reporting (3)

Cross-listed as FDM 3315
Pre-requisite(s): For Journalism majors, C- or higher in JOU 2303 and JOU 3325; for Film and Digital Media or Communication Specialist majors; JOU 2303 or JOU 3372
Not open to Pre-Film and Digital Media students. The theory and practice of broadcast news reporting including gathering, critically processing, and enterprising unique stories with compelling video and storytelling.

JOU 3320 Advertising Procedures (3)

Cross-listed as MKT 3320
See MKT 3320 for course information.

JOU 3321 Advertising Copywriting (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325 and upper-level standing
The process of developing effective advertising copy for the mass media, including concept generation, research, copy testing, advertising execution, media placement and assessment.

JOU 3325 Editing (3)

Pre-requisite(s): C- or higher in JOU 2303 or JOU 3372
Development of skills and resources used by editors in preparing content for publication in the print or digital world. Emphasis on editing and design using relevant programs. Also covers legal and ethical issues as well as diversity in the newsroom.

JOU 3355 Media Photography I: Introduction (3)

Pre-requisite(s): Upper-level standing or consent of instructor
Basic theory of visual communication. Instruction in basic camera and lighting skills and laboratory practice. Completion of photographic assignments for a range of media. Laboratory required.

JOU 3356 Media Photography II: Photojournalism (3)

Pre-requisite(s): JOU 3355 Continued development of photographic skills through individual photojournalism projects
Emphasis on the completion of location assignment work and documentary projects for publication. Laboratory required.

JOU 3357 Advanced Photography (3)

Pre-requisite(s): JOU 3355 and 3356
Further enhancement of technical skill and creative vision in media photography. Emphasis on professional practice including self-promotion and the completion of a portfolio.

JOU 3358 Videography for Broadcast Journalism (3)

Pre-requisite(s): Upper-level standing or consent of instructor
Introduction to video journalism with emphasis on pre-production, camera handling, editing and videography for storytelling in broadcast journalism.

JOU 3366 Public Relations for Non-Profit Organizations (3)

Pre-requisite(s): JOU 3367 or consent of instructor
Communication techniques, public relations, news writing and advertising procedures applied to needs of non-profit organizations or local churches. Includes laboratory work, research, and individual and team projects in social service or church public relations.

JOU 3367 Principles of Advertising and Public Relations (3)

Pre-requisite(s): C- or higher in JOU 2303 or JOU 3372 or consent of instructor
Professional communication principles applied in contemporary public relations and advertising concepts. Theory, history, and practice of public relations and advertising, including evaluation of public opinion, and the planning, implementing, and evaluating of public relations and advertising programs. Designed for students with journalism background.

JOU 3369 Media Design (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325 and sophomore standing
Introduction to graphic design in a media setting. Students work with Adobe InDesign, Photoshop and Illustrator software.

JOU 3370 Public Relations Agency (3)

Pre-requisite(s): JOU 3367 and JOU 3369
Application of public relations principles in an agency setting.

JOU 3372 Writing for Media Markets (3)

Pre-requisite(s): Sophomore level standing or above
Not open to Journalism, Public Relations, and New Media majors or minors. Not open to Pre-Film and Digital Media majors. Specialized writing for media markets, including public relations releases, brochures, news reports, and speeches. Credit may not be earned for this course if credit is earned in JOU 2303.

JOU 3374 Public Relations Writing (3)

Pre-requisite(s): JOU 2303 and 3325
Use of audience and media analysis with the logic and language skills needed to construct messages in the public relations profession.

JOU 3375 Advanced Reporting and Writing (3)

Pre-requisite(s): C- or higher in JOU 3325 and either JOU 2303 or JOU 3372
Experience in news gathering and writing with emphasis on relationships with professional news sources. Lab work included.

JOU 3376 History of American Journalism (3)

Pre-requisite(s): Open to juniors and seniors throughout the university
Development, impact, and importance of communication groups and of individual journalists and media in the United States.

JOU 3385 Advanced Broadcast Reporting & Producing (3)

Pre-requisite(s): JOU/FDM 3315
Focuses on advanced skills for compelling broadcast stories with strong characters and storytelling skills. Uses news values to build newscast segments, link stories and supporting content, including graphics, data lists and maps.

JOU 3386 Editorial and Column Writing (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325
Fundamentals of writing informative and persuasive editorials and in writing appealing newspaper columns.

JOU 3387 International Communication (3)

Pre-requisite(s): Open to juniors and seniors throughout the university
International communication: its history, the flow of news and information, its role in international relations, a comparison of press systems, the role of new World Information Order, and communication in developed and developing nations.

JOU 3389 Magazine and Feature Writing (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325

The nature and functions of magazine and feature article writing and editing, with emphasis on identifying article ideas and taking projects through the writing, editing and placement process.

JOU 3391 News Internship (3)

Pre-requisite(s): JOU 3375 and consent of instructor

Open to journalism majors on approved internships with various media under faculty supervision. Record of work done and report of media supervisors required.

JOU 3392 Photo Internship (3)

Pre-requisite(s): JOU 3356 and consent of instructor

Open to journalism majors on approved internships with various media under faculty supervision. Record of work done and report of media supervisors required.

JOU 3393 Religious Communication Internship (3)

Pre-requisite(s): JOU 3375 or 4368 and consent of instructor

Open to journalism majors on approved internships with various media under faculty supervision. Record of work done and report of media supervisors required.

JOU 3394 Advertising Internship (3)

Pre-requisite(s): JOU 3321 and consent of instructor

Open to journalism majors on approved internships in advertising.

JOU 3395 Public Relations Internship (3)

Pre-requisite(s): JOU 4368 and consent of instructor

Open to journalism majors on approved internships in public relations.

JOU 3397 Magazine Publishing (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325

In-depth examination of magazine function, research, copy editing and layout, with practice in each. Strong emphasis on editorial decision-making and formulation of magazine editorial policy. Consumer, special interest, professional, trade, and company-sponsored magazines are studied.

JOU 3V9R Research (3)

Pre-requisite(s): Consent of the instructor

Undergraduate research undertaken with the supervision of a faculty member. May be taken for a maximum of 6 hours.

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 4310 Media Management (3)

Pre-requisite(s): JOU 3375 or 4368, or consent of instructor

The theory and methods of modern media management, including advertising sales and production, news-editorial organization and operations, and business and distribution functions.

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 4365 Social Media for Strategic Communication and Journalism (3)

Pre-requisite(s): Upper-level standing or consent of the instructor

Examination of social media in public relations, advertising, journalism, organizations, and personal branding. Development of social media plans for products, services, or organizations.

JOU 4368 Advanced Public Relations (3)

Pre-requisite(s): C- or higher in JOU 2303 and JOU 3325 and JOU 3367; 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 4V9R Research (3)

Pre-requisite(s): Consent of the instructor

Undergraduate research undertaken with the supervision of a faculty member. May be taken for a maximum of 6 hours.