



# JOURNALISM - GRADUATE (JGRD)

## JGRD 809 Theories of Freedom of Expression

**Description:** Reading, discussion, and research on current issues in mass media law or theoretical bases for freedom of expression.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## JGRD 811 Seminar in Media History

**Description:** Readings and discussion of major issues, events, and people in the history of mass media in the United States.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## JGRD 819 Graduate Writing, Reporting and Editing

**Description:** This course teaches, at an accelerated graduate level, the principles and practices of reporting, writing and editing. It includes discussion of the ethical principles of journalism and the application of basic statistics the development of news and feature work.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## JGRD 820 Mass Media: Introduction

**Prerequisites:** Permission

**Description:** Mass media structure, development, systems, responsibilities and ethics, and criticisms.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## JGRD 831 Strategic Communications: Writing and Design

**Description:** Seminar for graduate students who do not have an undergraduate degree in advertising. Strategic and creative components of advertising, both from the visual and textual perspectives. Specific strategies for writing and designing advertising, promotional and public relations materials; creative aspects related to strategic planning.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## JGRD 835 International Communications

**Prerequisites:** Permission

**Description:** Systems of mass communications in foreign countries and across international boundaries.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## JGRD 850 Data Storytelling

**Description:** Every day, more of our lives are being stored in a database somewhere. With that explosion of data, storytellers now more than ever need the skills to analyze and understand data to then produce the stories hidden in the information. We'll use brainpower and software to look at raw data –not summarized and already reported information –to reveal insights and build strong stories. Coding in R and basic statistical techniques and tools from the storyteller's toolkit such as characters and narrative will be included.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** JGRD 851

## JGRD 851 Data Visualization

**Prerequisites:** JGRD 850 Data Storytelling

**Description:** While creating publishable graphics was once the realm of a designated department, there is now an expectation across all media sectors that journalists and communications professionals be able to visualize data to gain insight, share information and enhance publications. Teaches the tools to make powerful visualizations with code using the ggplot2 library in R. This library is used by news outlets like the BBC, FiveThirtyEight, the New York Times and ProPublica. It is also widely used in scientific and social science circles because it allows for striking graphics with a high degree of customization. Of course, with great power comes great responsibility, so course readings focus on visualizing ethically.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## JGRD 891 Special Topics

**Description:** Topics vary. Course may be repeated up to three times so long as topics are different.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Grade Pass/No Pass Option

## JGRD 896 Independent Study

**Prerequisites:** Permission of major adviser

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## JGRD 899 Masters Thesis

**Prerequisites:** Admission to masters degree program and permission of major adviser

**Credit Hours:** 1-6

**Min credits per semester:** 1

**Max credits per semester:** 6

**Max credits per degree:** 99

**Grading Option:** Pass No-Pass

**JGRD 901 Ethics and Issues in Mass Communication**

**Description:** Ethical framework for exploring current issues in mass communications.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**JGRD 902 Multi-platform Journalism**

**Description:** Skills and technologies involved with multi-platform journalism and management.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**JGRD 903 Entrepreneurial Journalism**

**Description:** Current issues in business management related to the media environment.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**JGRD 915 Mass Communication Theory**

**Description:** Process and effects of mass communication.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**JGRD 919 Methods of Mass Communication Research**

**Description:** Research concepts and procedures with emphasis on methodology and research techniques in mass communication.

Development of competency in consumption and interpretation of research combined with an introduction to research design, analysis, and decision making.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**JGRD 954 MASS MEDIA & GOVT**

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**JGRD 992 Professional Project**

**Description:** Development of thesis topic may come from JGRD 992.

JGRD 992 is designed for increasing competency in professional practice and depending on goals, may be concentrated in ADVT, BRDC, or NEWS. Translation of social, political, and economic affairs to mass audiences in both print and electronic media.

**Credit Hours:** 1-6

**Min credits per semester:** 1

**Max credits per semester:** 6

**Max credits per degree:** 6

**Grading Option:** Pass No-Pass

**JGRD 995 Issues in Mass Communication**

**Description:** Current problems in mass communication and interrelated social, economic, and political factors. Topic varies.

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded