



BROADCASTING

Description

The broadcasting major offers courses leading to a wide variety of careers in the broadcasting and media industries. Building on a solid base of instruction in radio, television, mobile and online journalism, the major has broadened its curriculum in response to advancing technology across a broad range of media. Broadcasting offers courses in news gathering and dissemination, videography, data visualization, Web design, sales, management, and other specializations including the use of audio, video and mobile technology. Courses are designed to develop both a comprehensive understanding of theoretical principles and professional skills. Most courses involve extensive practical laboratory work in addition to classroom lectures and discussions.

Many of the broadcasting faculty members have extensive industry experience at major television and radio outlets in Columbus, Ohio; Detroit, Michigan; San Francisco and Los Angeles, California; Kansas City, Missouri; and Omaha, Nebraska. The faculty continues to be connected to the industry, and its members are actively involved in professional media organizations. Students, likewise, are encouraged to further their professional goals through participation in student organizations such as a chapter of the National Broadcasting Society, Midwest Broadcast Journalists Association, and the Radio Television Digital News Association.

KRNU and KRNU2 are professionally managed audio services and are an integral part of the instructional program. With studios in Andersen Hall, KRNU operates year-round and serves an audience of potentially 250,000 persons in the Lincoln area, plus a global audience via the Internet. KRNU2 operates on the Internet only.

Broadcasting majors also are encouraged to seek internships and professional work experience prior to graduation. Students in this major have held more than 100 media-related internships and professional part-time jobs, including internships at ABC News in New York, CNN in New York working with Anderson Cooper, the CNN Washington bureau, ESPN and VH1. Graduates are working for major media organizations throughout the nation.

College Requirements

College Admission

The entrance requirements for the College of Journalism and Mass Communications are the same as the admission requirements for the University of Nebraska–Lincoln.

These include:

- English (4 units)
- Mathematics (4 units)
- Social studies (3 units)
- Natural sciences (3 units)
- Foreign language (2 units)

One unit equals one year of high school credit. Students with one deficiency or two deficiencies, but not in the same category, who receive a Deferred Admission or Admission by Review, may be considered for admission to the college. Students who are admitted through the

Admission by Review process with core course deficiencies will have certain conditions attached to their enrollment at the University of Nebraska–Lincoln. These conditions are explained under Admission to the University, Removal of Deficiencies. High school deficiencies must be removed during the first 30 credit hours of enrollment at Nebraska or the first calendar year, whichever takes longer.

Admission GPA

Any student transferring into the college must have at least a 2.0 GPA. A student with 12 or more hours of college credit must have at least a 2.0 GPA to be admitted or readmitted to the College of Journalism and Mass Communications.

Readmission

A student who left the University not in good standing (below a 2.0 grade point average) may be readmitted in the Explore Center. Such a student would be eligible to reenter the College of Journalism and Mass Communications upon attaining a 2.0 cumulative GPA.

Other Admission Requirements

Students from other Colleges

College of Journalism and Mass Communications courses will be restricted to College of Journalism and Mass Communications majors except where stipulated differently. Students from colleges and departments with a written agreement with the College of Journalism and Mass Communications will be exempt from this policy. Permission may be granted by an associate dean of the College of Journalism and Mass Communications in special circumstances following the directives provided by the faculty in these matters. Details about agreements with programs outside the College of Journalism and Mass Communications are listed on the college's website (<https://journalism.unl.edu/non-majors/>).

ESL Students

Applicants who speak English as a second language must present a TOEFL score of 70 or higher, which includes a subscore of at least 20 on the writing test. Additionally, broadcasting majors must present a score of at least 45 on the Test of Spoken English.

College Degree Requirements

College General Education Requirements

To graduate with a bachelor of journalism degree, students must complete requirements from the following areas:

- the University ACE requirements
- the requirements for a major offered by the college
- the non-major requirements that are specific to the college

College Non-Major Requirements

The college non-major requirements (NMR) are designed to further the purposes of liberal education by encouraging study in several different areas. Courses satisfying these requirements may impart specialized knowledge or broadly connect the subject matter to other areas of knowledge.

Group 1—Achievement-Centered Education (ACE)

All College of Journalism and Mass Communication students must complete the University ACE requirements. The CoJMC requires all ACE courses be completed outside the college except ACE 10. Courses within the college are those with the following prefixes: ADPR, BRDC, JOMC,

JOUR, SPMC. For the ACE 3 requirement, students must complete a statistics course from the following options: STAT 218 or CRIM 300 or EDPS 459 or SOCI 206.

Group 2—Courses Outside of the College (60 hours)

Candidates for the bachelor of journalism degree must abide by the Accrediting Council on Education in Journalism and Mass Communication accrediting guidelines, receiving a well-rounded liberal arts and science education. The CoJMC requires 60 semester hours be completed outside the college. Courses within the college are those with the following prefixes: ADPR, BRDC, JOMC, JOUR, SPMC. The same course restrictions and exclusions are noted on the College of Journalism and Mass Communications catalog page (<https://catalog.unl.edu/undergraduate/journalism-mass-communications/>).

Group 3—Minor Outside of the College

CoJMC majors must complete one minor or an approved University of Nebraska—Lincoln undergraduate certificate of 12 or more credit hours **outside** the College of Journalism and Mass Communications. Students may complete more than one minor or certificate if they wish.

Generally, CoJMC courses will not count toward a minor or certificate outside the college unless the course is approved as part of the minor, certificate or the department offering the minor approves the substitution. The CoJMC course that was substituted cannot be a required course in the CoJMC major and cannot count toward the total number of hours in the CoJMC major.

Group 4—Languages—Classical and Modern: 0-10 hours

A student who has completed the fourth-year level of one world language in high school is exempt from the college's language requirement. All modern or classical language courses, as well as American Sign Language courses, will also count in Group 2.

Options for completion of language requirement for students who completed less than the fourth-year level in high school:

1. Students who have completed at least two years of one world language in high school may satisfy the college's language requirement by completing through the second level of a single language. Language study at UNL is available in: ARAB, CHIN, CZEC, FREN, GERM, GREK, JAPN, LATN, SPAN, or SLPA.¹
2. Students who have completed less than two years of one world language in high school, may satisfy the college's language requirement by completing through the fourth level of a single language. Language study at UNL is available in: ARAB, CHIN, CZEC, FREN, GERM, GREK, JAPN, LATN, SPAN, or SLPA.²
3. Students who believe that they are proficient through the 4th level in a language taught at UNL, but who do not have high school or college credit for that level, can seek a proficiency assessment from a faculty member in that language. Contact the academic advisor for that language to be directed to the right faculty member.

A student who believes they are proficient through the 4th level of a language we do not teach may be able to arrange a proficiency test through a private service. Contact the Director of Advising for the College of Journalism to discuss possible next steps.

¹ Courses offered at UNL that complete the sequence include: ARAB 102, CHIN 102, CZEC 102, FREN 102, GERM 102, GREK 102 or GREK 151, JAPN 102, LATN 102, SPAN 102 or SPAN 110 or SPAN 300A, or SLPA 102.

² Courses offered at UNL that complete the sequence include: ARAB 202, CHIN 202, CZEC 202, FREN 202 or FREN 210, GERM 202, GREK 301 and GREK 302, JAPN 201 and JAPN 202, LATN 301 and LATN 302, SPAN 202 or SPAN 210 or SPAN 300A, or SLPA 202.

Group 5

At least 30 of the 120 semester hours of credit must be in courses numbered above 299 and 15 of the 30 hours required above 299 must be University of Nebraska—Lincoln hours/completed in residence.

Minimum Hours Required for Graduation

A minimum of 120 semester hours of credit is required for graduation from the College of Journalism and Mass Communications.

Grade Rules

C- and D Grades

The college will accept no more than 15 semester hours of grades less than a C from any program outside the University of Nebraska system. No grades less than a C will count toward a CoJMC major. The college will honor minimum grade requirements stipulated by departments offering minors outside the college.

Pass/No Pass

The college will accept up to 24 hours of Pass/No Pass courses toward a bachelor of journalism degree, subject to the limits stated below.

All courses in the College of Journalism and Mass Communications must be taken for grade only unless otherwise specified. This applies to both majors and non-majors.

The Pass/No Pass (P/N) option is designed to be used by students seeking to expand their intellectual horizons by taking courses outside the college in areas where they may have minimum preparation without adversely affecting a student's grade point average.

1. Neither a P (pass) nor an N (no pass) contributes to a student's GPA.
2. P is interpreted to mean a grade of C or better. A student who earns a C- or lower will receive a grade of N.
3. The 24-hour college limit does not include courses offered on a Pass/No Pass only basis or AP credit. This limit does apply to transfer courses from UNO, UNK, UNMC, and other institutions.
4. P/N hours can count toward fulfillment of group requirements up to the 24-credit hour maximum (if the course is eligible as a P/N course).
5. Students may change from graded to P/N or vice versa only until halfway through the course. In either case, they must speak with an advisor before doing so.

Residency

Students must complete at least 30 of the 120 total hours for their degree at Nebraska. Students must complete at least half of their major coursework including 15 of the 30 hours required above 299 in residence. Students transferring hours into the advertising and public relations, broadcasting, journalism, or sports media and communication majors must meet additional requirements, which are described under Transfer Credit Rules. To encourage participation in international study, the college accepts all prior-approved education abroad credits as hours in residence.



Transfer Credit Rules

The goal of the following policy is to ensure that students from other campuses meet the same standards required of students who take all their courses at the University of Nebraska–Lincoln’s College of Journalism and Mass Communications.

The college will accept up to 6 hours in journalism and mass communications courses taken at institutions that do not have an ACEJMC-accredited journalism and mass communications program. Students must take the remainder of the required hours in their ADPR, BRDC, JOMC, JOUR, or SPMC majors from the University of Nebraska–Lincoln. All students must complete the college’s capstone course designated for their major. At the University of Nebraska–Lincoln, students from ACEJMC-accredited programs may request equivalency reviews of the required courses at those schools. Degree candidates must accumulate 60 credit hours of non-journalism and mass communications classes. These are to be selected from ACE courses outside of journalism and mass communications courses or courses in disciplines listed as Liberal Education/Liberal Arts, which includes non-vocational ALEC courses, College of Business courses and College of Fine and Performing Arts courses.

Credit for courses taken at foreign universities and colleges will be transferred only after evaluation by the associate dean. This evaluation may include examination of the student over subject matter studied at the foreign institution.

ACE Requirements

All students must fulfill the Achievement-Centered Education (ACE) requirements. Information about the ACE program may be viewed at ace.unl.edu (<http://ace.unl.edu>).

Catalog Rule

Students who left the university in good standing may be readmitted to the College of Journalism and Mass Communications and they may choose the catalog under which they wish to graduate according to the following guidelines:

1. Students must fulfill the requirements stated in the Undergraduate Catalog for the year they enter the College of Journalism and Mass Communications or in any subsequent catalog published while they are enrolled in the college.
2. No returning student may use a catalog that is 10 years old or older. In addition, any student seeking graduation credit for a College of Journalism and Mass Communications course taken more than 10 years prior to graduation must demonstrate mastery of the material currently included in that course at the proficiency level satisfactory to the associate dean and one or more faculty members qualified to teach the course in question. Students unable to demonstrate satisfactory mastery of the course material will be required to repeat the original course or a corresponding contemporary course designated by the college’s advisory committee, if the original course is no longer offered.

Learning Outcomes

Graduates of broadcasting will be able to:

1. Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
4. Present images and information effectively and creatively, using appropriate tools and technologies.
5. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
8. Effectively and correctly apply basic numerical and statistical concepts.
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
10. Apply tools and technologies appropriate for the communications professions in which they work.

Major Requirements

Specific Major Requirements

The broadcasting major is 52 hours with courses selected to develop an option in either News or Media Production.

News Option

Broadcasting Major

JOMC 100	The First Year Experience	1
JOMC 101	Principles of Mass Media	3
JOMC 130	Introduction to Design Thinking	1
JOMC 131	Visual Communication Core Modules I	1
JOMC 132	Visual Communication Core Modules II	1
JOMC 133	Visual Communication Advanced Modules	1
JOMC 134	Visual Communication Project	2
JOMC 20	Professional Development/Sophomore Experience	0
JOUR 200A	Fundamentals of Editing and Reporting I	3
JOMC 222	Social Justice, Human Rights and the Media	3
JOMC 486	Mass Media Law	3
JOMC 487	Media, Ethics and Society	3
JOMC 98	Senior Assessment	0
Credit Hours Subtotal:		22

News Option

JOUR 107	Information Gathering (Information Gathering)	3
JOUR 200B	Fundamentals of Editing and Reporting II	3
JOUR 307	Data Journalism	3

JOUR 400 / BRDC 400	Media Capstone (ACE 10)	3	JOUR 307	Data Journalism
Select two courses from the following:		6	SPMC 350	Sports Data Visualization and Analytics
BRDC 372	Broadcast News Writing for Audio		Select one of the following capstone courses (ACE 10):	3
BRDC 374	News Videography		BRDC 400	Media Capstone
JOUR 302	Beat Reporting		BRDC 429	Jacht Student Ad Agency
JOUR 303	Editing for Digital Media		Focus Area	6
JOUR 304	Multimedia Journalism		Select 6 hours within one focus area including Video, Audio, or Multimedia	
JOMC 306	Advanced Visual Communications in Photojournalism and Multimedia		Credit Hours Subtotal:	21
JOUR 346	Nebraska Mosaic		Electives	
Credit Hours Subtotal:		18	CoJMC Electives	
Electives			Select 6 hours of electives from courses offered within the college (courses with ADPR, BRDC, JOMC, JOUR, or SPMC prefixes).	6
<i>Elective Upper Level</i>			The Experience Lab	3
Select 6 hours of electives at the 300 or 400 level chosen from BRDC or JOUR. JOUR 348 may not count.		6	JOMC 197	Experience Lab
<i>CoJMC Elective</i>			JOMC 297	Experience Lab
Select an additional 3 hours of CoJMC electives (courses with ADPR, BRDC, JOMC, JOUR, or SPMC prefixes)		3	JOMC 397	Experience Lab
The Experience Lab		3	Credit Hours Subtotal:	9
JOMC 197	Experience Lab		Total Credit Hours	52
JOMC 297	Experience Lab			
JOMC 397	Experience Lab			
Credit Hours Subtotal:		12		
Total Credit Hours		52		

Media Production Option

Broadcasting Major

JOMC 100	The First Year Experience	1
JOMC 101	Principles of Mass Media	3
JOMC 130	Introduction to Design Thinking	1
JOMC 131	Visual Communication Core Modules I	1
JOMC 132	Visual Communication Core Modules II	1
JOMC 133	Visual Communication Advanced Modules	1
JOMC 134	Visual Communication Project	2
JOMC 20	Professional Development/Sophomore Experience	0
JOUR 200A	Fundamentals of Editing and Reporting I	3
JOMC 222	Social Justice, Human Rights and the Media	3
JOMC 486	Mass Media Law	3
JOMC 487	Media, Ethics and Society	3
JOMC 98	Senior Assessment	0
Credit Hours Subtotal:		22

Media Production Option

BRDC 227	Audio Content Creation	3
BRDC 260	Media Writing and Content Development	3
BRDC 269	Video Production	3
Select one of the following research courses:		3
ADPR 381	Applied Research in Advertising and Public Relations	
BRDC 380	Audience Research and Analysis	

Focus Area Courses

Video		
JOMC 306	Advanced Visual Communications in Photojournalism and Multimedia	3
BRDC 328	Television Production	3
BRDC 359	Cinematography-Videography	3
BRDC 369	Advanced Videography	3
BRDC 374	News Videography	3
BRDC 433	Digital Motion Graphics	3
BRDC 473	Broadcast Documentary	3
Audio		
BRDC 327	Advanced Audio Content Creation	3
BRDC 372	Broadcast News Writing for Audio	3
BRDC 375	Sports Broadcasting	3
BRDC 427	Podcasting	3

Multimedia

ADPR 333	Design and Layout	3
ADPR 358	UX/UI Design	3
ADPR 362	Digital Content Strategy	3
ADPR 458	Interactive Media Design	3
BRDC 433	Digital Motion Graphics	3
JOUR 304	Multimedia Journalism	3



Additional Major Requirements

Grade Rules

C- and D Grades

No grades less than a C will count toward a CoJMC major.

Pass/No Pass

All courses in the College of Journalism and Mass Communications must be taken for grade, except JOMC 20, JOMC 98, JOMC 100, JOMC 192, JOMC 197, JOMC 292, JOMC 297, JOMC 392, JOMC 397, JOMC 492, JOMC 495, JOMC 497, and JOUR 348. This applies to both majors and non-majors.

Requirements for Minor Offered by Department

The broadcasting minor is only open to students outside of the College of Journalism and Mass Communications. It comprises the following 18 credit hours with two tracks, Media Production and News.

Track 1: Media Production

JOMC 130	Introduction to Design Thinking	1
JOMC 131	Visual Communication Core Modules I	1
JOMC 132	Visual Communication Core Modules II	1
JOMC 133	Visual Communication Advanced Modules	1
JOMC 134	Visual Communication Project	2
BRDC 227	Audio Content Creation	3
BRDC 269	Video Production	3
Select two elective courses from BRDC or from any of the focus area courses. ¹		6
Credit Hours Subtotal:		18
Total Credit Hours		18

Track 2: News

JOMC 130	Introduction to Design Thinking	1
JOMC 131	Visual Communication Core Modules I	1
JOMC 132	Visual Communication Core Modules II	1
JOMC 133	Visual Communication Advanced Modules	1
JOMC 134	Visual Communication Project	2
JOUR 200A	Fundamentals of Editing and Reporting I	3
JOUR 200B	Fundamentals of Editing and Reporting II	3
BRDC 372	Broadcast News Writing for Audio	3
Select one elective course from BRDC or from any of the focus area courses. ¹		3
Credit Hours Subtotal:		18
Total Credit Hours		18

¹ See the 'Focus Area Courses' list on the Broadcasting Major tab (p. 3) for a list of applicable courses.

Additional Minor Requirements

Grade Rules

C- and D Grades

No grades less than a C will count toward this minor.

Pass/No Pass

All courses must be taken for a grade, except JOMC 100, JOMC 192, JOMC 197, JOMC 292, JOMC 297, JOMC 392, JOMC 397, JOMC 492, JOMC 495, and JOMC 497.

Bachelor of Journalism in Broadcasting with the Master of Arts in Journalism and Mass Communication

In an accelerated program, a student may count up to 12 credit hours of approved graduate courses toward both the current undergraduate degree and the later graduate degree. Students must apply for graduate admission and be accepted prior to enrollment. For more information, visit [https://graduate.unl.edu/academics/programs/accelerated-masters/accelerated-masters-faq/](https://graduate.unl.edu/academics/programs/accelerated-masters/accelerated-masters-faq) (<https://graduate.unl.edu/academics/programs/accelerated-masters/accelerated-masters-faq/>).

The following courses are approved for this program:

Specialization in Integrated Media Communications

ADPR 866	Social Media Theory and Practice (replaces ADPR 466)	3
ADPR 850	Public Relations Management and Case Studies (replaces ADPR 450)	3
ADPR 834	Digital Insight & Analytics (replaces ADPR 434)	3
ADPR 884	Brands & Branding (replaces ADPR 484)	3
JOMC 886	Mass Media Law (replaces JOMC 486)	3
JOMC 887	Media, Ethics and Society (replaces JOMC 487)	3

Specialization in Professional Journalism

ADPR 850	Public Relations Management and Case Studies (replaces ADPR 450)	3
JOMC 820	Financial Communications (replaces JOMC 420)	3
JOMC 822	Race, Gender, and Media (replaces JOMC 422)	3
JOMC 886	Mass Media Law (replaces JOMC 486)	3
JOMC 887	Media, Ethics and Society (replaces JOMC 487)	3
JGRD 819	Graduate Writing, Reporting and Editing (replaces JOUR 4XX)	3

Grading Requirements

Grading rules as defined by the undergraduate degree/major apply. Please consult your academic advisor and/or the department graduate chair for grading policy as it relates to credit applying toward a graduate degree.

Career Information

The following represents a sample of the internships, jobs and graduate school programs that current students and recent graduates have reported.

Transferable Skills

- Ability to think critically
- Ability to gather information from data, documents and human sources
- Ability to write texts clearly and correctly across multiple platforms for multiple audiences
- Ability to use audio and visual communications tools to convey information appropriately with sound, graphics, still and moving images across multiple platforms
- Ability to work constructively and effectively in a team environment

Jobs of Recent Graduates

- Associate Digital Producer, CNN - Washington, DC
- Video Production Manager, Lincoln Professional Baseball - Lincoln, NE
- Reporter/ Technical Director, The Columbus News Team - Columbus, NE
- News Director/Sports Director, Flood Broadcasting - Wayne, NE
- News Producer/Reporter, KLKN-TV - Lincoln, NE
- Production Assistant, Vision Maker Media - Lincoln, NE
- Backpack Journalist, WOWT NBC Omaha - Omaha, NE
- Associate Attorney, Baird Holm LLP - Omaha, NE
- Videographer, Complete Music - Lincoln, NE
- Staff Assistant, United States Senate - Washington, DC

Internships

- Husker Vision Student Intern, University of Nebraska-Lincoln - Lincoln, NE
- Intern, Omaha World Herald - Omaha, NE
- Communication Intern, ACLU of Nebraska - Lincoln, NE
- Marketing and Promotions Intern, Campus Recreation, University of Nebraska-Lincoln - Lincoln, NE
- Hydraulics Intern, U.S. Army Corps of Engineers - Omaha, NE
- Multimedia Intern, Hear Nebraska - Lincoln, NE
- Communications Intern, King of King's Church - Lincoln, NE
- Intern, HuskerVision - Lincoln, NE
- News Intern, KFOR Radio - Lincoln, NE
- Sports Production Intern, Nebraska Educational Television - Lincoln, NE

BRDC 191 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

BRDC 227 Audio Content Creation

Prerequisites: JOMC 101, JOMC 130-132 with a C or higher; or BRDC Minor

Notes: A media production option course.

Description: Theory and use of sound, audio production and vocal performance for electronic media applications. Write correctly and clearly for electronic media. Tools and technologies appropriate for electronic media applications using the college's FM radio station and audio production studios. Basic numerical and statistical concepts to understand audience measurement.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400, BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

BRDC 260 Media Writing and Content Development

Prerequisites: JOMC 101, JOUR 200A with a C or higher

Description: Writing scripts and preparing related materials for broadcast, cable and online production and presentation. Audience composition, research of topics and adaptation to delivery through multiple media platforms. Awareness of diverse audiences and legal and ethical considerations in preparation of written materials for electronic media.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400, BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

ACE: ACE 1 Writing

BRDC 269 Video Production

Prerequisites: JOMC 101, JOMC 130-132 with a C or higher; or BRDC Minor

Description: Theory and practice of video production, including camera operation, audio control, writing and storyboarding, lighting, editing, and output formats and platforms.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 357; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400, BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

BRDC 291 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

BRDC 327 Advanced Audio Content Creation

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, SPMC 250 or JOUR 200B with a C or higher

Description: Designed to facilitate growth in audio theory, performance and production. Learn advanced skills in audio production including refined use of the voice, digital editing, use of sound effects, complex music editing, writing and audio content creation planning for a variety of audio platforms.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 328 Television Production

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Concepts, theories, technologies, and techniques needed for planning, scripting, producing, directing, and performing in professional multi-camera remote and in-studio television programs, interview shows, and demonstration shows. Directing, switching, and operating studio equipment.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 329 Jacht Ad Lab

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; permission code

Description: Produce edited video content to meet client needs for student-run ad agency known as Jacht Ad Lab.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

BRDC 359 Cinematography-Videography

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Notes: A production track course and prereq for BRDC 462.

Description: Concepts, theories, technologies and techniques needed for planning, scripting, shooting, and editing different genres and styles of professional, single-camera video productions, features, music videos, instructional videos, commercials, and drama. Composition, continuity, sequencing, aesthetics, and audiences. Operation of professional video cameras and nonlinear editing and graphics software.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 369 Advanced Videography

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, SPMC 250 or JOUR 200B with a C or higher

Description: Focus on hands-on attention on theoretical strategies for visual storytelling: creativity and exploration of the story itself. Employ videography capture and editing techniques appropriate for a series of projects, requiring significant understanding of story planning, video capture, editing, production quality, creativity, and live streaming.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 372 Broadcast News Writing for Audio

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; or BRDC Minor

Description: Produce audio stories in broadcast news style for broadcast and digital outlets.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: JOUR 400, BRDC 400

BRDC 374 News Videography

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; or BRDC Minor

Description: Produce video stories in broadcast news style for broadcast and digital outlets.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 375 Sports Broadcasting

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Broadcast sports reporting. Play-by-play sports reporting.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 376 Television Sports Reporting

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Producing sports stories and information through a variety of sources, including television, social media and on the web.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: SPRING

BRDC 380 Audience Research and Analysis

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: A data-centric, case-based examination of the fundamentals of audience research and analysis before delving into applied case studies and analytics across various media sectors such as television, streaming, news, radio, podcasting, and entertainment. Focuses on industry measurement practices and applications in order to understand audiences and make strategic decisions.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 391 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

BRDC 400 Media Capstone

Crosslisted with: JOUR 400

Prerequisites: JOMC 101, JOMC 130-134; JOUR 200A; JOUR 200B or BRDC 227, 260 and 269; two of the following: BRDC 372, JOUR 302, 303, 304, 306, 307 or 346; senior standing; and permission code.

Notes: Topics vary.

Description: Produce multimedia presentations and content for publication with depth, exploration, and substance across web and streaming platforms by applying journalistic and broadcasting skills.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

ACE: ACE 10 Integrated Product

Experiential Learning: Case/Project-Based Learning

BRDC 427 Podcasting

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Learn how to pitch, develop, create, publish and promote your own podcast. Choose to produce a mini-season of your own podcast, or contribute episodes to one of the college's podcasts.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 429 Jacht Student Ad Agency

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; senior standing and permission code

Description: Produce edited video content to fit individual clients needs.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

ACE: ACE 10 Integrated Product

Experiential Learning: Case/Project-Based Learning

BRDC 433 Digital Motion Graphics

Crosslisted with: BRDC 833

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

Description: Creating digital motion graphics and animation using compositing and animation software. Covers project creation, techniques, workflow management, and related post-production work.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 454 Broadcast Management

Crosslisted with: BRDC 854

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

Description: Organizational and management procedures as they relate to the telecommunications media.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 473 Broadcast Documentary

Crosslisted with: BRDC 873

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

Description: Depth reporting and advanced production techniques necessary for the preparation of a broadcast documentary program.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 477 Broadcast Performance

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

Description: Improve communications skills by gaining experience performing in front of live camera. Learn how to control nerves, voice, mannerisms. Daily tapings and critiques.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

BRDC 491 Special Topics

Crosslisted with: BRDC 891

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

BRDC 495 Broadcasting Internship

Prerequisites: Permission

Description: Broadcasting-related internships, paid or unpaid, will provide students with an opportunity to enhance their professional skills while contributing meaningful work and expanding their career networks.

Credit Hours: 1-3

Min credits per semester: 1

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Pass No Pass

BRDC 496 Independent Study

Prerequisites: Permission

Description: Independent study; topic and assignments to be arranged between a student and supervising faculty member.

Credit Hours: 1-24

Min credits per semester: 1

Max credits per semester: 24

Max credits per degree: 24

Grading Option: Graded with Option

BRDC 499H Honors Course

Prerequisites: Participation in the honors program.

Description: Students negotiate an independent study honors contract with an adviser.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 4

Grading Option: Graded

JOMC 100 The First Year Experience

Description: Assists new students in making a successful transition to the University of Nebraska, specifically the College of Journalism and Mass Communications, both academically and personally. Fosters a sense of belonging, promotes engagement in the curricular and co-curricular life of the University, encourages self responsibility, and articulates the benefits of a higher education and the expectations and values of the University. Helps students develop and apply essential study skills, communication skills and explore interests, abilities and values.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Pass No Pass

JOMC 101 Principles of Mass Media

Description: Introduction to the mass media as sources of news and entertainment conduits for messages of persuasion. Background and history about print and broadcast media and about public relations. How the media and persuasive messages both affect and are affected by society and content. Open to non-College of Journalism and Mass Communications majors.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 260; BRDC 269; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 206; JOMC 352; JOUR 200B; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400; BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

JOMC 130 Introduction to Design Thinking

Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Co-req JOMC 131.

Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester. Students can register for JOMC 130, 131 and 132 simultaneously. Students must register for JOMC 130 and 131 simultaneously. This is the first of six credit hours in visual communications required for all COJMC majors.

Description: Live events, online materials and activities in design thinking, storytelling, and how technology works to challenge students to think creatively, strategically and intelligently when producing content.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 269; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 131; JOMC 132; JOMC 133; JOMC 134; JOMC 206; JOMC 306; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400; BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

JOMC 131 Visual Communication Core Modules I

Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Co-req JOMC 130.

Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester.

Description: Self-paced modules and weekly critiques introduce students to specific types of content in traditional and digital media, such as video, photography, layout, typography, web design, audio and mobile.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 269; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 130; JOMC 132; JOMC 133; JOMC 134; JOMC 206; JOMC 306; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400, BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

JOMC 132 Visual Communication Core Modules II

Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Co-req or pre-req JOMC 130 and JOMC 131.

Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester.

Description: Students continue self-paced modules and weekly critiques to learn fundamentals of specific types of content in traditional and digital media, such as video, photography, layout, typography, web design, audio and mobile.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 269; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 130; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400, BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

JOMC 133 Visual Communication Advanced Modules

Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Pre-req JOMC 130 and JOMC 131 with a C or higher.

Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester.

Description: Students continue self-paced modules and weekly critiques to achieve more advanced proficiency in specific types of visual communication used in traditional and digital media.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 134; JOMC 306; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400, BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

JOMC 134 Visual Communication Project

Prerequisites: Declared CoJMC student or by permission for students whose home college has a written agreement with the CoJMC regarding this course; Pre-req JOMC 130, JOMC 131 and JOMC 132 with a C or higher and pre-req or co-req JOMC 133.

Notes: Students can complete JOMC 130, 131, 132, 133 and 134 in two, three or four semesters. The courses cannot be completed in one semester.

Description: Produce multimedia group project that communicates information about organization, group, social issue, etc. Use all skills developed in previous modules.

Credit Hours: 2

Max credits per semester: 2

Max credits per degree: 2

Grading Option: Graded

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 327; BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477; JOMC 306; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; SPMC 326; JOUR 346; JOUR 400, BRDC 400; JOUR 408; SPMC 350; SPMC 450; SPMC 460

Experiential Learning: Case/Project-Based Learning

JOMC 191 Special Topics

Description: Topics vary each term. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

JOMC 192 Pop-Up Course

Description: Topics vary every term.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 3

Grading Option: Pass No Pass

JOMC 197 Experience Lab

Description: A professionally oriented lab to learn processes and media fundamentals. Work on one or more teams with real clients, sources, stories and content within the community. A real-world setting and experience to develop skills in content production, social and digital media, and emerging technologies.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Pass No Pass

Offered: FALL/SPR

Prerequisite for: JOMC 297

Experiential Learning: Case/Project-Based Learning

JOMC 206 Visual Communications in Photojournalism & Multimedia

Prerequisites: JOMC 101, JOMC 130-132 with a C or higher

Description: Gain skills using digital cameras, shooting photographs in numerous situations, understanding action, reaction and emotion in photography.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: JOMC 306

JOMC 222 Social Justice, Human Rights and the Media

Description: Role of ethical principles and social responsibility and their importance in society and media today. Analysis of local and global human trafficking issues and advancing knowledge and solutions in areas of awareness, prevention, education, and role of media.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ACE: ACE 9 Global/Diversity ACE 8 Civic/Ethics/Stewardship

JOMC 291 Special Topics

Description: Topics vary each term. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

JOMC 292 Pop-Up Course

Description: Topics vary every term.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 3

Grading Option: Pass No Pass

JOMC 297 Experience Lab

Prerequisites: JOMC 197

Description: A professionally oriented lab to learn processes and media fundamentals. Work on one or more teams with real clients, sources, stories and content within the community. A real-world setting and experience to develop skills in content production, social and digital media, and emerging technologies.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Pass No Pass

Offered: FALL/SPR

Prerequisite for: JOMC 397

Experiential Learning: Case/Project-Based Learning

JOMC 306 Advanced Visual Communications in Photojournalism and Multimedia

Prerequisites: JOMC 206, JOMC 130-134 with a C or higher

Notes: Work will appear on the student news World Wide Web (WWW) site.

Description: Building visual skills to recognize action, reaction and/or emotion, and incorporating them into photos and videos.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

JOMC 317 Video Games & Society

Description: As a popular and constantly growing form of media, video games have become entrenched within society as art, entertainment, tool, and cause for concern. As with any new medium, video games have brought with them new cultural conversation about their influence on players and society. Examines video games based on scientific evidence in order to understand and address the dominant, current conversations about video games. Topics include game design (e.g., rewards, motivation, narrative), game effects (e.g., violence, immersion, learning, addiction), and behavioral design using the latest social scientific research available. Focus is on understanding and interpretation of primary research articles and designing research projects. Covers current debates and trends concerning video game design, use, and effects.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

ACE: ACE 6 Social Science

JOMC 322 Democracy and the Media: Trusting the News in a Hyper-Polarized Era

Description: Explore the role media has in our democracy and learn techniques to judge reliability in the news. Examine information vs. disinformation, measure the bias, and judge accuracy of news stories.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ACE: ACE 6 Social Science

JOMC 352 Mobile Media Lab

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Build on media production skills already amassed in the major. Plan, develop, distribute high quality content to various audiences on mobile devices, other emerging platforms.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

JOMC 380 Global News in the Age of Social Media

Description: Examines the flow of news from news organizations and from individuals around the world. Compare the journalistic model of verification with the social media model of speed and transparency stressing critical thinking and analysis. Use worldwide news reports and social media to learn about other people, cultures and world problems. Learn how different theories of the press relate to different regime structures and how those theories shape the news differently, depending on the country from which it originates. Compare and contrast news from different countries, and news from different sources about the same country, whether the source is reports from news organizations or from individuals using social media. Learn research and analysis skills, as well as fundamental information about different countries, cultures and people and about the diversity of life and conditions around the world.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: SPRING

ACE: ACE 9 Global/Diversity

JOMC 391 Special Topics

Description: Topics vary each term. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

JOMC 392 Pop-Up Course

Description: Topics vary every term.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 3

Grading Option: Pass No Pass

JOMC 397 Experience Lab

Prerequisites: JOMC 297

Description: A professionally oriented lab to learn processes and media fundamentals. Work on one or more teams with real clients, sources, stories and content within the community. A real-world setting and experience to develop skills in content production, social and digital media, and emerging technologies.

Credit Hours: 1

Max credits per semester: 1

Max credits per degree: 1

Grading Option: Pass No Pass

Offered: FALL/SPR

Prerequisite for: JOMC 497

Experiential Learning: Case/Project-Based Learning

JOMC 408 Politics and the Media

Crosslisted with: JOMC 808

Description: Current issues in media and politics, domestically and internationally.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

JOMC 412 Literature of Journalism

Crosslisted with: JOMC 812

Description: The roles and effects of mass media and major works exemplifying the practice of journalism.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

JOMC 420 Financial Communications

Crosslisted with: JOMC 820

Notes: This is an eight-week, asynchronous, online course.

Description: Understanding and writing about corporate, economic and business topics as journalists or as public relations professionals.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

JOMC 422 Race, Gender, and Media

Crosslisted with: JOMC 822

Notes: Open to non-College of Journalism and Mass Communications majors.

Description: Multicultural and gender diversity issues within the mass media. Broadcast news, print, and advertising media messages of racial, ethnic, and gender based minorities including African Americans, Hispanic Americans, Asian Americans, Native Americans, and women.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ACE: ACE 8 Civic/Ethics/Stewardship ACE 9 Global/Diversity

JOMC 444 Science Writing

Crosslisted with: JOMC 844, ALEC 444

Prerequisites: Permission.

Notes: Open to all majors. Articles may be submitted for publication.

Description: Advanced writing about science for the non-expert and/or for the general public. Issues in science communication through reading the best writers in science and journalism. Research and write short articles and longer profiles about science and scientists at the University of Nebraska-Lincoln (UNL) and elsewhere. Polish writing skills for doing work in science classes.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

JOMC 462 The Social Media Landscape**Crosslisted with:** JOMC 862**Description:** Examine the idea of social influence and how social media trends are changing the way information flows into our society. Through Socratic-based discussions discover the impact of social media on global political and social change movements.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOMC 485 Mass Media History****Crosslisted with:** JOMC 885**Prerequisites:** Junior standing; major in advertising and public relations, broadcasting, or journalism**Description:** History of American mass media in cultural and philosophical contexts; the evolution of mass media as a social institution.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOMC 486 Mass Media Law****Crosslisted with:** JOMC 886**Prerequisites:** Junior standing; major in the College of Journalism and Mass Communications**Description:** Legal basis for freedom of speech and press. Limitations imposed upon rights by statute, common law and court decisions. Resolving conflicts between those rights and other constitutional rights. Enhancing critical-thinking and writing skills. Roles, rights, and responsibilities of mass media in a free society through analysis of cases.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded with Option**JOMC 487 Media, Ethics and Society****Crosslisted with:** JOMC 887**Prerequisites:** Junior standing; major in the College of Journalism and Mass Communications**Notes:** Required of all students seeking a degree through the College of Journalism and Mass Communications.**Description:** Interrelationships between the American mass media and society, integrating ethics, theories and contemporary issues.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ACE:** ACE 8 Civic/Ethics/Stewardship**JOMC 491 Special Topics****Crosslisted with:** JOMC 891**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.**Description:** Topics vary each term.**Credit Hours:** 1-4**Min credits per semester:** 1**Max credits per semester:** 4**Max credits per degree:** 12**Grading Option:** Graded**JOMC 492 Pop-Up Course****Crosslisted with:** JOMC 892**Description:** Topics vary every term.**Credit Hours:** 1**Max credits per semester:** 1**Max credits per degree:** 3**Grading Option:** Pass No Pass**JOMC 495 Internship for Credit****Prerequisites:** Permission required.**Description:** Complete an internship for credit in a work experience related to the student's major.**Credit Hours:** 1-3**Min credits per semester:** 1**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Pass No Pass**Experiential Learning:** Internship/Co-op**JOMC 497 Experience Lab****Prerequisites:** JOMC 397**Description:** A professionally oriented lab to learn processes and media fundamentals. Work on one or more teams with real clients, sources, stories and content within the community. A real-world setting and experience to develop skills in content production, social and digital media, and emerging technologies.**Credit Hours:** 1**Max credits per semester:** 1**Max credits per degree:** 3**Grading Option:** Pass No Pass**Offered:** FALL/SPR**Experiential Learning:** Case/Project-Based Learning**JOUR 107 Information Gathering****Description:** Introduction to techniques for gathering information for use in preparing news for public media. Get information from libraries, public records, advanced web searching, government document repositories and interviews with people.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 189H University Honors Seminar****Prerequisites:** Good standing in the University Honors Program or by invitation.**Notes:** One University Honors Seminar 189H is required of all students in the University Honors Program. Open to University Honors Program students with any major and will count toward the degree in the College of Journalism and Mass Communications.**Description:** Topic varies.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ACE:** ACE 5 Humanities

JOUR 191 Special Topics

Notes: Maximum of 12 credit hours of special topics at all levels (191, 291, 391, 491). May be repeated up to three times so long as the topics are different.

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

JOUR 200A Fundamentals of Editing and Reporting I

Prerequisites: CoJMC major or BRDC Minor

Description: Fundamentals of reporting, writing and editing for news media in print, digital and broadcast platforms.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: ADPR 221; ADPR 323; ADPR 329; ADPR 333; ADPR 339;

ADPR 350; ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361;

ADPR 362; ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484;

ALEC 307; BRDC 260; BRDC 327; BRDC 328; BRDC 329; BRDC 359;

BRDC 369; BRDC 372; BRDC 374; BRDC 375; BRDC 376; BRDC 380;

BRDC 427; BRDC 429; BRDC 477; JOMC 352; JOUR 200B; JOUR 302;

JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326, SPMC 326;

JOUR 346; JOUR 400, BRDC 400; JOUR 408; SPMC 250; SPMC 350;

SPMC 450; SPMC 460

JOUR 200B Fundamentals of Editing and Reporting II

Prerequisites: JOMC 101, JOUR 200A with a C or higher, Corequisite JOUR 348 or BRDC Minor

Description: Continuation of JOUR 200A, focusing on more depth in reporting, writing and editing for news media in print, digital and broadcast platforms.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350;

ADPR 355; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362;

ADPR 381; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 327;

BRDC 328; BRDC 329; BRDC 359; BRDC 369; BRDC 372; BRDC 374;

BRDC 375; BRDC 376; BRDC 380; BRDC 427; BRDC 429; BRDC 477;

JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307;

JOUR 326, SPMC 326; JOUR 346; JOUR 400, BRDC 400; JOUR 408;

SPMC 350; SPMC 450; SPMC 460

ACE: ACE 1 Writing

JOUR 291 Special Topics

Notes: 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

Description: Topics vary each term.

Credit Hours: 1-4

Min credits per semester: 1

Max credits per semester: 4

Max credits per degree: 12

Grading Option: Graded

JOUR 302 Beat Reporting

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Notes: Work will appear on the student news World Wide Web (WWW) site.

Description: Advanced reporting and writing. Skills and techniques necessary to develop more complex stories for all platforms.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

Prerequisite for: JOUR 386

JOUR 303 Editing for Digital Media

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Notes: Work will appear on the student news World Wide Web (WWW) site. JOUR 303 is 'Letter grade only'.

Description: Refining of editing of news and feature stories for print and on-line media. Issues of ethics and news-editing.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL

Prerequisite for: JOUR 386

JOUR 304 Multimedia Journalism

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Explores a variety of digital reporting and storytelling options used to produce journalistic content online.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

JOUR 305 Solutions Journalism: Covering Responses to Social Problems

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: Study the origins, tenets and impact of solutions journalism and learn how to create news stories that are rigorously reported and compellingly written.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

JOUR 307 Data Journalism

Prerequisites: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

Description: News reporting using data and analysis. Techniques for analysis and skills for writing complex stories.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: SPMC 460

JOUR 326 Sports Writing and Reporting**Crosslisted with:** SPMC 326**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, SPMC 250 or JOUR 200B with a C or higher**Description:** The importance of good sports reporting through clear writing and its importance to readers; the principles of different types of sports stories; how to think critically about sports media; and how the fundamentals of good reporting and writing apply to sports.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 346 Nebraska Mosaic****Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher**Description:** Create and present news and information of particular interest to Lincoln's growing refugee communities. The stories students report will be presented on the Nebraska Mosaic website (www.nemosaic.org), and they may also be re-purposed as part of printed newsletters or video projects distributed on DVD.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 348 The Real World I****Prerequisites:** Corequisite JOUR 200B**Notes:** Pass/No Pass only**Description:** An inside look at the news reporting business by hearing each week from working journalists at the Omaha World-Herald.**Credit Hours:** 1**Max credits per semester:** 1**Max credits per degree:** 1**Grading Option:** Pass No Pass**Prerequisite for:** JOUR 448**JOUR 386 Magazine Editing and Design****Prerequisites:** JOUR 302 and 303.**Notes:** Work in will appear on the student news World Wide Web (WWW) site. Letter grade only.**Description:** Theories and principles of editing and designing magazines. Decisions regarding the format and breakdown of the magazine, editing and designing stories, choosing photographs, writing captions and headlines.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 391 Special Topics****Description:** Topics vary each term. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.**Credit Hours:** 1-4**Min credits per semester:** 1**Max credits per semester:** 4**Max credits per degree:** 12**Grading Option:** Graded**JOUR 400 Media Capstone****Crosslisted with:** BRDC 400**Prerequisites:** JOMC 101, JOMC 130-134; JOUR 200A; JOUR 200B or BRDC 227, 260 and 269; two of the following: BRDC 372, JOUR 302, 303, 304, 306, 307 or 346; senior standing; and permission code.**Notes:** Topics vary.**Description:** Produce multimedia presentations and content for publication with depth, exploration, and substance across web and streaming platforms by applying journalistic and broadcasting skills.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Offered:** FALL/SPR**ACE:** ACE 10 Integrated Product**Experiential Learning:** Case/Project-Based Learning**JOUR 404 Digital Photojournalism/Multimedia I****Crosslisted with:** JOUR 804**Prerequisites:** JOMC 101 and JOMC 130-134**Notes:** Student work will appear on student news World Wide Web (WWW) site.**Description:** News, feature, sports and picture-story journalism.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 407 Data Visualization****Crosslisted with:** JOUR 807**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Storytelling with visuals generated from data. Theory and practice of visualization and analysis basics.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 408 News Applications****Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Web development for data-driven storytelling on the Internet. Programming for news media.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 414 Government Controls of Information****Crosslisted with:** JOUR 814**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Laws, regulations, and practices by which federal, state, and local government enhance or retard access to information about the executive, legislative, and judicial branches.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded

JOUR 448 The Real World II**Prerequisites:** JOUR 348 and permission code**Notes:** For four students from a previous Real World I class who are chosen to participate in a fellowships at the Omaha World-Herald newspaper.**Description:** Fellowship at the Omaha World-Herald newspaper.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 467 School Publications****Crosslisted with:** JOUR 867**Notes:** Open only to students seeking a 7-12 journalism teaching endorsement.**Description:** Problems and procedures involved in producing school newspapers, yearbooks, literary magazines, and radio and/or video projects.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**JOUR 490A Global Eyewitness Multimedia Photojournalism Project****Crosslisted with:** JOUR 890A**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; JOMC 206; junior standing**Description:** Research and then visit a selected country and produce a multimedia story dealing with an emerging country in which there is need. Spend eight weeks conducting story research on campus then travel to the country either during winter break or in May. Spend three weeks in the country while working on the story then finish writing and editing after returning to Nebraska.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 6**Grading Option:** Graded**Offered:** FALL/SPR**Prerequisite for:** JOUR 490B, JOUR 890B**JOUR 490B Global Eyewitness Multimedia Photojournalism Editing****Crosslisted with:** JOUR 890B**Prerequisites:** JOUR 490A/890A**Description:** Editing multimedia stories based on previous semester's JOUR 490A/890A Global Eyewitness trip.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 6**Grading Option:** Graded**JOUR 491 Special Topics****Crosslisted with:** JOUR 891**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree**Description:** Topics vary each term.**Credit Hours:** 1-4**Min credits per semester:** 1**Max credits per semester:** 4**Max credits per degree:** 12**Grading Option:** Graded**JOUR 495 Journalism Internship****Prerequisites:** Permission**Description:** Journalism-related internships, paid or unpaid, will provide students with an opportunity to enhance their professional skills while contributing meaningful work and expanding their career networks.**Credit Hours:** 1-3**Min credits per semester:** 1**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Pass No Pass**JOUR 496 Independent Study in Journalism****Credit Hours:** 1-24**Min credits per semester:** 1**Max credits per semester:** 24**Max credits per degree:** 24**Grading Option:** Graded**JOUR 499H Honors Course****Prerequisites:** Good standing in the University Honors Program or by permission; candidate for degree with distinction or high distinction or highest distinction in the College of Journalism and Mass Communications.**Credit Hours:** 1-4**Min credits per semester:** 1**Max credits per semester:** 4**Max credits per degree:** 4**Grading Option:** Graded