

JOURNALISM

Description

The journalism major is built on a solid base of instruction in reporting and writing, copy editing, visual communication and multimedia journalism. The major also has broadened its curriculum in response to advancing technology and new electronic and mobile media. Elective choices include courses in magazine writing, depth reporting, feature writing, sports writing, business writing, photography, design, data visualization, Web design, videography and advanced editing.

Many of the journalism faculty members have extensive industry experience at a wide variety of media organizations such as The Miami Herald, ProPublica, The Detroit News, Business Week, Omaha World-Herald, Seward County Independent, Lincoln Journal-Star and The New York Times. 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 the Alpha Epsilon Rho national broadcasting society, the Society of Professional Journalists, Northwest Broadcast News Association, Radio, Television News Directors Association, the Radio Television Digital News Association and the American Copy Editors Society.

Faculty members prepare students for the job market by combining class work with actual experience. Students have the opportunity to work for the Nebraska News Service, the News Lab, the Mosaic website and The Daily Nebraskan. They can also participate in depth reports, international photo projects and other real world learning experiences. The journalism program emphasizes professional internships, and students in recent years have worked at such media organizations as ABC News, Buzzfeed, Bloomberg, The Washington Post, The Dallas Morning News, The Omaha World-Herald, The Des Moines Register, The Norfolk Daily News and The St. Paul Pioneer Press, as well as numerous other newspapers and online publications. The college also has partnerships with several media organizations that offer paid internships during the school year in Lincoln.

The Omaha World-Herald, Nebraska's largest newspaper, works with the college on a course called "The Real World," in which World-Herald staff members offer students insight into working for a newspaper. Each semester the World-Herald chooses five students as "fellows" for paid internships in the newsroom.

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, two deficiencies but not in the same category, or two

deficiencies in foreign language 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 (60 hours for foreign language) or the first calendar year, whichever takes longer.

Admission Deficiencies/Removal of Deficiencies

You must remove entrance deficiencies in geometry and foreign language before you can graduate from the College of Journalism and Mass Communications.

Removing Foreign Language Deficiencies

A student will need to complete the second semester of the first-year language sequence to clear the deficiency and the second semester of the second-year language sequence to complete the college graduation requirement in language.

Removing Geometry Deficiency

A deficiency of one year of geometry can be removed by taking two math courses approved by the College of Journalism and Mass Communications.

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. This student would follow the catalog in effect at the time of the transfer from the Explore Center to the college.

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.

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

All College of Journalism and Mass Communication students must complete the University ACE requirements. For the ACE 3 requirement, students must complete a statistics course from the following options: STAT 218 or CRIM 300 or ECON 215 or EDPS 459 or SOCI 206.

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—Second Group of ACE

The college requires a second set of ACE 1 and ACE 3–9 courses beyond the ACE courses required by the university. The ACE 4 course in Group 1 must include a lab. The second ACE 3 includes MATH 103 as an option.

Group 2—72 Hours of Liberal Arts

Candidates for the bachelor of journalism degree must abide by the Accrediting Council on Education in Journalism and Mass Communication accrediting guidelines, which require 72 semester hours be completed outside the college in subjects approved by the University of Nebraska–Lincoln as liberal education/liberal arts courses and traditional liberal arts and sciences courses. All ACE courses from outside the College of Journalism and Mass Communications, and all traditional liberal arts courses (departments identified in the degree audit) will apply to Group 2, along with non-vocational ALEC courses, College of Business courses and College of Fine and Performing Arts courses and any from NUTR, HRTM, and TMFD, unless specifically excluded. These 72 hours of liberal education/liberal arts courses are identified as Group 2.

Students graduating with 120 hours can take a maximum of 48 hours in the College of Journalism and Mass Communications. Students may take additional hours in the college, but those hours will be in addition to the 120 hours required to graduate.

Group 3—Minor Outside of the College

CoJMC majors must complete one minor **outside** the College of Journalism and Mass Communications as stipulated by the department offering the minor. Students may complete more than one minor if they wish.

Generally, CoJMC courses will not count toward a minor unless the course is approved as part of the minor 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. It cannot count in the liberal arts.

Students have the option to complete an inter-college major in the College of Arts and Sciences in lieu of a minor or a dual matriculation with any other University of Nebraska–Lincoln college. Students who dual matriculate must fully complete all degree requirements of both colleges.

Group 4—Languages—Classical and Modern: 0-6 or 10 hours

A student who has completed the fourth-year level of one foreign language in high school is exempt from the languages requirement. All

foreign language courses as well as American Sign Language courses will also count in Group 2.

Options for completion of language requirement:

1. Regular four-semester sequence: 101, 102, 201, and 202 (5, 5, 3, 3 hours for a total of 16)
2. Three-semester sequence: 101, 102, and 210 (5, 5, 6 hours for a total of 16)
3. Students who have completed at least two years of one foreign language in high school may satisfy the college's foreign language requirement by completing 101 and 102 in a different foreign language.
4. Students who have not taken four years of the same foreign language in high school but who complete the Modern Language Placement Exam and are placed into 203 (or higher) of that language, are exempt from the foreign language requirement without credit toward the degree.

Students who have taken three years or fewer of a foreign language in high school should contact the Department of Modern Languages and Literatures for recommended placement.

A student who achieves a specified scaled score in the College Level Examination Program (CLEP) subject exam in French, German and Spanish, Levels 1 and 2, may be exempted from the language requirement and may also receive credit for the fourth semester course in the language. Students who want to exercise this option must receive permission from an associate dean of the College of Journalism and Mass Communications.

A student who has demonstrated acceptable proficiency in a language other than English is exempt from the foreign language requirement without credit toward the degree (for example, international students who completed high school outside the United States). The student's academic advisor will determine whether a placement exam administered by the Department of Modern Languages and Literatures is necessary.

Group 5

At least 30 of the 120 semester hours of credit must be in courses numbered above 299.

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 half way 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 6 hours above 299 in their major, and 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 courses from the University of Nebraska–Lincoln. All students must complete the college's capstone course designated for their major. At UNL, students from ACEJMC-accredited programs may request equivalency reviews of the required courses at those schools. Degree candidates must accumulate 72 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 journalism 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 history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
5. Understand concepts and apply theories in the use and presentation of images and information.
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7. Think critically, creatively and independently.
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
11. Apply basic numerical and statistical concepts.
12. Apply basic numerical and statistical concepts as well as tools and technologies appropriate for the communications professions in which they work.

Major Requirements

The courses required for a 43-hour major in journalism are as follows:

Specific Major Requirements

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
JOMC 486	Mass Media Law	3
JOMC 487	Media, Ethics and Society	3
JOUR 200A	Fundamentals of Editing and Reporting I	3
JOUR 200B	Fundamentals of Editing and Reporting II	3
JOUR 400	The News Lab	3
Select two of the following:		6
JOUR 302	Beat Reporting	
JOUR 303	Editing for Digital Media	
JOUR 304	Multimedia Journalism	
JOMC 306	Advanced Visual Communications in Photojournalism and Multimedia	
JOUR 307	Data Journalism	
JOUR 346	Nebraska Mosaic	
BRDC 372	Broadcast News Writing, Audio and Video	
Credit Hours Subtotal:		31
Electives		
Select 6 hours of JOUR electives at the 300 or 400 level and select an additional 6 hours of coursework in the College of Journalism and Mass Communications.		12
Credit Hours Subtotal:		12
Total Credit Hours		43

Data Journalism Emphasis

Journalism majors may choose to complete an emphasis in data journalism:

JOUR 307	Data Journalism	3
JOUR 407	Data Visualization	3
JOUR 408	News Applications	3
JOUR 401	Depth Reporting	3

Students may complete additional majors in the College of Journalism and Mass Communications by completing all requirements for each major. However, additional majors in the college will not take the place of a minor or any of the 72 hours required outside the college.

Graduating seniors also must complete JOMC 98 Senior Assessment, which is typically taken in the last semester.

Additional Major Requirements**Internship Policy**

Students may be able to earn credit for internships under certain circumstances. The complete internship policy can be found at <https://journalism.unl.edu/internship-policy>. A maximum of 3 credits in internship can count towards the degree.

Credit in Special Experiences

Students may earn up to 6 credit hours toward the degree in some courses, including Jacht, photojournalism projects, and depth reports. Students may repeat the same course again for additional credit hours, but those credits will not count toward the degree inside or outside the major. Talk with an academic advisor for further information or specific questions.

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 with Option

Prerequisite for: ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 227; BRDC 260; BRDC 269; BRDC 328; BRDC 376; JOMC 352; JOUR 200A; JOUR 200B; JOUR 400, BRDC 400

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.

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 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 370; BRDC 371; BRDC 372; BRDC 376; JOMC 131; JOMC 132; JOMC 133; JOMC 134; JOMC 206; JOMC 352; JOUR 302; JOUR 304; JOUR 400, BRDC 400

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 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 370; BRDC 371; BRDC 372; BRDC 376; JOMC 132; JOMC 133; JOMC 134; JOMC 206; JOMC 306; JOMC 352; JOUR 302; JOUR 304; JOUR 400, BRDC 400

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 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 370; BRDC 371; BRDC 372; BRDC 376; JOMC 134; JOMC 206; JOMC 306; JOMC 352; JOUR 302; JOUR 304; JOUR 400, BRDC 400

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 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 370; BRDC 371; BRDC 372; BRDC 376; JOMC 134; JOMC 352; JOUR 302; JOUR 304; JOUR 400, BRDC 400

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 333; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417; BRDC 260; BRDC 269; BRDC 328; BRDC 359; BRDC 370; BRDC 371; BRDC 372; BRDC 376; JOMC 352; JOUR 302; JOUR 304; JOUR 400, BRDC 400

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 with Option

JOMC 206 Visual Communications in Photojournalism & Multimedia

Prerequisites: JOMC 130, 131, and 132. Major in JOUR, BRDC, SPMC, or ADPR.

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 8 Civic/Ethics/Stewardship ACE 9 Global/Diversity

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 with Option

JOMC 306 Advanced Visual Communications in Photojournalism and Multimedia**Prerequisites:** JOMC 206; JOMC 131 or JOMC 132**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 352 Mobile Media Lab****Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A, BRDC 227, BRDC 269 and BRDC 260**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 with Option**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 9 Global/Diversity ACE 8 Civic/Ethics/Stewardship

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 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 ADPR, BRDC or JOUR.**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, ANTH 491A, ANTH 891A**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 with Option**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**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. Minimum 2.00 GPA and completion of JOMC 101 with a grade of C or better.**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 358; BRDC 260; BRDC 372; JOMC 352;

JOUR 200B; JOUR 302; JOUR 303; JOUR 346; JOUR 400, BRDC 400

JOUR 200B Fundamentals of Editing and Reporting II

Prerequisites: Minimum of 2.00 GPA; completion of JOMC 101 and JOUR 200A with a grade of C or better.

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 350; BRDC 372; JOUR 302; JOUR 303; JOUR 304; JOUR 307; JOUR 346; JOUR 400, BRDC 400

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 with Option

JOUR 302 Beat Reporting

Prerequisites: JOMC 130-134 or JOMC 160, JOUR 201 and 202 or JOUR 200A and 200B.

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 326; JOUR 386; JOUR 400, BRDC 400

JOUR 303 Editing for Digital Media

Prerequisites: Completion of JOUR 201 or JOUR 200A and JOUR 200B

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 400, BRDC 400

JOUR 304 Multimedia Journalism

Prerequisites: JOMC 130-134 or JOMC 160; JOUR 202.

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

Prerequisite for: JOUR 400, BRDC 400

JOUR 307 Data Journalism

Prerequisites: JOUR 202

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: JOUR 400, BRDC 400

JOUR 326 Sports Reporting

Prerequisites: JOUR 302

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: Grade of C or better in JOUR 200A and JOUR 200B.

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

Prerequisite for: JOUR 400, BRDC 400

JOUR 348 The Real World I

Prerequisites: JOUR 202

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 with Option

JOUR 400 The News Lab

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 content for publication with depth, exploration, and substance across multiple platforms by applying journalistic skills in a semester-long project.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Offered: FALL/SPR

ACE: ACE 10 Integrated Product

JOUR 401 Depth Reporting

Crosslisted with: JOUR 801

Prerequisites: JOUR 302

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

Description: Long-form writing, interviewing, computer-generated research, refined writing and teamwork in the creation of a single-subject project.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

ACE: ACE 10 Integrated Product

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: JOUR 202

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: JOUR 202

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

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 206

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 490B Global Eyewitness Multimedia Photojournalism Editing**Prerequisites:** JOUR 490A**Description:** Editing multimedia stories based on previous semester's JOUR 490A 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 with Option**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 497 Nebraska News Service****Crosslisted with:** JOUR 897**Prerequisites:** Complete all required 100-level courses and JOUR 201, JOUR 202 and JOUR 302**Notes:** Contact instructor for application.**Description:** The Nebraska News Service functions as a statehouse news bureau for client news organizations throughout the state, generating original spot news and enterprise stories as well as responding to specific story requests from news service clients.**Credit Hours:** 1-6**Min credits per semester:** 1**Max credits per semester:** 6**Max credits per degree:** 6**Grading Option:** Graded**ACE:** ACE 10 Integrated Product**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**PLEASE NOTE**

This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.

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

- Regional reporter, The Grand Island Independent - Grand island NE
- Reporter, Omaha World-Herald - Omaha NE
- Data Visualization Intern, Buffalo News - Buffalo NY
- Graphics and data reporter, San Diego Union-Tribune - San Diego CA
- Visuals Editor, Hear Nebraska - Lincoln NE
- Associate Digital Producer, CNN - Washington DC
- News Producer/Reporter, KLKN-TV - Lincoln NE
- Photojournalist, Orange County Register - Santa Ana CA
- Copy Writer, Hurrdat Social Media - Lincoln NE
- English & Journalism Teacher, Lincoln Public Schools - Lincoln NE

Internships

- Social Media Intern, Ten Thousand Villages - Lincoln NE
- Intern/Correspondent, The Perry Chief - Perry IA
- Congressional Intern, Office of Congressman Jeff Fortenberry - Lincoln NE
- Intern, University of Nebraska State Museum-Morrill Hall - Lincoln NE
- Content Intern, American Copy Editors Society -
- Intern, Omaha World-Herald - Omaha NE
- Intern, Arkansas Democrat-Gazette - AR
- Intern, Bloomberg News -
- Intern, Norfolk Daily News -
- Intern, National Public Radio -