

MULTIMEDIA JOURNALISM (MMJ)

MMJ 2063 Fundamentals of Journalism

Prerequisites: Departmental majors only. (MMJ, SPM, SC, and PMC.)
Description: Basics of journalism, its role in society and problems and issues facing journalism. History, philosophy, ethics and current events will be discussed. Students also will practice the basics of interviewing and writing.
Credit hours: 3
Contact hours: Lecture: 3 Contact: 3
Levels: Undergraduate
Schedule types: Lecture
Department/School: Media & Strategic Comm

MMJ 3153 Fundamentals of Video and Studio Production

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better; and pass proficiency review.
Description: Theory and practice of basic audio and video production techniques leading to later applications in radio, television and multi-media production. Previously offered as JB 3153.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Media & Strategic Comm

MMJ 3203 News Writing

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or higher; and pass proficiency review.
Description: The basics of news writing, grammar and Associated Press will be stressed. Students will learn the basics of structuring news stories and how to write basic stories including fire, crime, accidents, obituaries, etc.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Media & Strategic Comm

MMJ 3263 Multimedia Reporting

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.
Description: Introduces the basic sources, documents and reporting techniques needed to cover typical government beats. Real-world assignments provide practical experience reporting and writing on deadline across media platforms such as print, broadcast and Web. News judgment as well as interviewing, time- management and writing skills will be addressed. Gathering news in an ethical manner and telling substantive, multi-media stories that encompass the community's diversity are emphasized. Previously offered as JB 3263 and JB 2393.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Media & Strategic Comm

MMJ 3293 Information Graphics

Prerequisites: MMJ 3263 and MMJ 4423 with "C" or better and MMJ 4393 with "C" or better or concurrent, and pass proficiency review.
Description: Using computer-designed charts, maps, graphs, diagrams and other visual representations of information to tell the news. Combines theories of non-verbal communication and practical application. Includes the basic design concepts and techniques for creating TV and video graphics. Previously offered as JB 3293.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Media & Strategic Comm

MMJ 3313 Multimedia Editing

Prerequisites: MMJ 3263 with a grade of "C" or better or concurrent enrollment in MMJ 3263, pass proficiency review.
Description: Principles and practice in editing copy for print, broadcast and Web, selecting pictures and video, and writing headlines, cutlines, blurbs, teasers and promos. Strong emphasis placed on language usage and ethical decision-making. Previously offered as JB 3313 and JB 2413.
Credit hours: 3
Contact hours: Lecture: 2 Contact: 3 Other: 1
Levels: Undergraduate
Schedule types: Discussion, Combined lecture & discussion, Lecture
Department/School: Media & Strategic Comm

MMJ 3553 Advanced Reporting

Prerequisites: MMJ 3153 and MMJ 3263 with "C" or better in both, and pass proficiency review.
Description: Reporting techniques empowering journalists to fulfill their watchdog role in a democracy. Practical experience in accurately reporting and writing on deadline. Emphasis on multimedia to tell the news of government through people. Emphasizes importance of human diversity and cultivating sources ethically. Stresses the use of government documents. Previously offered as JB 3553.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Media & Strategic Comm
Additional Fees: JB Equipment Use fee of \$10 applies.

MMJ 3623 Internet Communication

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in each, and pass proficiency review.
Description: Theoretical and practical understanding of how the Internet is changing the way mass media and media-related organizations communicate with audiences. Previously offered as JB 3623.
Credit hours: 3
Contact hours: Lecture: 2 Lab: 2 Contact: 4
Levels: Undergraduate
Schedule types: Lab, Lecture, Combined lecture and lab
Department/School: Media & Strategic Comm

MMJ 3773 Multimedia Voice and On-Camera Performance

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better in both; and pass proficiency review.

Description: Broadcast professionals team up with experienced faculty to polish the on-air performance of media students. In this class students will anchor and report news and discover their own personal style of delivering the news and sports.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 3823 Photography I

Prerequisites: MC 2003 and MC 2023 with a grade of C or better in each, pass proficiency review.

Description: Expression of visual communications through photography. Creating and producing photographs using digital equipment and understanding lenses, exposures, color and composition. Manipulation, color and tone correction of photography using photo-editing software.

For students who want an elementary understanding of photography or to prepare for advanced work in photography or photojournalism.

Previously offered as JB 3823.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 3873 Podcast and Audio Production

Prerequisites: MMJ 3153 with a grade of C or better; and pass proficiency review.

Description: Prepares students to work in radio and internet audio production and imaging. Students prepare and present materials in a broadcasting situation. Students learn about and develop skills in different formats of audio production, including the production of audio messages such as radio commercials and long-form programming, including podcasting. Previously offered as JB 3873 and JB 2873.

Credit hours: 3

Contact hours: Lecture: 2 Contact: 3 Other: 1

Levels: Undergraduate

Schedule types: Discussion, Combined lecture & discussion, Lecture

Department/School: Media & Strategic Comm

MMJ 3900 Multimedia Journalism Internship

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better and consent of instructor, and pass proficiency review.

Description: Internship practice for qualified multi-media journalism students who wish creative communications experience beyond that available in the classroom. Previously offered as JB 3900. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MMJ 3913 Multimedia Content Creation

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better in both; and pass proficiency review.

Description: Techniques to write and produce creative content (video, audio and web-based projects) in a real-world environment. Students will produce material in the field, without assistance from studio engineers or other personnel. Applications are endless, but include social media content creation, sports, news, documentary, multimedia and long-form journalism projects, and even live production. Although a news format may be used for projects, the skills taught will translate into many production fields. Previously offered as JB 3913.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 3943 Photojournalism

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in each, and pass proficiency review.

Description: Theory and practice in the digital techniques of photojournalism. Intermediate concepts of lighting, composition, action and storytelling via digital photography. A basic understanding of photography and photo developing necessary. Must have access to 35mm single reflex or digital camera. Previously offered as JB 3943.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4243 Programs and Audiences

Prerequisites: MC 2003 and MC 2023 with grades of "C" or better in both; and pass proficiency review.

Description: Audience analysis, proper construction of programs for greatest appeal and use of appeals to attract the desired audience. Program types, rating systems, program selection and audience attention. Design and discussion of programs to reach specific audiences. Previously offered as JB 4243.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4253 Fundamentals of Broadcast Engineering

Prerequisites: EET 3104 and MMJ 3153 with a grade of "C" or better in both; and pass proficiency review.

Description: An introduction to test equipment (vector scopes, waveform monitors, spectrum analyzer), FCC administrative Practices, EAS Standards, Broadcast Engineering documentations, RF and tower safety, Spectrum and frequency allocations, AF/FM/TV basic antennas structures, coupling, phasing, combining, coaxial and measurements. Microwave and STL systems, transmitters (FM/AM/TV high-low powered), fiber optics, satellite and cable TV systems. Computer networking basics (IPv4/6, topology including cloud bases systems) and digital distribution audio/video streaming (RTP, UDP, RTSP).

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4313 Public Affairs Reporting

Prerequisites: MMJ 3263 with a grade of "C" or better; and pass proficiency review.

Description: Reporting techniques empowering journalists to fulfill their watchdog role in a democracy. Practical experience in accurately reporting and writing on deadline. Focus on a multimedia mindset to tell the news of government through people. Emphasizes importance of human diversity and cultivating sources ethically. Stresses the use of government documents. Previously offered as JB 4313 and JB 3413.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4393 Data Journalism

Prerequisites: MMJ 3263 with a grade "C" or better, pass proficiency review; STAT 2013 or STAT 2023 or STAT 2053.

Description: Provides practical experience using the computer as a tool for data analysis while focusing on social science research methods. Combines the scientific method with the process approach to news writing. Teaches how to find and import data into a spreadsheet and systematically analyze it using basic and advanced techniques. The data analysis will generate an idea for a story for print or broadcast, which must be followed up with reporting and writing that stresses how people are affected. Previously offered as JB 4393.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

Additional Fees: AP Stylebook fee of \$5.30 applies.

MMJ 4413 Advanced Reporting and Writing

Prerequisites: MMJ 4313 with a grade of "C" or better; and pass proficiency review.

Description: Enhancement of writing style and reporting techniques; evaluation of sources and polling practices, and investigative coverage of newsmakers and events. Previously offered as JB 4413.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4423 Graphic Design in Multimedia

Prerequisites: MC 2003 and MC 2023 with "C" or better; and pass proficiency review.

Description: Design principles, techniques and practices for a converging media. Includes photo editing and introduction to type for print and online. Emphasizes ethical decision-making in content selection and placement. Previously offered as JB 4423 and JB 3423.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4433 Multimedia Feature Writing and Storytelling

Prerequisites: MMJ 3153 and MMJ 3263 with "C" or better; and pass proficiency review.

Description: In-depth features that combine writing, broadcast, photography and other elements as needed to produce packages. Previously offered as JB 4433.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4540 Specialized Multimedia Journalism Applications

Prerequisites: MMJ 3153 or MMJ 3263 with a grade of "C" or better and consent of department; and pass proficiency review.

Description: Professional journalism at an advanced level. Special topics in areas such as announcing, performance; political, business and investigative reporting; advanced layout and design or audio production; feature, column and editorial writing. Course content varies by semester. Meets with MC 5540. No credit for students in MC 5540. Previously offered as JB 4540. Offered for fixed 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Contact: 3 Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MMJ 4573 Broadcast Documentary

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better in both; and pass proficiency review.

Description: Student-written and produced broadcast and cablecast mini-documentaries; analysis of selected programs. Previously offered as JB 4573.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4753 Media and Elections

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: Examination of media's role in the political process with primary emphasis on print and broadcast journalism practices. Meets with MC 5753. No credit for students with credit in MC 5753. Previously offered as JB 4753.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4773 Censorship

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: A critical examination of historical and contemporary occurrences of censorship from legal, philosophical, political, religious and sociological perspectives. The course will explore the definition of censorship, the common elements found in all forms of censorship, the rationalizations and justifications for censorship, and the consequences and unintended results of censorship. No credit for students with credit in MC 5773. Previously offered as JB 4773.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4863 Media Management

Prerequisites: MMJ 3263 with a grade of "C" or better; and pass proficiency review.

Description: Basic issues, concepts, operational procedures and strategies associated with effectively managing media corporations. Examines management operations related to media convergence. Emphasis is placed on making ethical decisions and administrative choices in staffing and content that reflect a community's diversity. No credit for students with credit in MC 5863. Previously offered as JB 4863.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4953 Advanced Production Practices

Prerequisites: MMJ 3913 and MMJ 3263 with a "C" or better; and pass proficiency review.

Description: Advanced professional television production. Student produced and directed television programs, including "specials," for distribution on cable or other professional media. Previously offered as JB 4953.

Credit hours: 3

Contact hours: Lecture: 2 Contact: 3 Other: 1

Levels: Undergraduate

Schedule types: Discussion, Combined lecture & discussion, Lecture

Department/School: Media & Strategic Comm

MMJ 4960 Live Field Production

Prerequisites: MMJ 3153 with a grade of "C" or better; and pass proficiency review or consent of instructor.

Description: Develop a live, in-the-field production from writing a program proposal to an actual live broadcast. Students determine what equipment is needed; conduct a site survey to develop a location plot for the site; determine the best location for the cameras and master control area; write a facilities request; and create scripts for the pre-parade show and the Homecoming parade broadcast. Students also learn proper techniques of in-the-field videography, switching (live editing), and audio. Previously offered as JB 4960. Offered for 3 fixed credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4970 Newscast Production

Prerequisites: MMJ 3153 or MMJ 3263 with a grade of "C" or better in each, pass proficiency review.

Description: Advanced skills in reporting, news producing, editing and anchoring. Students will assemble a video newscast or newsmagazine with content that is usable across various media platforms. Offered for 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4973 Multimedia Journalism Capstone

Prerequisites: MMJ 3553 and MMJ 4393 each with a grade of "C" or better; and pass proficiency review.

Description: Advanced principles and techniques for students specializing in both news and digital production. Students come together as teams to create multimedia news products.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm