

## **BROADCAST JOURNALISM (BJ) COURSES**

### **BJ 2113 (3CR)**

#### **WRITING FOR THE MASS MEDIA**

Introduction to journalistic writing, expository and persuasive formats; supervised practice in writing for print, broadcast and photographic media; study of the professional demands of organizing and presenting information in the various media. Strong emphasis will be placed on grammar, spelling, punctuation, and word usage.

### **BJ 2313 (3CR)**

#### **INTRODUCTION TO MASS MEDIA**

Survey and history of mass communication theories and practices, including economical and social evolution of interrelationships of mass media with society. Current issues in radio and TV development, telecommunications, satellite communications and cable TV are explored. In addition, consideration is given to broadcasting terminology, principles and regulation.

### **BJ 2393 (3CR)**

#### **NEWS WRITING I**

Principles and practice in gathering, evaluating, and writing news for print media. Practical application in writing articles for college newspaper and other print media.  
Prerequisites: BJ 2113 and BJ 2313.

### **BJ 3113 (3CR)**

#### **BROADCAST WRITING I**

Theory behind radio and television writing, including all types of copy format. Emphasis on writing activities for radio and TV.  
Prerequisites: BJ 2113, BJ 2313, BJ 2393.

### **BJ 3143 (3CR)**

#### **ANNOUNCING I**

Interpretative analysis of material for radio and TV. Vocal techniques to communicate thought and emotion. Practical application in preparing materials for broadcast.  
Prerequisite: SP 2713 or permission of instructor.  
Prerequisites: BJ 2113, BJ 2313, BJ 2393.

### **BJ 3151 (1CR)**

#### **STATION PARTICIPATION RULES AND EXPERIENCE**

Study of rules and regulations in preparation for application for permit from FCC. Course may be repeated to allow credit for work in announcing and in other areas of radio station.  
Prerequisites: BJ 2113, BJ 2313, BJ 2393.

### **BJ 3163 (3CR)**

#### **BROADCAST WRITING II**

A continuation of BJ 3113 with emphasis on performance in all aspects of a radio and television news team.  
Prerequisite: BJ 3113.

### **BJ 3212 (2CR)**

#### **BASIC PHOTOGRAPHY**

Applied photography; reporting and interpreting news through pictures.  
Prerequisites: BJ 2213, BJ 2113.

### **BJ 3222 (2CR)**

#### **INTERMEDIATE PHOTOGRAPHY**

Special assignments in planning and processing news photographs with a strong emphasis upon creativity in presentation.  
Prerequisite: BJ 3212

**BJ 3311 (1CR)****JOURNALISM PARTICIPATION**

Practical application of theory and techniques of journalism. Minimum of 3 hours weekly working on school newspaper, yearbook, or in News Bureau or Public Relations Office. May be repeated for credit.

Prerequisite: BJ 2393.

**BJ 3312 (2CR)****LAYOUT AND DESIGN**

Techniques and procedures in designing and composing copy and in scaling, cropping, selecting, and editing photographs for publication; elements of graphic design.

Prerequisite: BJ 2113, BJ 2313.

**BJ 3313 (3CR)****PRINCIPLES OF PUBLIC RELATIONS**

Learning to utilize various components of the communication media to promote individuals, businesses, organizations, and other entities.

Prerequisite: BJ 2393 or permission of instructor.

**BJ 3321 (1CR)****FIELD EXPERIENCES IN BROADCAST JOURNALISM**

Observation of activities in radio, television, print journalism, advertising, industry, and municipal and state government in urban areas. Emphasis on securing information about career options and on writing reports based on field experiences and research. Junior standing.

**BJ 3332 (2CR)****RADIO PRODUCTION**

Study and practice of full length radio productions, newscasts, news magazines, public service announcements, public affairs and music programs. Both digital and analog theory will be studied. Prerequisite: BJ 3151.

**BJ 3343 (3CR)****NEWS WRITING II**

Analyzing, researching, and writing features and interpretative articles. Critical analysis of news articles.

Advanced news writing.

Prerequisite: BJ 2393.

**BJ 3353 (3CR)****NEWS EDITING**

Use of reference material in writing and verifying information, writing and rewriting news stories. Use of devices for illustrating and presenting the news and feature materials.

Prerequisite: BJ 2393 or permission of instructor.

**BJ 3363 (3CR)****TV PRODUCTION I**

Study and practice of television studio full length productions, newscasts, news magazines, commercials, public affairs shows and creative productions. Skill development in lights and sound, camera operations and digital editing.

Prerequisites: BJ 3151, BJ 3332.

**BJ 3383 (3CR)****JOURNALISM PRACTICUM**

Advanced experience in gathering, writing, and interpretation of news for print media including layout and design, photography and digital application.

Prerequisites: BJ 2393, BJ 3212, BJ 3312. May be repeated for credit.

**BJ 4083 (3CR)****COMMUNICATION SEMINAR**

Seminar on such subjects as public relations, advertising and layout, sales, etc. May be repeated to take seminar on more than one topic.

Prerequisite: 12 hours BJ courses.

**BJ 4113 (3CR)**

**TV PRODUCTION II**

Advanced study and practice of television studio productions and digital editing.

Prerequisite: BJ 3363.

**BJ 4133 (3CR)**

**ANNOUNCING II**

A continuation of Announcing I and will cover specialty announcing opportunities such as weather, sports, talk shows, music/variety shows, game shows, public affairs shows, and voice-over work.

Prerequisite: BJ 3143.

**BJ 4173 (3CR)**

**BROADCAST LAW, LIBEL AND ETHICS**

Principles involved in statutes and case decisions in broadcast media. Government regulations of broadcasting.

Prerequisites: 12 hours of BJ courses, including BJ 3113 and BJ 3151.

**BJ 4182 (2CR)**

**PROBLEMS IN RADIO AND TV**

Individual studies of problems in community ascertainment, management, and other selected topics in radio and TV.

Prerequisite: 12 hours in BJ courses.

**BJ 4186 (6 or 12CR)**

**INTERNSHIP**

Internship application of techniques and theories in electronic or print media. Student receives 6 hours credit for 8-week, 40 hour per week internship or 12 hours credit for 14-week, 40 hour per week internship at radio or TV station, newspaper office, advertising agency, or communication-related internship in industry.

Prerequisite: Junior or senior classification and approval of Internship Committee.

**BJ 4193 (3CR)**

**WEB DESIGN FOR JOURNALISM**

Practical application in the design and production of journalistic web sites using the skills of writing, visual design, photography, streaming of audio and video as a means of disseminating news and information.

Prerequisite: Senior standing.

## **SPEECH (SP) COURSES**

### **SP 2713 (3CR)**

#### **INTRODUCTION TO SPEECH**

Beginning course to improve speech as a mode of communication. Provides opportunity to practice giving various kinds of talks and to develop skills in public speaking. Competency-based instruction method used.

### **SP 3103 (3CR)**

#### **ARGUMENTATION AND DEBATE**

Responsibilities of the advocate, the proposition, evidence, reasoning, the case, fallacies, and refutation. Experience in mini-debates.

Prerequisite: SP 2713.

### **SP 3111 (1CR)**

#### **FORENSICS ACTIVITIES**

Practice in preparing for participation in forensic and speech activities for tournaments and performance (debate, oration, poetry and prose interpretation, humorous and dramatic interpretation, etc.). May be repeated for credit.

### **SP 3113 (3CR)**

#### **ADVANCED PUBLIC SPEAKING**

Preparation and delivery of various types of public speeches. Analysis of content, style, and delivery of famous speakers and situations in which their speeches were given.

Prerequisite: SP 2713.

### **SP 3133 (3CR)**

#### **ORAL INTERPRETATION**

Study of literary works and other types of literature to project thought and emotion through interpretation.

### **SP 3143 (3CR)**

#### **VOICE AND SPEECH IMPROVEMENT**

Use of the International Phonetic Alphabet as aid to improving pronunciation with attention to non-standard speech. Emphasis on correcting distracting articulation, voice qualities, and regionalisms. Exercises in sound production and oral reading.

Prerequisite: SP 2713.

### **SP 4173 (3CR)**

#### **DISCUSSION AND INTERPERSONAL SPEECH COMMUNICATION**

Emphasis on small group discussion. Principles and techniques of preparing for participating in discussions and evaluating barriers to communication.

Prerequisite: SP 2713.

### **SP 4183 (3CR)**

#### **CURRICULUM ACTIVITIES IN SPEECH**

Methods of preparing students to direct forensic activities on the secondary level and of teaching classes in theatre arts and speech.

Prerequisite: junior standing.