

School of Journalism and Mass Communication

Course Details Fall Semester 2010

Last updated on March 22, 2010.

Important policies about enrolling in courses

JOMC 180, 182, 187, 480, 481, 482, 483, 484, 491.5, 581, 582, 583, and 585 require permission of the School office. Students must come to CA 154 on the following dates: If your registration dates are 4/12 and 4/13, you can sign up for permission in 154 on April 8. For registration dates of 4/14 and 4/15, sign-up is 4/12. For those who register on 4/16 and 4/19, sign-up is 4/14.

JOMC 121, 296, 376, 394, 421, 422, 423, 425, 426, 451, 473.2, 476, and 691H require permission of the instructor. Students must contact the instructor to get on the list for the course. **Students who cannot be enrolled in those courses because of time conflicts or course overloads will be deleted from permission lists so other students may be enrolled.**

Many JOMC courses have **prerequisites** that are listed in the catalog. Students are responsible for completing prerequisites before they enroll in a course and will be required to drop courses if they have not completed the prerequisites.

In addition to the courses listed, graduate students may enroll for JOMC 900, 993 and 994.

JOMC majors normally have priority over other students for space in JOMC courses, but space is not guaranteed in all courses in any given semester.

Syllabi for JOMC courses are available in the Park Library, CA 269.

JOMC students are expected to enroll in and complete at least 15 credit hours per semester. To register for more than 17 or fewer than 12 hours per semester, students must have permission from the senior associate dean (Carroll 123) or the associate dean for undergraduate studies (Carroll 233).

It is the policy of the School of Journalism and Mass Communication that a teacher may deny enrollment to any registered student who does not attend the first meeting of a course unless the student has made a prior arrangement with the teacher.

If you enroll for a course but decide later that you do not want to take it, you must initiate a drop procedure either online before the drop deadline or through the Student Records office after that date. If you stop attending a course, you will not be automatically dropped, and a grade of AB will be reported if you do not drop the course properly.

JOMC 490, Proseminar in Mass Communication

This is a special-topics course, and students may enroll in it more than once, provided the topics are different. These usually are all 3-credit courses and may count as an immersion if the course is three hours and if it has no restrictions. Some 490s might be a 1-hour credit course.

The following topics will be offered in Fall 2010:

JOMC 490.001. The Branding of You. (Adjunct Lecturer Gary Kayye). This course builds on Gary Kayye's Spring 2010 course, "New Media Technologies and Their Impact on the Future of Advertising, Marketing and Public Relations." Students will learn how to use those new media technologies to build the most valuable brand around: You. "The Branding of You" will serve as a lab to use, integrate and master new media marketing. The class will use social media, social marketing and a host of other new media technologies to build the ultimate portfolio: a real-world brand of you. This course has limited enrollment; students must have taken 490.1 in Spring 2010 (New Media Technologies: Their impact on the future of advertising, marketing and public relations"). (This course counts as a "Conceptualizing the Audience" immersion, and "Communication Online." This course also counts as a Strategic Communication topic).

JOMC 491, Special Skills in Mass Communication

This number is for courses that fulfill a craft-course requirement. None of these courses fulfills an immersion requirement.

JOMC 491.001. Media Relations. (Professor Leroy Towns). Media Relations will explore the strategic use of the news media to communicate messages in public relations campaigns and in political communication. The course will focus on how new media are changing the media landscape and the importance of strategic planning in devising and communicating messages. JOMC 153 is a prerequisite. PR students may choose this course for their specialization.

JOMC 491.002. International Reporting. (Adjunct lecturer David Zucchino). Pulitzer Prize winner and Los Angeles Times international correspondent David Zucchino will teach this cutting-edge class. Students will learn how foreign correspondents work. Students will learn how to conceive story proposals, react quickly to breaking events, locate and interview sources and write compelling stories. They also will hear from several international experts and will take a field trip to Fort Bragg as part of the class. Students must have successfully completed **JOMC 153** and **JOMC 253**. The class is limited to 10 students. Reporting students may choose this course for their specialization.

JOMC 491.003. Grammar Review for JOMC Students. (Associate Professor Rhonda Gibson). The goal of this 1-credit course is to teach students basic skills in grammar, punctuation and spelling and help prepare them for the School's Spelling and Grammar exam. Students must earn a score of 70 or above on the test to receive their degree from the School.

JOMC 491.004. Sports Publicity. (Adjunct lecturer Mike Sundheim). This course will give students an introduction to a career in sports public relations. Students will be exposed to the daily responsibilities and requirements for a career in sports public relations through hands-on assignments and activities. Guest speakers and reading assignments will help students gain an understanding of the balance today's sports public relations professionals need to maintain within their organizations, while taking into account the changing media landscape. Public Relations students may choose this course for their specialization.

JOMC 491.005. Intermediate Multimedia. (Assistant Professor Don Wittekind). Students in the course will learn basic programming, graphic design and storytelling for the Web.

Students will work in a Flash authoring environment and learn how to design, storyboard and script an interactive storytelling project. Students will collect and incorporate photos, videos, sound, text, graphics and database information into interactive multimedia presentations. Students must have successfully completed **JOMC 187, Introduction to Multimedia.**

JOMC 491.006 Presentation Design for Strategic Communication. (Adjunct lecturer Michael Mills). Students in the class will learn the basic principles of graphic design vocabulary and become comfortable working with the Adobe CS4 software: Illustrator, Photoshop and Indesign. By the end of the course, students should be comfortable enough with the software suite to accomplish basic tasks in each, understand how the applications work together, and, most importantly, be able to use the software as a tool to work with as part of the creative design process. This course is most appropriate for advertising and public relations students. Public Relations and Strategic Communication students may choose this course for their specialization.

JOMC 491.008. Public Affairs Reporting. (Assistant Professor Ryan Thornburg). Students in this a.p.p.l.e.s. service learning course will partner with one or more news organizations around the state to conceptualize, report and produce an interactive and multimedia report on an issue of public importance to the people of North Carolina. Topics change each semester. This advanced journalism course requires travel to partner classrooms around the state. It is open to students of all sequences; permission of the instructor is required. Reporting students may choose this course for their specialization.

Graduate Courses

JOMC 701.1. Mass Communication Research Methods. (Professor Anne Johnston). This is an introduction to quantitative and qualitative scholarly research required of all JOMC grad students. The course provides an overview of the research methods used in mass communication research, including but not limited to content analysis, experimental design, survey research, focus group research, field research and framing analysis. Students will learn to evaluate the strengths and weaknesses of the methods, to critique how these methods have been used in published research and to design a research study using one of the methods.

JOMC 705.1. Theories of Mass Communication. (Associate Professor Rhonda Gibson). This course introduces students to classic theories of the process and effects of mass communication. Students read summaries of theoretical approaches to several issues, including how the structure of news organizations affects the news, how media affect cultural norms and values and whether media can be used to change behavior and the role of the audience. Students serve as discussants for topics during the semester, write critical literature reviews on a particular theoretical stream of interest to them, and produce preliminary thesis, project or dissertation proposals.

JOMC 711.956. Writing for Digital Media. (Assistant Professor Brian Carroll). Offered online. New technologies have in some ways transformed human communication, creating new meanings and even entirely new media. This course aims to foster effective communication in digital and online environments, a goal predicated on learning and understanding the audience(s); knowing how different media work, as well as the unique limits and possibilities of these new media; and learning how to develop appropriate content for different formats and environments. Students analyze the technical and rhetorical elements necessary to create content for online environments, including interactivity, hyperlinking, spatial orientation and nonlinear storytelling. Note: Enrollment limited to students admitted to the Certificate in Technology and Communication program and JOMC graduate students.

JOMC 714.956. Database and Web Research. (Ms. Genie Tyburski). Offered online. For many people, including journalists, online research means going to Google, entering a couple of search terms and hoping for the best. The information you want might be there, but how long is it taking you to find it? What about the authority and timeliness of that information? Are there other sources available online (or in print) that might provide you with better or additional information? What strategies might improve the efficiency and effectiveness of your research? This course will answer those questions and others. Note: Enrollment limited to students admitted to the Certificate in Technology and Communication program and JOMC graduate students.

JOMC 730.1. Public Relations Foundations. (Professor Dulcie Straughan). The foundations of public relations practice and theory are explored in this graduate-level course through the lens of classic and contemporary case studies. Students will learn through extensive case analysis and exploration of theories pertinent to public relations. Students will also do research, undertake critical thinking and develop creative problem-solving skills, all leading to completing course assignments, including researching and writing an original case study.

JOMC 740.1., 740.2 Mass Communication Law. (Professor Cathy Packer and Associate Professor Michael Hoefges). Students will examine the delicate balance that exists between freedom and control of the mass media in the United States. The First Amendment of the U.S. Constitution is, of course, the major guarantee of freedom of expression. Because the courts, especially the U.S. Supreme Court, are ultimately responsible for interpreting the First Amendment and maintaining the balance between freedom and control, the course focuses on judicial decisions and reasoning. The bulk of the readings and class discussions will involve analyzing and interpreting court opinions affecting the mass media. It is important to recognize, however, that other very significant sources of press privileges and controls exist. Therefore, the course also covers statutory law and executive and administrative actions. Each student will complete a take-home exam, an in-class midterm exam, a comprehensive final exam and a legal research paper.

JOMC 753.1. Reporting and Writing News. (Associate Professor Chris Roush). Combines instruction in news writing and reporting in an accelerated, graduate-level course designed to satisfy print sequence basic competency requirements for graduate students. Students will learn the fundamentals of news writing along with beat and general assignment reporting and apply those skills to a variety of practical reporting and writing assignments. Topics include fundamentals of news writing, story forms and organization, interviewing, reporting techniques, general news writing, feature writing, ethics, law, and the culture of news organizations. Prerequisites: graduate standing, keyboarding skills. (Note: 4 credits). This course is for graduate students only.

JOMC 754.1. Specialized Reporting. (Associate Professor Barbara Friedman). Reporting of complex topics using in-depth research, investigative reporting techniques, story conferences, primary documents and other research data. *Prerequisite: JOMC 753 or permission of instructor.*

JOMC 810.1. Seminar in Psychology of Human-Computer Interaction. (Associate Professor Sri Kalyanaraman). Although the application of theory to practice is in a relatively nascent stage of development, research in the area of new media and human-computer interaction has garnered wide attention in a variety of disciplines and fields. This seminar examines the effects of computers, the Internet, and the World Wide Web from a psychological perspective. The course will adopt an empirical approach to understanding the several ways in which people respond to computers and other new technologies. Through a combination of readings, lecture and discussion, we will showcase the applicability of traditional conceptual

frameworks to the study of new media as well as examine important technological concepts (such as interactivity, multimodality, navigability, usability, customization), particularly as they inform human-computer interaction and computer-mediated communication. You will also learn to critically analyze and evaluate published research, and work on an original research project that will advance our understanding of the psychology of new media and communication technology. Basic familiarity with quantitative research methods is assumed. Questions? Contact the professor at: sri@unc.edu.

JOMC 825.1. Seminar in Interdisciplinary Health Communication. (Professor Jane Brown). This course is part of the new graduate-level Certificate in Interdisciplinary Health Communication. For course information, go to www.ihc.unc.edu.

JOMC 826.1. Interdisciplinary Health Communication Colloquium. (Professor Jane Brown). This course is part of the new graduate-level Certificate in Interdisciplinary Health Communication. *For certificate students only.* For course information, go to www.ihc.unc.edu.

JOMC 830.1. Seminar in Public Relations. (Associate Professor Lois Boynton). The purpose of this course is to expose graduate students to the theoretical bases of public relations and provide insight into the development of public relations theory and practice. Through readings and group discussion, students will gain greater understanding of scholarly work in public relations and related disciplines and the application of those works. A variety of research approaches (historical, legal and social science) are included. Readings, discussion and a term paper, which may be the preliminary work for a student's thesis, are required.

JOMC 840.1. Seminar in Mass Communication Law. (Professor Ruth Walden). In this seminar we will explore free expression theory and the research perspectives, approaches and methods used in the study of mass communication law. The main goals of the course are to 1) familiarize students with First Amendment theories and interpretations; 2) expose students to an array of legal research focusing on communication law; 3) teach students to critically read and evaluate such research; and 4) provide students with experience in generating and investigating legal research questions, writing research proposals, and writing and defending papers presenting their research findings. Each student will be required to identify a legal research question he or she will investigate, write a paper proposal, and produce a research paper. It is expected that all papers will be of high enough quality to be presented at a scholarly convention and/or published in a journal of scholarly research.

NOTE: This seminar is not designed to teach the content of mass communication law. All seminar participants are expected to have a thorough knowledge and understanding of the substance and principles of mass media law. JOMC 740 is a prerequisite to JOMC 840.

JOMC 841. Seminar in Mass Communication and Society Perspectives. (Visiting Professor Betty Winfield). This course will be a seminar on the roles and responsibilities of mass communication in society. Although the class can be tailored to the interests of students, generally, we will consider perspectives on media's role in society—including, but not limited to, feminist theory and political communication theory. Both qualitative and quantitative methods will be discussed within any theoretical perspective. Students will make major contributions to discussion and critique of the material. They will report on and lead discussion on one approach or theoretical perspective (an area of interest to them) within the broad area of media's place in society. In addition, a seminar paper (original research) will be required at the end of the semester. Students may work together on the paper, depending upon the interests of the class, the size of the project and the amount of research to be done.

JOMC 847. Seminar in Communication for Social Change. (Associate Professor Lucila Vargas). This course examines the role of media and communication in progressive social change. It surveys the literature on development communication and introduces students to

recent approaches in the field. These approaches pay attention to grassroots communication in both developing nations and "Third World settings" of the United States.

JOMC 879.1 Seminar in Advertising Research. (Assistant Professor Janas Sinclair). This course examines theories underlying advertising and the testing of those theories through research projects. The course focuses on theory and research in "consumer psychology," including consumer information processing, the role of motivation and affect, the nature of attitudes, and the process of social influence, attitude change, and consumer decision making.

JOMC 890.1 Seminar in Survey Research Methods. (Professor Dan Riffe). This course covers the theory and practice of survey research, including planning and design, choice of survey mode, sampling, opinion/attitude/behavior measurement, questionnaire construction, interviewing and analysis of data. Students will participate in the design and execution of field survey project(s). Prerequisite: JOMC 701