

COURSES FOR JOURNALISM & CREATIVE MEDIA

Journalism & Creative Media Courses

JCM500 Orientation to Graduate Studies

Hours 1

This course introduces students to graduate study and sets the stage for the remainder of their coursework. Students learn about research in journalism and media studies, and they become familiar with the department faculty's interests and expertise. Students will develop an overall research question and begin to work on a topic proposal.

JCM501 Media Production Tools

Hours 3

Instruction in and critical analysis of communication technologies used in the production of community journalism.

JCM502 Producing Community Journalism

Hours 3

This course focuses on gathering, writing, editing, and presenting of news and information across media platforms.

JCM511 Depth Reporting

Hours 3

This course entails reporting and writing in-depth news and feature stories for publication in print and online. Students learn advanced techniques in information gathering and non-fiction writing. Deadline reporting and writing skills are addressed, as well.

JCM512 Seminar in American Cinema

Hours 3

The analysis of American cinema—focusing on three critical methods: genre study, authorship (the auteur theory), and the star system.

JCM517 Advanced Sports Writing & Reporting

Hours 3

Advanced techniques in reporting and writing for sports media, as well as ethical and societal implications of sports journalism.

Prerequisite(s): None – graduate student standing.

Prerequisite(s) with concurrency: None

JCM520 Media Effects

Hours 3

Theoretical study of individual and societal effects of media, including the impact and influence on attitudes and cultural beliefs.

JCM522 Science and Environment in Popular Media and Culture

Hours 3

Students apply theoretical perspectives useful in understanding the role of entertainment media in public engagement with science. This course foregrounds the role of storytelling in science and environmental communication in both contemporary and emergent media.

JCM528 Editorial Analysis and Opinion

Hours 3

The art and practice of writing editorials, columns and other persuasive forms for print and online.

JCM533 Journalism and Emergent Media

Hours 3

This course examines how emerging media have and are evolving the relationship between journalism/mass media and society. From primarily a social scientific perspective, this course addresses key theories and issues relevant to journalism's ongoing shift to the digital world.

JCM535 Sports Documentary

Hours 3

The course will give students a better understanding of the theory and practice of sports documentary production. Students will research and create mini-documentaries on sport-related topics.

JCM536 Teaching Multimedia News

Hours 3

This course is designed to give students an overview of journalism and the process and pedagogy of instructing K-12 and college journalism classes.

JCM542 Advanced Magazine Writing

Hours 3

This course focuses on writing and editing of long-form articles for publication in print and online depth magazines. Students learn advanced narrative non-fiction writing techniques and how to gather information for longer feature stories.

JCM544 Data Journalism

Hours 3

The course will teach students to tell stories using data and visualization techniques. The course will cover a variety of topics in pursuit of this goal, including data collection, data cleaning and manipulation, basic statistics, and data visualization.

JCM545 Feature Writing in the Digital Age

Hours 3

Advanced techniques in writing and editing feature articles for publication across media outlets. Students will learn nonfiction writing techniques and apply them to a variety of feature article forms, with an emphasis on storytelling for digital audiences. Students will study top-notch published work to observe these techniques in action, and then sharpen their own skills through several short and lengthier, in-depth feature articles.

JCM548 News Analysis

Hours 3

Historical and critical study of electronic-media news in the United States.

JCM551 News Media Management

Hours 3

Development of leadership skills for managing media organizations in the global environment. Students will analyze media industries and media data, review case studies and try to resolve media challenges. Students will gain a deeper understanding of the impact of a digitized media world.

JCM552 Journalism Theory and Research

Hours 3

Exploration of theory and an overview of research approaches as they relate to the study of news media and their role in communities.

JCM553 Making Media Innovation

Hours 3

Covers the methods by which journalists and marketing professionals monitor the interests and activities of readers, viewers, and users of content.

JCM555 Entrepreneurial Journalism

Hours 3

Practices, ethics and theory of entrepreneurship in the journalism field.

JCM561 JCM Special Topics

SP

Hours 1-3

Course content varies to explore current topics relevant to journalism and creative media. Repeatable for up to 6 credits if the topics are different.

Special Topics Course

JCM562 Contemporary Issues in Journalism

Hours 3

Examines current issues facing the news media, ranging from professional problems to the human, social, and other consequences of news, news practices, and news technology.

JCM563 History of Journalism and Media

Hours 3

This course focuses on the study of the origin and development of journalism and mass media, covering major ideas and milestones and the individuals who have made notable contributions to the field. The history and philosophy of freedom of the press and the First Amendment receives particular attention.

JCM571 Practice of Community Journalism

Hours 1

An immersion in a community and in the news organization that covers it, and an introduction to the daily practice of professional journalism at the community level.

JCM572 Seminar in Professional Journalism

SP

Hours 3

Studies in selected aspects of the practice of journalism. May be repeated.

Special Topics Course

JCM573 Documenting Justice I

Hours 3

Documenting Justice I is an interdisciplinary course in documentary filmmaking. Harnessing a variety of perspectives drawn from disciplines across the humanities, students use film to document and analyze the many dimensions of culture and social experience at issue when focusing on a story of justice or injustice in Alabama. The course involves study of documentary history and theory as well as the ethics of cinematic non-fiction.

JCM574 Documenting Justice II

Hours 3

Documenting Justice II is an interdisciplinary course in documentary filmmaking. Harnessing a variety of perspectives drawn from disciplines across the humanities, students use film to document and analyze the many dimensions of culture and social experience at issue when focusing on a story of justice or injustice in Alabama. The course involves study of documentary history and theory as well as the ethics of cinematic non-fiction.

JCM575 Anatomy of a Trial I

Hours 3

Anatomy of a Trial is an interdisciplinary service-learning course in narrative nonfiction, focusing on audio storytelling. Students learn to develop their own personal voice and style while also learning practical skills about the emerging podcast landscape. Students are introduced to professional audio techniques, including recording, editing and sound design. The course involves study of radio journalism history and theory as well as the ethics of narrative nonfiction.

JCM576 Anatomy of a Trial II

Hours 3

This is an interdisciplinary service-learning course in narrative nonfiction, focusing on audio storytelling. Students learn to develop their own personal voice and style while also learning practical skills about the emerging podcast landscape. Students are introduced to professional audio techniques, including recording, editing and sound design. The course involves study of radio journalism history and theory as well as the ethics of narrative nonfiction.

JCM590 Directed Research in JCM

SP

Hours 1-3

Independent study as arranged.

Special Topics Course

JCM597 Master's Project

SP

Hours 1-3

Students produce a professional-level project or complete comprehensive exams.

Special Topics Course

JCM599 Thesis Research

Hours 1-6

This independent research course partially fulfills required master's-level research thesis hours toward the master's degree in Journalism. The course is conducted under the guidance of the thesis advisor. Material covered will be of an advanced nature aimed at providing master's students with an understanding of the latest research and current developments within the field. Discussion and advisor guidance will be directed towards readings of research articles and development of research methodology, with the aim of producing an original research contribution that represents a novel development in the field, or a novel perspective on a pre-existing topic in the field.

Mass Communication Courses

MC501 Mass Media Law Regultrn

Hours 3

A study of the laws affecting the media, decisions, and case histories that act as guides for the media. Independent readings and papers are required.

MC513 Communication/Diversity

Hours 3

Study and analysis of issues of diversity as they relate to groups in society and in communication fields. Emphasis is on the media's treatment of various groups in society.

MC517 Mass Communication and Public Opinion

Hours 3

Nature, development, formation, and distribution of politically relevant attitudes and opinions; role of leadership, persuasion, and communication in opinion-policy process. Emphasis on the role of the media in the formation of public opinion and on how the media are influenced in turn by public opinion.

Prerequisite(s): There are no specific course prerequisites, but graduate status or consent of instructor is required.

Prerequisite(s) with concurrency: None

MC526 Race, Gender and Media

Hours 3

This discussion-oriented class examines the mass media through the lenses of race, ethnicity and gender. The course helps future media practitioners be aware of their roles in creating content that reflects increasingly multicultural audiences. Using current, contemporary and classic media texts, students critically analyze media messages and understand the importance of a diverse workforce.

MC530 Video Games and Media

Hours 3

This is an overview course that addresses game user research, theory and the ability to analyze for understanding usability, research, and play in the field, giving students an underpinning of the design and research approaches taken with video games. The course assists students who might employ the study of video games in health, advertainment, and journalism in their professional careers, and who may be expected to complete research relating to games.

MC531 Sports & Social Media

Hours 3

This course will focus on the connections and engagement of social media within sports communication. This will include topics such as personal/professional branding, audience analytics, media campaigns and messaging.

MC546 Issues in Sports Media

SP

Hours 3

This course is designed to synthesize work in mass communication to enable students to construct and critique arguments about modern sports media issues and controversies.

Special Topics Course

MC550 Research Methods

Hours 3

A survey of qualitative and quantitative methods in communication research.

MC551 Sem Communication Theory

Hours 3

A study of the development of selected theories of communication as they pertain to interpersonal, public, and mass communication.

MC564 Sports Media Research

Hours 3

This course focuses on the descriptive and empirical ways to develop and evaluate research related to the sports industry, individual accomplishments, fan participation, and social media. Emphasis will be placed on the way that sports media has influenced contemporary culture and values.

MC595 Special Topics

SP

Hours 3

Special topics in mass communication theory and research. May be repeated.

Special Topics Course