COURSES FOR JOURNALISM & CREATIVE MEDIA

Journalism & Creative Media Courses

JCM100 Introduction to Story
SB
Hours 3
Introduction to story introduces students to narrative structure across a variety of media including film, television, news, documentary, and emerging media.

Social and Behavioral Sciences

JCM102 Introduction to Media Content Creation
Hours 3
An introductory course designed to familiarize students with the storytelling technologies that they may be required to utilize while pursuing a degree in Journalism & Creative Media.

JCM103 Mechanics of Media Writing
Hours 1
The logic of sentence and paragraph structure in the context of media writing, with an emphasis on grammar, punctuation, word choice, conciseness and accuracy. This online course is required for news media, creative media and advertising/public relations majors.

JCM112 Motion Picture History and Criticism
FA, HU
Hours 3
Development of the cinema, with emphasis on relation of technical advances to film content and style.

Fine Arts, Humanities

JCM145 Media Production for Non-Majors
Hours 3
This introduction class is a basic overview of video production specifically designed for non-creative media majors. It is a combination of lectures and hands-on exercises.
Prerequisite(s): No Creative Media Majors can take this class.

JCM146 Introduction to Sports Communication
Hours 3
This course serves as a foundation to the study and analysis of sports media and provides an overview of professional pathways.

JCM180 Journalistic Principles and Practices
Hours 3
This introductory survey course gives students a first look at the history and professional practices of journalism and electronic news by examining both legacy and contemporary media.

JCM200 Foundations for Journalism and Social Media
HU
Hours 3
JCM 200 is a survey of how the practices of journalism and news work in the context of a humanities course. Students should be able to deconstruct various stories in the news media to understand how economic, social, and ethical principles affect news reporting. In addition, the class covers the ethical and legal principles that guide journalists and the historical context in which the journalism evolved as a key player in democratic societies.

Humanities

JCM201 Introduction to Media Production
Hours 3
This course introduces students to the theories, concepts and techniques of professional video production and post-production, as well as the fundamentals, history and evolution of the visual language of the moving image. Topics include camera operation and technique, lighting design, sound recording, video editing, story development, and the ethical principles behind producing digital media. In this hands-on course, students will produce short video projects that emphasize visual storytelling, technical proficiency and creative authorship, while learning to critique their own and their peers work with a critical eye.
Prerequisite(s): JCM 100 and JCM 102

JCM202 Introduction to Post Production
C
Hours 3
This course introduces students to the theories and techniques of digital video and computer based post-production. Students will learn the ins and outs of the Adobe Premiere editing system, focusing on media management, efficient editing practices, sound and image manipulation, codec preferences and conversion, and exporting/uploading files to the web. This will primarily be a technical class, focusing on proficiency with the Adobe Premiere application, however the course also covers fundamental editing theory, the evolution of the medium and its impact on the editing craft, and key editing terminology and techniques. Projects will include both scripted and non-fiction material. Required reading will be accompanied by required viewing, in addition to practical editing assignments. Course instruction will only consider the Mac OS platform, however, the Adobe Premiere application is very similar for Windows PC’s. This course assumes a basic working knowledge of the Mac OS, including how digital files are transferred and the basic language associated with using the Mac interface. Computing proficiency is required for a passing grade in this course.

Computer Science

JCM212 Film and Media Theory
Hours 3
Film and Media Theory introduces JCM students to a variety of critical cultural humanistic methods and approaches to evaluating film, television, and emerging media.
Courses for Journalism & Creative Media

JCM303 News Writing and Reporting
W
Hours 3
This course introduces the skills required for basic news writing and reporting. The contents of this course are designed to help you learn how news stories are constructed and how the news industry operates. Writing proficiency within the discipline is required for a passing grade in this course.
Prerequisite(s): MC 101, JCM 103 and (JCM 180 or APR 231)

JCM310 Telecommunication Programming
W
Hours 3
Program planning, development and strategies for radio and television stations, networks, cable systems, and syndication. Writing proficiency within this discipline is required for a passing grade in this course.
Prerequisite(s): JCM 100

JCM311 Critical Study of Television
Hours 3
Critical analysis of television programs and commercials. Examples are presented for study and evaluation.
Prerequisite(s): JCM 112 or JCM 212

JCM312 International Cinema
Hours 3
Critical study of motion pictures produced throughout the world. Film screenings are a necessary part of this course.
Prerequisite(s): JCM 112 or JCM 212

JCM315 Advanced News Writing and Reporting
W
Hours 3
Advanced practice of newsgathering and newswriting for specialized topic areas ranging from government, education to more soft news and human interest stories. Writing proficiency is required for a passing grade in this W-designated course.
Prerequisite(s): JCM 303

JCM318 Documentary Storytelling
Hours 3
This course will help students reach a better understanding of the documentary by exploring its contemporary development, its many genres, and the journalistic and ethical questions that arise in documentary production. By studying this complex and often controversial form, students will become more knowledgeable as media consumers, and more thoughtful as producers of multimedia material.
Prerequisite(s): JCM 100 with a C- or higher

JCM320 News Design and Visualization
W
Hours 3
Visual journalism is the use of visual elements, rather than simple type, to present information and ideas. This course allows students to study and practice various forms of visual journalism including newspaper and magazine design, information graphics and photo editing. This course requires students to master the industry standard software used to create these products — Adobe InDesign, Photoshop, Lightroom and HTML — while thinking creatively and critically.
Prerequisite(s): JCM 327 and JCM 303 with a minimum grade of C-

JCM323 News Editing and Multimedia Production
W
Hours 3
This course covers the preparation of copy for publication across media platforms, with an emphasis on careful writing, accuracy and presentation. Writing proficiency is required for a passing grade in this W-designated course. In this class, you will study and learn the art of connecting language with shared meaning in a news context. By the end of the course, you should have the skills necessary to land entry-level professional editing jobs and you should have gained a conceptual foundation that will serve you well in higher editing positions.
Prerequisite(s): JCM 327 and JCM 303 with a minimum of C-

JCM324 Audience Analysis
Hours 3
This course will familiarize students with the ways in which industry research professionals think about their work and about the opportunities and challenges they face as they assess audiences in our highly competitive, rapidly evolving, and increasingly complicated media environment.
Prerequisite(s): JCM 100

JCM325 Sports Writing and Reporting
W
Hours 3
In this course students will learn how to cover live sporting events, including writing game stories, covering press conferences and writing feature profiles. The course will operate much the same as a real-world newsroom. You will receive hands-on experience in news gathering, interviewing and writing for print and online media. You also will learn to brainstorm and pitch story ideas, which is an invaluable skill in today's media environment. The course is driven by deadlines. Writing proficiency within the discipline is required for a passing grade in this course.
Prerequisite(s): JCM 303 with minimum grade of C-

JCM317 Commercial Media Writing
Hours 3
Study of and practice in techniques and skills used in writing and presenting commercial copy and professional reports as required by the media profession.
Prerequisite(s): JCM 100 with a C- or higher
JCM326 Television and Radio Performance  
Hours 3  
A practical approach to techniques necessary for effective presentation on radio, television, and the internet; emphasizes copy interpretation, interview skills, and studio and field performance for microphone and camera.  
Prerequisite(s): JCM 100

JCM327 Visual Journalism  
Hours 3  
Visual Journalism is a 3-credit-hour beginning course that will help students of all abilities learn about visual tools used in the gathering and distribution of news. This course will challenge students, intellectually and technically, regardless of the prior experience and skills each brings to class. No prior knowledge of visual reporting is required.  
Prerequisite(s): JCM 180 with a C- or higher

JCM331 Introduction to Electronic Reporting  
Hours 3  
Students will learn the terminology of the electronic reporting industry and will begin writing for broadcast. This course also covers basic equipment used in the newsroom and in the field.  
Prerequisite(s): JCM 100 and JCM 102 and MC 101  
Prerequisite(s) with concurrency: JCM 303

JCM333 Working for Television News  
Hours 3  
The purpose of this class is to build electronic news skills. Students will build on skills such as writing for broadcast, shooting video, editing video and audio, on-air delivery, enterprise and storytelling, finding different angles on stories, and how to evaluate the finished product. This course concentrates on broadcast news, emphasizing on-camera work and the various responsibilities involved in studio and remote production.  
Prerequisite(s): JCM 303 AND JCM 331 with a minimum grade of C-

JCM335 Audio Production  
Hours 3  
This course focuses on voice, music, and sound effects, and the impact they have on the visual image. It addresses the principles of recording sound and explains sound characteristics, basic acoustics, ergonomics, and proper audio recording techniques for field and studio recording, as well as time code and mixing.  
Prerequisite(s): JCM 102

JCM340 Digital News  
Hours 3  
This class will give students the skills they need to adjust to a variety of modern and emerging media. Students will produce media projects that build on the skills they already possess from previous classes. Students will prepare and present news and sports for various media outlets, including online and web formats.  
Prerequisite(s): JCM 303 AND JCM 331 with minimum grade of C-

JCM341 Intermediate Visual Journalism  
Hours 3  
Intermediate Visual journalism will help students expand their photography skills and use them in the gathering and distribution of news. This course will challenge students who already have a basic working knowledge of the camera, intellectually and technically.  
Prerequisite(s): JCM 327 and JCM 303 with a minimum of C-

JCM346 Short Film Writing  
Hours 3  
This course is designed to teach students about the elements of screenplay: structure, plot, character arc, subplot, inciting incident, climax, resolution, visual storytelling, dialogue, subtext, secondary characters. Writing will be critiqued and work-shopped by peers.  
Prerequisite(s): JCM 201

JCM347 Television Film Writing  
Hours 3  
This course is designed to teach students about the elements of screenplay for television: structure, plot, character arc, subplot, inciting incident, climax, resolution, visual storytelling, dialogue, subtext, secondary characters. Writing will be critiqued and work-shopped by peers.  
Prerequisite(s): JCM 201

JCM350 Advanced Videography  
Hours 3  
This course equally emphasizes modes of visual storytelling and technical practices using digital video cameras and lighting techniques. This course will help students develop creative vision, sharpen aesthetic understand, and advance technical skills. The goal is to take an idea and learn how to bring them to the screen. This hands-on workshop will group students in production teams for working in in-class exercises and for filming outside of class meeting hours. It is a production & time intensive course.  
Prerequisite(s): JCM 201

JCM354 Production Management  
Hours 3  
Study of and practice in techniques and skills used in organizing location shoots for television, film, documentaries, and commercials.  
Prerequisite(s): MC 101 and JCM 100

JCM356 Movie Marketing  
Hours 3  
This class will present the various strategies and tactics used in marketing movies to consumers.  
Prerequisite(s): JCM 100 and (JCM 112 or JCM 212)

JCM372 Media Effects  
Hours 3  
Study of individual and society effects of media, including the impact and influence on attitudes and culture beliefs.  
Prerequisite(s): JCM 100 or MC 101
JCM380 Independent Study
Hours 1-3
Analysis of current issues and practices in news media and/or creative media under the supervision of a faculty member. May be repeated for credit provided the topics are different.

JCM381 Digital Media Practicum
Hours 1-3
JCM 381 offers students the opportunity to experience the professional work environment where skills and principles they have learned in the classroom setting are applied. The practicum for qualified undergraduates is conducted under the joint supervision of the Journalism and Creative Media Department and an appropriate organization. Many practicum-level experiences are available through organizations located on campus in the Digital Media Center.
Prerequisite(s): JCM 103 with a minimum grade of C-

JCM382 News Media Internship
Hours 1-6
JCM 382 offers students the opportunity to apply in a professional work environment the skills and principles they have learned in the classroom setting. The internship is a part-time or full-time job experience for qualified undergraduates conducted under the joint supervision of the Journalism and Creative Media Department and a profession media organization.
Prerequisite(s): JCM 303 with a minimum grade of C, minimum of 45 overall earned hours

JCM383 Creative Media Internship
Hours 1-3
JCM 383 offers students the opportunity to apply in a professional work environment the skills and principles they have learned in the creative media classroom setting. The internship is a part-time or full-time job experience for qualified undergraduates conducted under the joint supervision of the Journalism and Creative Media Department and a profession media organization.
Prerequisite(s): JCM 201 with a minimum of C; minimum of 45 overall earned hours

JCM387 Production Crew
Hours 3
This course is open to all JCM Creative Media majors who want to work collaboratively on intensive creative productions including short films, documentary projects, podcasts, audio stories and web-based projects. Student will develop hands-on production skills working in collaboration with directors who are making work through advanced production courses. Students will work in crew positions such as producers, production managers, casting directors, cinematographers, camera operators, gaffers, grips, production designers, art directors, assistant editors, editors and other key creative positions that will work in collaboration with the directors and faculty advisors for each project.
Prerequisite(s): JCM 201

JCM390 Media Sales in the Digital Age
Hours 3
Understanding prospective clients’ businesses; knowledge and application of audience research; application of the marketing model; understanding of effective media mix and advertiser buying influences; assessment of competitive advantages; and written presentations.
Prerequisite(s): JCM 100; MC 101

JCM411 Depth Reporting and Writing
W
Hours 3
Reporting and writing longer news and feature stories for publication in print and online. Students learn advanced techniques in information gathering, story organization, non-fiction writing and multimedia elements.
Prerequisite(s): JCM 315 or JCM 325
Writing

JCM412 Seminar in American Cinema
W
Hours 3
Study of selected topics in United States film. Writing proficiency is required for a passing grade in this W-designated course.
Prerequisite(s): JCM 112 or JCM 212
Writing

JCM413 Gender, Music, and Pop Culture
W
Hours 3
This course uses a critical-cultural studies approach to analyzing gender and popular music in order to better examine gendered sites within music culture. It draws upon theories and methodologies associated with media studies, popular music criticism, sociology, musicology, sound studies, cultural studies, performance studies, fan studies, star studies, ethnography, literary analysis, women's and gender studies, critical race theory, and queer studies. Writing proficiency within the discipline is required for a passing grade in this course.
Prerequisite(s): JCM 100
Writing

JCM414 Film Festivals and Independent Cinema
Hours 3
Course examines film festivals as historical, cultural, and economic spaces. In seminars, students explore topics of art house/experimental/ avant garde cinema and documentary.
Prerequisite(s): JCM 112 or JCM 212
JCM425 Digital Sports Coverage
Hours 3
The purpose of this class is to build on the sports skills that you should already possess. We will build on skills such as writing, shooting video, on-air delivery, enterprise story ideas, finding different angles on stories, and how to evaluate your work and your colleagues’ work. Topics will include on-camera work and the various responsibilities involved in sports production. This course will also include discussion of current issues in broadcast sports, ethics, and professional career possibilities.
Prerequisite(s): JCM 325

JCM426 Advanced Design and Visualization
Hours 3
This course focuses on editing, production and visual storytelling for print and digital media, including magazines and periodicals as an editorial standard. This class combines lectures, student presentations, in-class assignments/discussion and project work.
Prerequisite(s): JCM 320 and JCM 323

JCM428 Editorial Analysis and Opinion
W
Hours 3
Study of the role of American news media in influencing public opinion through editorial/opinion writing and news analysis. Practice in persuasive writing and using evidence and research to craft an effective argument.
Prerequisite(s): JCM 315 or JCM 325

Writing

JCM429 Food Writing and Reporting
Hours 3
Conceptualizing, pitching, reporting, and writing food journalism. Students read and analyze examples of food news and feature articles. Students produce food-related content for digital and print publications.
Prerequisite(s): JCM 315 or JCM 325

JCM431 Multicamera Production
Hours 3
This course will introduce students to the (preproduction, production and postproduction) theories and techniques of multicamera productions. There will be a major emphasis on hands-on instruction in this class throughout the entire semester. In addition, this class will emphasize live directing theory and execution, and multicamera studio/field techniques. Students will learn the language, protocol, and aesthetics used to produce industry standard multicamera programs. This is a course that allows students to experience all aspects of multicamera video production with an emphasis on directing, technical directing and camera operation.
Prerequisite(s): JCM 201

JCM432 Advanced Production
Hours 3
This is an advanced production course focusing on television and film production. The students will serve as a production team responsible for the conceiving, shooting, editing and delivering of broadcast-ready content for television or film outlets.
Prerequisite(s): JCM 201

JCM433 Advanced Post Production
Hours 3
This course introduces students to advanced editing skills. Students will learn the functionality of the software, as well as discuss the proper way to approach getting material in and out of the system. Students will elevate their editing abilities with emphasis on techniques, understanding performance, pacing and visual story structure, integration of motion graphics and music, advanced project organization, and prepping a project for professional sound and picture finishing.
Prerequisite(s): JCM 202

JCM436 Teaching Multimedia News
Hours 3
This intensive service learning course is designed to give students an overview of news and the process of producing school media. Using a workshop-oriented format, the course places emphasis on service learning, or “learning by doing” with hands-on projects that acquaint students with the software applications used to generate media products. Students will also spend time in classrooms learning about school publications.

JCM437 Scene Directing
Hours 3
Instruction in directing for television and film with an emphasis on directing actors, blocking for the camera, and narrative production techniques. Course includes the production of short fiction projects on digital video.
Prerequisite(s): JCM 201

JCM438 Capstone Screen Directing and Producing
Hours 3
Directors and producers will work in a collaborative environment to create a short film to be put on the festival circuit. Directors will learn the elements of narrative, working with actors, visual storytelling, and collaborative communicative skills. Producers will work with the directors to secure funding, talent, location, crew, and equipment. Producers will learn to lead a production, budget for a short film, and lock picture in time for the festival circuit.
Prerequisite(s): (JCM 350 or JCM 432 or JCM 354) and JCM 437

JCM441 Capstone Advanced Documentary Production
Hours 3
Advanced Documentary Production is an advanced level production class in which students create serious original video projects. This course guides students through the design, pre-production planning, production, postproduction and subsequent evaluation of individual and group documentary project(s). Instruction topics include contemporary visual storytelling, cinematic philosophies, ethical issues, research, funding, and distribution.
Prerequisite(s): JCM 318 and (JCM 350 or JCM 431)
JCM442 Specialized Magazine Writing

W

Hours 3

This course is designed to help students understand writing and editing of long-form articles for publication in print and online depth magazines. Students will learn advanced narrative non-fiction writing techniques and how to gather information for longer feature stories. Writing proficiency within this discipline is required for a passing grade in this W-designated course.

Prerequisite(s): JCM 315 or JCM 325

Writing

JCM443 Science Journalism

Hours 3

The course will provide students with hands-on experience writing about STEM — science, technology, engineering, and math. It will operate much the same as a real-world newsroom. Students will receive hands-on experience in news gathering, interviewing and writing for print and online media. Students will also learn to brainstorm and pitch story ideas.

Prerequisite(s): JCM 303 with at least a C- and a 2.0 GPA

JCM444 Advanced Sports Writing & Reporting

W

Hours 3

This course covers advanced techniques in reporting and writing for sports media. Students analyze published work, begin their own sports blog and write several articles, including two in-depth pieces. Several of the nation’s most prominent sportswriters will join us either in person or via Skype to offer insight into what it takes to flourish in an increasingly competitive media landscape. Writing proficiency within the discipline is required for a passing grade in this course.

Prerequisite(s): JCM 315 or JCM 325

Writing

JCM445 Analysis of Sports Writing

Hours 3

Students will analyze multiple pieces of longform, narrative journalism that have some connection to sports. This analysis will focus in large part on the finished story itself, but students will also look into the story’s cultural context and the process through which it came in to the world.

Prerequisite(s): JCM 303 and JCM 325

JCM448 News Analysis

W

Hours 3

This course is designed to help you understand the issues pertinent to news, from its production, function, effects to external influences on news. We will look at what constitute news; who are the professionals producing news; who are the people consuming news; what factors affect production and consumption. We will also examine how news serves its audience and society and how news affects the social, economic and political processes. Finally we will examine how news can be manipulated and how news bias affects media credibility. Writing proficiency within the discipline is required for a passing grade in this course.

Prerequisite(s): JCM 100

Writing

JCM450 Capstone Advanced Video Projects

Hours 3

This course is designed as an upper level, advanced production course. Its emphasis is placed on utilizing and elevating previously learned technical skills, while students explore their cinematic voices though a conceptual and aesthetically focused narrative project. The course encourages creative risk taking within the pragmatic workflow of producing a short film.

Prerequisite(s): JCM 350 or JCM 431 or JCM 432

JCM451 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.

Prerequisite(s): JCM 331

JCM452 CIS in LA Part I

Hours 3

In this course students will learn about film, television, new media and industry through internships and required class activities in Los Angeles. We will network with professionals, attend industry events, film festivals, screenings and master classes, tour graduate film programs, visit working Hollywood studios, and network with many UA alumni. This course aims to help students gain insight in and preparation for careers in creative media industries.

Prerequisite(s): JCM 100

JCM453 CIS in LA Part II

Hours 3

This course extends the learning goals of JCM 452: JCM IN LOS ANGELES INDUSTRY TOUR, where students continue to intern at a Los Angeles-based film, television or media company, and attend career enriching course activities including studio tours, networking events, and meetings with industry professionals.

Prerequisite(s): JCM 452
JCM454 Advanced Production Management
Hours 3
Advanced study and practice in the skills needed for successful production management, including professional software. Emphasis placed on critical thinking, problem solving and team building.
Prerequisite(s): JCM 354

JCM462 Motion Graphics
Hours 3
This course introduces students to software in motion graphics creation platforms. Students will develop their creative abilities with emphasis on element creation, green screen technology, practical vs. digital effects, further developing an understanding of codecs, prepping a project for professional sound and picture finishing, and executing the final phases of post-production including output.
Prerequisite(s): JCM 100 and JCM 433

JCM466 Capstone Advanced Feature Film Writing
Hours 3
This course is designed to teach students how to develop advanced elements of screenplay: structure, plot, character arc, subplot, inciting incident, climax, resolution, visual storytelling, dialogue, subtext, secondary characters. Writing will be critiqued and work-shopped by peers.
Prerequisite(s): JCM 346 or JCM 347

JCM467 Representational Ethics in Film and TV
Hours 3
This course is designed to explore the varied ways that race and gender intersect with the media industry. Time spent in class will largely consist of deconstructing a number of media industries, including film, television and digitized video, to show just how race and gender operate within media industries.
Prerequisite(s): JCM 212 or MC 401

JCM471 Senior Production Project I
Hours 3
Students must be JCM media production major (application track) with a project idea that is ready to pitch for pre-production. Students must be in senior standing.
Prerequisite(s): JCM 201

JCM472 Senior Production Projects II
Hours 3
Students produce and edit short senior projects developed in JCM 471. Students will develop their skills directing the camera, working with talent, working with the crew, staying on schedule and budget and see their projects through the post-production and distribution phase. By the end of the term students will have a fine cut and a press kit for their project.
Prerequisite(s): JCM 471

JCM473 Documenting Justice Part I
Hours 3
An interdisciplinary course focusing on documentary filmmaking. The aim of the class is to teach students how to 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 in documentary theory and history and the ethics of cinematic nonfiction.

JCM474 Documenting Justice-Part II
Hours 3
Documenting Justice is a specialized interdisciplinary course in documentary filmmaking. Harnessing a wide variety of perspectives drawn from disciplines across the humanities, the aim of the class is to teach students how to 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 in documentary theory and history and the ethics of cinematic nonfiction, culminating in the creation (in pairs) of an original film.
Prerequisite(s): JCM 100

JCM475 Anatomy of a Trial I
Hours 3
A specialized interdisciplinary service-learning course in narrative nonfiction. Focusing on a single story of injustice, the class collaborates to use film, audio and other media to create a rich, web-based narrative in its broader social and historical context.
Prerequisite(s): This course requires departmental approval.

JCM476 Anatomy of a Trial-II
Hours 3
An interdisciplinary course focusing on documentary filmmaking. The aim of the class is to teach students how to 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 in documentary theory and history and the ethics of cinematic nonfiction.
Prerequisite(s): JCM 475. This course is departmentally controlled.

JCM477 Production House I
Hours 3
This course will support the production of video projects working with clients. Aimed at teaching student producers who have primarily produced content independently or as part of class projects, this course will show creative producers how to work “for hire” on projects with campus partners and community organizations who will serve as “clients.” The course will engage students in commercial production where they must develop ideas and produce video projects for a client, develop ideas, pitch to clients, filming in studios and on location, and learn how to work through feedback notes from clients. The aim of this course is to help student understand how to develop projects working with campus partners, community organizations and act as producers, directors and crew to create work “for hire”.
Prerequisite(s): JCM 201; departmental approval.
JCM478 Production House II  
*Hours 3*

The aim of this course is to advance understanding and technical skills in the scope of production for hire. Students work in production crews to develop projects for clients.

Prerequisite(s): JCM 477; Departmental permission.

**JCM480 International Media Production**  
*Hours 3*

In this course students will learn the business practices as well as the editorial leadership roles associated with producing a magazine. The course will culminate by printing a student-produced magazine in which every student has played a role in the writing, reporting, and photographing of people and cultures in different countries.

Prerequisite(s): JCM 325 OR JCM 320 OR JCM 341 OR JCM 323 OR JCM 333

**JCM484 Capstone Sports Portfolio**  
*Hours 3*

This course is the most advanced skills course in the University’s sports media sequence. It draws heavily on the writing journalistic, production, and performance skills learned in prior classes. Students will enhance their video, writing and editing skills produce a high-quality sports-related product.

Prerequisite(s): JCM 303 and (JCM 325 or JCM 425 or JCM 444)

**JCM485 Capstone Community News in a Digital World**  
*Hours 3*

Students adopt staff roles at Dateline Alabama, a news site showcasing the original work of journalism students at the University of Alabama. Students produce and publish original articles, photography, multimedia stories and other reportage. Through team-based coverage, students will shine light on the important events, issues and people of our communities: The University of Alabama, Tuscaloosa and the state of Alabama. Students will hone the skills they need to succeed as professional journalists, finishing the semester with the portfolios needed to land internships and jobs.

Prerequisite(s): JCM 303 and JCM 331

**JCM486 Capstone Critical Studies**  
*Hours 3*

Students will synthesize what they have learned in previous courses in critical studies for application in a research project on a topic of their choosing. The project may be either a conventional research paper or a videographic essay.

Prerequisite(s): JCM 212

**JCM489 Capstone Making Media Innovation**  
*Hours 3*

This course teaches a number of methods for testing news content to determine the effectiveness of that content. Students will learn when it is appropriate to use which methods, along with the limitations of each method, to create better information and storytelling for audiences and communities.

Prerequisite(s): JCM 331

**JCM490 Electronic News Producing**  
*Hours 3*

This class provides a real world experience of how to produce news, weather, and sports content for a television station, network, or cable outlet. By producing daily newscasts, students gain extensive experience in writing for broadcast and producing content for various story forms. The emphasis is on the organization and analysis of newsworthy content as well as understanding how to work as a news team to put together a professional on-air product.

Prerequisite(s): JCM 333

**JCM491 Special Topics in Journalism and Creative Media**  
*Hours 1-3*

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

Prerequisite(s): JCM 100 or departmental approval.

**JCM492 Capstone Media Professional Development**  
*Hours 3*

This course supports the professional development of JCM media production (application track) majors interested in careers in film, television or broader media industry careers. This course helps to prepare graduates to enter the competitive and challenging landscape of the industry. The course engages students in industry research, career mapping, building resumes, drafting cover letters and exploring formats for portfolios. Students study industry hierarchy and structure, research companies, industry terminology, and learn how to plan successful paths from graduation to a career in the entertainment industry.

Prerequisite(s): JCM 212 or JCM 331

**JCM493 Ethics and Diversity in Media**  
*Hours 3*

Examination of current issues and ethical practices in the field of journalism. Students complete a major research project on issues and ethics. This includes discussion of current events, of course, but through the prism of a systematic study of applied ethics. This class focuses on the “why” of journalism and creative media.

Prerequisite(s): JCM 201 or JCM 303

**JCM494 Global Media Systems**  
*Hours 3*

The way media are produced and consumed by audiences is influenced by the different cultures, politics and economics of particular countries, by global economic systems, by political and economic relationships across countries, by growing “cosmopolitan” sameness, and by changing technologies. Students will explore these global trends, and how media systems work in particular countries and in particular industries. Comparisons of media across different cultural and political-economic contexts, media production techniques, and various norms and values of professional media workers will be discussed along with theories that explain why we such variety exists.

Prerequisite(s): MC 101; JCM 100;
Courses for Journalism & Creative Media

JCM496 Issues and Ethics in Sports Journalism
Hours 3
The purpose of this class is to examine the social, political, economic and historical significance of the intersection of sports, media and culture, with an emphasis on ethical decision-making.
Prerequisite(s): JCM 325
Prerequisite(s) with concurrency: MC 401

JCM498 Capstone Digital Media Workshop
Hours 3
In this workshop, we will experiment with different forms of digital media. Each student will produce three main projects using text, photos, video and other visuals, along with research.
Prerequisite(s): JCM 303 and JCM 331

JCM499 Capstone News Portfolio
Hours 3
Practical application of Journalism and Creative Media competencies, with an emphasis on preparing a career portfolio. Topics will include skills, such as news production, and concepts, such as critical studies in media. This course will enhance these skills and concepts, and introduce new ones.
Prerequisite(s): JCM 333 and JCM 340

Mass Communications Courses

MC101 Intro To Mass Communic
SB
Hours 3
Introduction to the fields of communication, including theory, law and regulation, history, social implications, and mass media operations.

MC401 Mass Comm Law & Regultn
Hours 3
Study of laws and regulations affecting the mass media and the fields of mass communication. May be taken for graduate credit.
Prerequisite(s): MC 101 with minimum C; 61 or more hours; GPA 2.0 or better

MC407 Mass Communic Research
Hours 3
Overview and application of the methods used in quantitative and qualitative mass communication research.
Prerequisite(s): MC 101

MC409 History Mass Communctn
W
Hours 3
Study of the historical development of mass communication. May be taken for graduate credit. Writing proficiency in this discipline is required for passing this W-designated course.
Prerequisite(s): MC 101
Writing

MC413 Mass Communication, Service & Diversity
W
Hours 3
In this service-learning designated class, students study and analyze mass communication issues of diversity as they relate to groups in society. Students work with area partners on projects related to reaching diverse, mass audiences. Writing proficiency in this discipline is required for passing this W-designated course.
Prerequisite(s): MC 101
Writing

MC421 Political Communication
W
Hours 3
The purpose of this course is to explore the general character and dimensions of the cross-disciplinary field of political communication. The principal aim is to familiarize each participant with the literature and propositions surrounding key approaches, methods, and substantive areas of inquiry in political communications. Writing proficiency in this discipline is a requirement for passing this W-designated course.
Prerequisite(s): MC 101
Writing

MC425 Media Management
W
Hours 3
The structure and function of media organizations. The decision-making processes inherent in running complex media businesses. Effective leadership styles. Traditional marketing perspectives applied to media. Laws and regulations that affect media management. Writing proficiency in this discipline is required and must be demonstrated in order to pass this W-designated course.
Prerequisite(s): MC 101
Writing

MC426 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.
Prerequisite(s): MC 101 and 61 hours

MC495 Special Topics
Hours 3
Special topics in mass communication theory and research. May be taken for graduate credit.
Prerequisite(s): MC 101