The Graduate School Communication Assistantship provides an incoming master’s student with a $14,000 annual stipend, payment of tuition and fees, and health insurance. Master’s student funding lasts for two years. Continuation of funding beyond the first year is dependent on satisfactory progress in the program and in the work assignment. In return for this funding, the student must work as a graduate assistant in The Graduate School for 15 hours each week during the academic year. There is no special application process for these fellowships.

Each spring, continuing master’s students may apply for a number of scholarships and awards, including the William F. Clingman Award for the study of ethics; the Tom Wicker Scholarship for students pursuing reporting careers; the Joseph L. Morrison Award for Excellence in Journalism History; the Kathryn M. Cronin Scholarship for students intending to pursue a career in medical journalism, science communication, or health communication; and the Maxwell Graduate Scholarship in Medical Journalism. In addition, limited funds for thesis and dissertation research are available through the Minnie S. and Eli A. Rubinstein Awards.

Federal financial aid is available for students enrolled a minimum of 4.5 hours per semester and who show financial need. The aid is typically limited to federal loans. Graduate/professional students apply for financial aid by completing the FAFSA.

Financial Assistance for Ph.D. Students

Roy H. Park Fellowships are available to seven to eight new doctoral students each year. Each fellowship provides an annual stipend of $20,500, payment of tuition and fees, $6,000 of research and travel support, a $2,500 computer start-up package, and health insurance. Funding lasts for three years. Continuation of funding beyond the first year is dependent on satisfactory progress in the program. In return for this funding, each fellow must work as a graduate assistant for 15 hours each week. Each year the school offers a competitive fourth year of Roy H. Park funding for one doctoral student. Additional opportunities for a fourth year of funding are often available through grant-funded projects headed by our faculty. Assistantship assignments vary according to the needs of the faculty member and the interest and skill levels of the students. The Roy H. Park Fellowships are available only to United States citizens. There is no special application process for these fellowships. All United States citizens qualified for admission to the program are considered for Roy H. Park Fellowships.

The Richard Cole Eminent Professor Graduate Fellowship provides one Ph.D. student an annual $20,500 stipend, payment of tuition and fees, $6,000 per year of research support, a $2,500 computer start-up package, and health insurance. Funding is for three years. Continuation of funding beyond the first year is dependent on satisfactory progress in the program. There is no special application process for this fellowship.

Each spring, doctoral students may apply for a number of scholarships and awards, including the William F. Clingman Award for the study of ethics and the Joseph L. Morrison Award for Excellence in Journalism History. In addition, limited funds for dissertation research are available through the Minnie S. and Eli A. Rubinstein Awards and the Margaret Blanchard Dissertation Support Fund.

Federal financial aid is available for students enrolled a minimum of 4.5 hours per semester and who show financial need. The aid is typically limited to federal loans. Graduate/professional students apply for financial aid by completing the FAFSA.
Master of Arts in Mass Communication

The M.A. in mass communication program is a residential program. Annual enrollment in the program totals about 40 students. The program consists of three tracks (professional, research, and interdisciplinary health communication) as well as the M.A.–J.D. dual-degree program in partnership with the UNC School of Law.

Requirements

All residential master’s students, regardless of track, must pass the school’s word usage and grammar test. This examination is a basic requirement for graduation for our undergraduate students and should pose no challenge for graduate students. Information on the word usage and grammar test, including instructions on how to study for it, is included in the orientation packet sent to new students each summer.

All students must pass a comprehensive written examination covering the material in the student’s path courses and an oral examination on the thesis or professional project given by the student’s thesis committee.

Length of the Master’s Program

Most students complete the master’s in mass communication program in two years, typically attending classes full-time during three consecutive semesters and completing the thesis, articles, or project in the fourth semester. Some students find it necessary to stay the summer after their second year to complete their theses, articles, or special projects. Although it is possible to complete the degree by taking courses part time, the school does not recommend it and generally admits no more than one part-time M.A. in mass communication student per year.

Professional Track

The professional track is designed to prepare students for professional careers in public relations, advertising, journalism, and other media-related fields. Approximately 75 percent of master’s students are in the professional track. Because we believe that our professional master’s curricula should prepare students to be leaders in the 21st-century workplace, this track seeks a balance between critical thinking and technical communication skills.

The 36 credit hours required for the degree consist of eleven courses. At least nine courses must be taken within the school and up to two courses may be taken from related subject fields in other schools and departments of the University or at neighboring universities. Each student is required to take four core courses (research methods, media law, reporting/writing, and multimedia) and three courses in their selected area of specialization. Areas of specialization in the professional track include journalism, strategic communication, and visual communication. A thesis or project is also required of each professional track master’s student.

Research Track

The research track is designed for students who are interested in pursuing a doctoral degree or research positions in industry. The curriculum for students in this track is closely tied to the Ph.D. program curriculum. Students in this track do not take professional skills courses.

Within this 39 credit hour degree program, students complete a core set of classes and work with their advisor to build a specialized program of studies based on this foundation. Core courses include mass communication theory, research methods, and media law. Students also are required to take at least two courses in other schools and departments at the University or at neighboring universities. A traditional thesis also is required of each research-track master’s student.

Interdisciplinary Health Communication Track

The interdisciplinary health communication (IHC) track provides students with specialized training in the multifaceted field of health communication and builds expertise for applied practice, academic, and research settings. UNC–Chapel Hill has leading programs in media and journalism, public health, information and library science, psychology, and allied fields that are working together to build a new science of health communication. The program is designed for people who want to pursue a doctoral degree in health communication or public health or a career in health care, health care marketing, or a public health department.

This 39 credit hour program consists of a core of 18 credit hours in media and journalism and a nine-credit hour interdisciplinary core of courses from the Gillings School of Global Public Health, the School of Information and Library Sciences, and the Department of Psychology and Neuroscience. In addition to the core curriculum, students in the IHC track select three courses to take within the following areas: information science, medical-science journalism, public health, and strategic communication/social marketing. A thesis is also required of each student in this track.

J.D.–M.A. Dual Degree

The J.D.–M.A. dual-degree program is designed for students interested in pursuing graduate studies in law and media and journalism and who plan to practice media or intellectual property law, pursue academic careers in law and mass communication fields, pursue a Ph.D. degree in a related field, or pursue a career in journalism or strategic communication with a law-related emphasis.

Admitted students typically complete the required first-year law school curriculum during the first year of the dual-degree program. The M.A. portion of the program requires 39 course credit hours and typically follows the research track curriculum described above. In the dual-degree program, a student may count up to 12 credit hours of LAW courses toward the M.A. and up to 12 credit hours of MEJO courses toward the J.D. That accounts for the 24 course credit hours that are “shared.” That means that the dual-degree requires a total of 101 unique course credit hours, and 27 of those course credit hours are MEJO course credit hours.

All degree requirements from both schools must be completed before the degrees are awarded, and dual-degree students must apply for concurrent graduation for both degrees the same semester. Students who do not maintain dual-degree status may need to take additional coursework if they pursue either degree separately after being admitted to the dual-degree program. Questions about the J.D.–M.A. dual-degree program should be directed to Dr. Cathy Packer. Email: clpacker@email.unc.edu.

Master of Arts in Technology and Communication (Online)

The master of arts in technology and communication (M.A.T.C.) is an online program that offers a rigorous and unique curriculum enabling journalists and communication professionals to take leadership positions in new media, journalism, advertising, public relations, and internal communication. The M.A.T.C. provides students with the knowledge and skills to solve communication problems using the new media tools that are transforming business practices. The M.A.T.C. draws on the expertise
of the school’s acclaimed faculty to position students for leadership roles in digital media and communication.

Courses use an asynchronous course management system, which means that students can access all of their course material at any time. The M.A.T.C. does feature one-hour synchronous sessions in some courses. These sessions are recorded for students to watch on their own time if they are unable to attend in real time. M.A.T.C. students also are required to attend two on-campus residencies: a two-day orientation and a weeklong summer residency between the first and the second year of the program.

The M.A.T.C. program admits one group of no more than 20 students each fall. Each entering class progresses through the program together over a two and one-half year period. Classes are intentionally small with an emphasis on interaction between faculty and students. Additional information is available on the program’s Web site (http://matc.mj.unc.edu).

Requirements
The 33-credit-hour program consists of a set 10-course curriculum and a three-credit thesis project. These classes must be taken in a prescribed order.

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MEJO 711</td>
<td>Writing for Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 713</td>
<td>Digital Data and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 715</td>
<td>New Media and Society</td>
<td>3</td>
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<tr>
<td>MEJO 716</td>
<td>Research Methods and Applications</td>
<td>3</td>
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<tr>
<td>MEJO 717</td>
<td>Visual Communication and Information Architecture</td>
<td>3</td>
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<tr>
<td>MEJO 718</td>
<td>Media Law for the Digital Age</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 719</td>
<td>Leadership in Digital Media Economics</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 720</td>
<td>Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 721</td>
<td>Usability and Multimedia Design</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 992</td>
<td>Master’s (Non-Thesis)</td>
<td>3</td>
</tr>
</tbody>
</table>

Length of the M.A.T.C. Program
The M.A.T.C. program is designed to be completed in two and a half years on a part-time schedule. During the first year, students enroll in two courses in the fall, two courses in the spring, and one course in the summer. In the second year, students enroll in two courses in the fall and two courses in the spring. In the third year, students enroll in a nontraditional thesis course in the fall.

Ph.D. in Mass Communication
The Ph.D. in mass communication is designed to prepare students for college teaching and research positions or research careers in mass communication industries, advertising agencies, market or opinion research firms, business, or government. Within this degree program, students complete a core set of classes and work with their advisor to develop a program of study that is interdisciplinary, allowing the student to take full advantage of the University’s rich academic offerings and tailored to meet the specific needs and interests of the student. The goal of the program is to produce outstanding scholars who are highly knowledgeable about communication and highly skilled as researchers.

The program is small and selective; no more than 12 students are admitted each year. Admissions decisions are based not only on the standard criteria described elsewhere in this catalog — GRE scores, grade averages, and letters of recommendation — but also on a determination of whether the applicant’s interests and goals fit with those of the program and faculty. For that reason, the statement of purpose and statement of research interests that must accompany an application are extremely important, and applicants are encouraged to be as specific as possible in outlining their research interests and career goals.

Requirements
Ph.D. students are required to develop a broad understanding and knowledge of communication in modern society, expertise in two areas of specialization, and competence in an appropriate research methodology. Students have considerable flexibility in designing their programs around a core of four courses, which are taken in the first semester of study.

<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
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<tbody>
<tr>
<td>MEJO 701</td>
<td>Mass Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 705</td>
<td>Theories of Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 890</td>
<td>Seminar in Special Topics in Mass Communication (Pro Seminar in Doctoral Studies)</td>
<td>3</td>
</tr>
</tbody>
</table>

Forty-eight graduate credits (400-level and above courses), in addition to at least six dissertation credits, are required for the Ph.D. Those 48 hours must be arrayed into three groups of courses: 1) a substantive area of study consisting of at least 15 hours of coursework; 2) research methods consisting of at least four courses; and 3) if a student chooses to declare a secondary area, it must include at least nine hours of coursework. Major and minor substantive areas should be selected from the list of approved substantive areas of study by the program. The research methods that a student chooses to study must be appropriate to the student’s areas of specialization and dissertation topic.

Other requirements include:
- At least eight courses, totaling at least 24 credits, of 700-, 800-, and 900-level courses within the School of Media and Journalism.
- At least four semesters in residence, with a minimum of two semesters in continuous study at UNC-Chapel Hill.
- Satisfactory performance on written and oral comprehensive exams. Students must take both written and oral exams at the end of their Ph.D. coursework.
- Successful completion and oral defense of a dissertation.

J.D.–Ph.D. Dual-Degree Program
The J.D.–Ph.D. dual-degree program is designed for students interested in pursuing graduate studies in law and media and journalism and who plan to practice media or intellectual property law, pursue academic careers in law and mass communication fields, or pursue a career in journalism or strategic communication with a law-related emphasis.

Admission to the UNC School of Law and the Ph.D. in mass communication program in the School of Media and Journalism must be gained independently in order to be admitted to the J.D.–Ph.D. dual-degree program in law and mass communication. Admitted students typically complete the required first-year law school curriculum during the first year of the dual-degree program.

Dual-degree students must complete the required 54 credit hours for the Ph.D. in mass communication, of which up to 12 credit hours may be drawn from approved courses in the J.D. curriculum. Dual-degree students also must complete the required 86 credit hours for the J.D. degree, of which up to 12 hours may be drawn from approved courses in the Ph.D. in mass communication curriculum in the School of Media and
Journalism. This allows J.D.–Ph.D. students to complete the dual-degree program with 116 credit hours over approximately five years, depending on the individual student’s progress and program of study.

All degree requirements from both schools must be completed before the degrees are awarded, and dual-degree students must apply for concurrent graduation for both degrees in the same semester. Students who do not maintain dual-degree status may need to take additional coursework if they pursue either degree separately after being admitted to the dual-degree program. Questions about the J.D.–Ph.D. dual-degree program should be directed to Dr. Cathy Packer. Email: clpacker@email.unc.edu.

Length of the Ph.D. Program

Students typically spend two years taking courses, then take comprehensive exams early in their third fall semester. They then write their dissertation proposals. After the student’s doctoral committee approves the proposal, the dissertation must be completed and defended. The nature of the dissertation research will govern the length of time a student spends on the project, but many students find it takes about one year to complete a dissertation. In general, it takes three years, and often more, to complete the Ph.D. The Graduate School requires students to complete the degree within eight years of first registration in the doctoral program. Repetition is required to continue pursuing the degree if the eight-year time limit expires. In extenuating circumstances, a student in good academic standing may petition for an extension for a definite, stated period of time (up to one year).

Professors

Penelope Muse Abernathy, Knight Chair in Journalism and Digital Media Economics; Digital Media, Economics
Francesca Carpentier, James H. Schumaker Professor; Electronic Journalism, Media Effects
Patrick Davison, Julian W. Scheer Term Professor; Visual Communication, Photojournalism
Anne M. Johnston, Parker Distinguished Professor; Media Effects, Women and Media, Political Communication
Susan R. King, Dean; John Thomas Kerr Jr. Distinguished Professor; Women and Media, Political Communication, Broadcast and Electronic Journalism, News Editorial
Thomas R. Linden, M.A. Program Director; Glaxo Wellcome Distinguished Professor of Medical Journalism; Medical Journalism
Seth Noar, Interdisciplinary Health Communication
Cathy Packer, W. Horace Carter Distinguished Professor; Media Law and Ethics
Daniel Riffe, Richard Cole Eminent Professor; Media Processes and Production
Chris Roush, Walter E. Hussman Sr. Distinguished Professor in Business Journalism News-Editorial Journalism, Business Reporting
JoAnn Sciarino, Knight Chair in Digital Advertising and Marketing
John Sweeney, Distinguished Professor in Sports Communication; Advertising, Sports Marketing
Charles A. Tuggle, John H. Stemmler Jr. Distinguished Professor; Senior Associate Dean for Undergraduate Studies; Broadcast and Electronic Journalism
Jan Yopp, Walter Speaman Professor; Dean, Summer School; News-Editorial Journalism, Public Relations

Assistant Professors

Lucinda Austin, Public Relations
Spencer Barnes, Visual Communication
Joseph Cabosky, Public Relations
Victoria Ekstrand, Media Law and Ethics
Daniel Kim, Advertising
Steven King, Multimedia
Allison Lazard, Visual Communication
Trevy McDonald, Diversity, Electronic Journalism
Adam Saffer, Public Relations
Lisa Villamil, Visual Communication

Lecturers

Joan Cates, Senior Lecturer, Interdisciplinary Health Communication
Valerie Fields, Senior Lecturer, Public Relations
Livis Freeman, Public Relations
Jock Lauterer, Senior Lecturer, News-Editorial Journalism
Paul O'Connor, News-Editorial Journalism

Professors Emeriti

Harry Amana
Richard J. Beckman
Thomas A. Bowers
Jane D. Brown
Napoleon Byars
Queenie Byars
Richard R. Cole
MEJO

Advanced Undergraduate and Graduate-level Courses

MEJO 421. Television News Reporting and Producing. 3 Credits.
Permission of the instructor. This course covers writing, reporting, and producing television news stories and programs, with emphasis on basic as well as innovative broadcast story forms.
Requisites: Prerequisites, MEJO 121 and 252.
Grading status: Letter grade.

MEJO 424. Media Management and Policy. 3 Credits.
An introduction to media management, generally, and the supervision and motivation of employees, specifically. The course also delves into policy and legal issues impacting modern media operations. It explores the special skills associated with management of media properties in the context of constant change.
Grading status: Letter grade.

MEJO 425. Voice and Diction. 3 Credits.
Designed to help students develop presentation skills and use voices effectively as professional broadcast journalists.
Grading status: Letter grade.

MEJO 426. Producing Radio. 3 Credits.
Students work under faculty guidance to produce "Carolina Connection," a weekly 30-minute radio news program, and are responsible for all production tasks: producing, reporting, anchoring, and editing.
Requisites: Prerequisite, MEJO 252.
Grading status: Letter grade.

MEJO 435. Public Information Strategies. 3 Credits.
This course provides a comprehensive assessment and understanding of the role of public relations professionals throughout government and the nonprofit sector as well. The course examines the unique requirements placed on communicators who are simultaneously responsible for representing their respective organizations while keeping the public informed.
Requisites: Prerequisite, MEJO 137.
Grading status: Letter grade.

MEJO 440. Digital Media Law and Society. 3 Credits.
Explains legal issues raised by Internet communication and guides students in thinking critically about how those issues can be resolved. Reviews how courts, other branches of government, the private sector, and legal scholars have responded to the Internet. Topics may include digital copyright, net neutrality, privacy, and Internet censorship abroad.
Requisites: Prerequisite, MEJO 340.
Grading status: Letter grade.

MEJO 441. Diversity and Communication. 3 Credits.
An examination of racial stereotypes and minority portrayals in United States culture and communication. Emphasis is on the portrayal of Native Americans, African Americans, Hispanics, and Asian Americans in the mass media.
Gen Ed: US.
Grading status: Letter grade.

MEJO 442. Gender, Class, Race, and Mass Media. 3 Credits.
The media play a critical role in the construction and contestation of ideas about gender, class, and race. Using a range of methods, students will analyze media messages past and present to understand how gender, race, and class influence media production and consumption.
Gen Ed: SS, US.
Grading status: Letter grade
Same as: WGST 442.

MEJO 443. Latino Media Studies. 3 Credits.
An introductory course to the study of United States Latina/os and the media. It analyzes the media portrayal of Latina/os in United States mainstream media. The course also examines media that cater to Latina/os and explores the way in which Latina/o audiences use the multiple media offerings available to them.
Gen Ed: US.
Grading status: Letter grade.

MEJO 444. Process and Effects of Mass Communication. 3 Credits.
Mass communication as a social process, incorporating literature from journalism, social psychology, sociology, political science, and history. To acquaint students with factors in message construction, dissemination, and reception by audiences.
Gen Ed: SS.
Grading status: Letter grade.

MEJO 445. Global Communication and Comparative Journalism. 3 Credits.
Covers theories explaining the workings of global and local communication systems, the transnational flow of news, and opportunities and challenges that social media and other new platforms pose to the production and distribution of news. It also familiarizes students with the media communication systems of key countries.
Gen Ed: GL.
Grading status: Letter grade.

MEJO 446. International Media Studies. 3 Credits.
The study of media system operations in a particular country including how news and information are disseminated and used by audiences. Includes a trip to the country as part of the course.
Requisites: Prerequisite, MEJO 137 or 153.
Gen Ed: EE-Field Work, GL.
Grading status: Letter grade.

MEJO 447. Freedom of Expression in the United States. 3 Credits.
An examination of the development of freedom of expression in the United States within the context of the nation's history.
Grading status: Letter grade.

MEJO 448. Blogging, Smart Mobs, and We the Media. 3 Credits.
For advanced undergraduates through Ph.D. students. Practical and theoretical approaches to understanding, designing, building, and using virtual communities, including studies of network capital, social capital, and social production.
Grading status: Letter grade.
MEJO 454. Advanced Feature Writing. 3 Credits.
Writing and reporting important topics in in-depth feature articles. Discussion and utilization of writing and reporting techniques in order to complete articles for publication or other dissemination. In-depth instruction and critiques of student work.
Requisites: Prerequisites, MEJO 153 and 256.
Grading status: Letter grade.

MEJO 455. Creative Sportswriting. 3 Credits.
Researching and writing sports stories, including game coverage, magazine features, and opinion columns. Students complete reporting and writing exercises inside and outside of the classroom.
Grading status: Letter grade.

MEJO 458. Southern Politics: Critical Thinking and Writing. 3 Credits.
Interpretive-contextual journalism focused on the trends, issues, and politics that influence democracy in North Carolina, the American South, and the nation. Through readings and the practice of analytical journalism, the course explores government policy making, election campaigns, social and economic trends, ethics, and citizen-leader relationships.
Grading status: Letter grade.

MEJO 459. Community Journalism. 3 Credits.
Comprehensive study of the community press, including policies, procedures, and issues surrounding the production of smaller newspapers within the context of the community in its social and civic setting.
Requisites: Prerequisite, MEJO 153.
Gen Ed: EE-Service Learning, US.
Grading status: Letter grade.

MEJO 463. News Lab: Creating Tomorrow's News Products. 3 Credits.
Students work under faculty guidance to develop and test an idea for a start-up news product. Students will create a prototype, test it on a target market, and compile a business feasibility report for the product. The course emphasizes collaboration among students with a variety of skills and experiences.
Gen Ed: EE-Field Work.
Grading status: Letter grade.

MEJO 469. Health Communication. 3 Credits.
This course covers theory and research underlying effective health communication campaigns. Students will learn about both the development and evaluation of real-world health campaigns.
Grading status: Letter grade.

MEJO 471. Advanced Advertising Copywriting. 3 Credits.
Rigorous, in-depth instruction and critiques of student advertising writing.
Requisites: Prerequisites, MEJO 271 and permission of the instructor.
Grading status: Letter grade.

MEJO 475. Concepts of Marketing. 3 Credits.
Designed to provide the larger business context for students anticipating careers in advertising, public relations, and other media industries, the course teaches the vocabulary and basic concepts of marketing as it will be practiced.
Grading status: Letter grade.

MEJO 476. Ethical Issues and Sports Communication. 3 Credits.
Permission of the instructor. Ethical dilemmas and decisions in the commercialization and coverage of sports, including the influence of television, pressure to change traditions and standards for monetary reasons, and negative influences on athletes.
Grading status: Letter grade.

MEJO 477. New Media Technologies: Their Impact on the Future of Advertising, Marketing, and Public Relations. 3 Credits.
This course will introduce you to the nontraditional, future vision required to be successful in advertising, marketing, and public relations and the more personal, individualized technologies that will grab people's attention in the future.
Grading status: Letter grade.

MEJO 478. Media Marketing. 3 Credits.
Principles and practices of retail advertising in all media, with emphasis on selling, writing, and layout of retail advertising for the print media.
Requisites: Prerequisite, MEJO 137.
Grading status: Letter grade.

MEJO 479. Market Intelligence. 3 Credits.
Permission of the instructor. This course helps students learn to make better business decisions by teaching contemporary analytical tools to solve brand and advertising problems.
Grading status: Letter grade.

MEJO 482. Media Design. 3 Credits.
Permission of the instructor. Detailed study of page layout and graphics techniques for all forms of news media.
Requisites: Prerequisite, MEJO 182; pre- or co-requisite, MEJO 153.
Grading status: Letter grade.

MEJO 484. Information Graphics. 3 Credits.
Study and application of graphic design and information-gathering techniques to creating charts, maps, and diagrams.
Requisites: Prerequisite, MEJO 182; permission of the instructor for students lacking the prerequisite.
Grading status: Letter grade.

MEJO 485. Publication Design. 3 Credits.
Detailed study and application of graphic design techniques in magazines, newspapers, advertising, and corporate communication.
Requisites: Prerequisite, MEJO 182; pre- or co-requisite, MEJO 153; permission of the instructor.
Grading status: Letter grade.

MEJO 487. Intermediate Interactive Media. 3 Credits.
Web programming, graphic design, and storytelling for the Web. Students will use HTML5 CSS3, JavaScript, and other Web publishing languages while learning how to design, storyboard, and script an interactive storytelling project. Students will collect and incorporate photos, text, video, graphics, and database information into interactive multimedia presentations. Previously offered as MEJO 586.
Requisites: Prerequisite, MEJO 187.
Grading status: Letter grade.

MEJO 488. Multimedia Storytelling: Carolina Photojournalism Workshop. 3 Credits.
The Carolina Photojournalism Workshop has a dual mission: to provide an immersive, real-world learning experience for students, and to create and publish exceptional multimedia content on the culture of North Carolina that can be a resource for people in our state and the world.
Previously offered as MEJO 587.
Grading status: Letter grade.
MEJO 489. Photojournalism, Lighting, and Business Techniques. 3 Credits.
Students expand their personal photographic vision and professional portfolio by honing their knowledge and skills of studio and location lighting, propping, and styling. Students learn studio and location portraiture and photo illustration and create a photo essay or portrait series. Previously offered as MEJO 181.
Requisites: Prerequisite, MEJO 180.
Grading status: Letter grade.

MEJO 490. Special Topics in Mass Communication. 1-3 Credits.
Small classes on various aspects of journalism-mass communication with subjects and instructors varying each semester. Descriptions for each section available on the school's Web site under Course Details.
Repeat rules: May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 3 total completions.
Grading status: Letter grade.

MEJO 490H. Special Topics in Mass Communication. 1-3 Credits.
Small classes on various aspects of journalism-mass communication with subjects and instructors varying each semester. Descriptions for each section available on the school's Web site under Course Details.
Repeat rules: May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 3 total completions.
Grading status: Letter grade.

MEJO 522. Producing Television News. 3 Credits.
Permission of the instructor. Students work under faculty guidance to produce "Carolina Week," a television news program, and are responsible for all production tasks such as producing, reporting, anchoring, directing, and others. Previously offered as MEJO 422.
Requisites: Prerequisite, MEJO 421.
Grading status: Letter grade.

MEJO 523. Broadcast News and Production Management. 3 Credits.
Permission of the instructor. Students participate in a collaborative learning environment to hone skills learned in earlier courses and help less-experienced students acclimate to the broadcast news experience within the school. By invitation only. Previously offered as MEJO 423.
Requisites: Prerequisite, MEJO 129 or 426 or 522.
Grading status: Letter grade.

MEJO 531. Case Studies in Public Relations. 3 Credits.
Helps students think as public relations professionals who deal with the demanding, dynamic environment of corporate, government, and nonprofit public relations. Students examine real-world situations and strategies, discussing factors that affect how public relations is practiced in organizations, including identifying stakeholder groups, developing strategies, embracing diversity, and recognizing ethical issues. Previously offered as MEJO 431.
Requisites: Prerequisite, MEJO 137.
Grading status: Letter grade.

MEJO 533. Crisis Communication. 3 Credits.
Provides an assessment and understanding of crises, examining the role public relations professionals play in helping organizations use mass communication theories and best practices. Includes media training. Introduces students to areas of crisis research, allowing them to complete the Federal Emergency Management Agency's National Incident Management System certification. Previously offered as MEJO 433.
Requisites: Prerequisites, MEJO 137 and 153.
Grading status: Letter grade.

MEJO 541. Economics Reporting. 3 Credits.
Permission of the instructor. Coverage of Wall Street and the economy, including stocks, bonds, and economic indicators. Reporting on the Federal Reserve, labor, consumer sector, manufacturing and inflation, and certain industries. Previously offered as MEJO 451.
Requisites: Prerequisite, MEJO 153.
Grading status: Letter grade.

MEJO 542. Business Reporting. 3 Credits.
Methods and tactics of covering businesses for mass communication. Why and how companies operate and how to write stories about corporate news from public records and other sources. Previously offered as MEJO 452.
Requisites: Prerequisite, MEJO 153.
Grading status: Letter grade.

MEJO 550. Business and the Media. 3 Credits.
Grading status: Letter grade.

MEJO 551. Digital Media Economics and Behavior. 3 Credits.
The course will focus on the changing economics affecting 21st-century news organizations and the economic drivers of other content providers such as music companies, the film industry, online aggregators, and commerce sites for lessons that can be applied across industry segments.
Grading status: Letter grade.

MEJO 552. Leadership in a Time of Change. 3 Credits.
During a time of fast-paced technological innovation, this course examines the critical strategic choices facing media executives. Students will observe and research a media company that is making the transition, as well as produce a case study on that effort.
Requisites: Prerequisite, MEJO 452, 475 or 551.
Grading status: Letter grade.

MEJO 553. Advanced Reporting. 3 Credits.
Rigorous, in-depth instruction and critiques of students' news and feature assignments done with different reporting methodologies: interviewing, official records, direct and participant observation, and survey research (the Carolina Poll). Previously offered as MEJO 453.
Requisites: Prerequisites, MEJO 153 and 253.
Grading status: Letter grade.

MEJO 557. Advanced Editing. 3 Credits.
Concentration on the editing and display of complex news and features and other print media content with a significant emphasis on newspaper design and graphics. Previously offered as MEJO 457.
Requisites: Prerequisite, MEJO 157.
Grading status: Letter grade.

MEJO 560. Environmental and Science Journalism. 3 Credits.
Prepare students to work as environmental and science journalists. The course emphasizes writing skills in all delivery formats and interpreting environmental, science, and medical information for consumers.
Grading status: Letter grade
Same as: HBEH 660, HPM 550.

MEJO 561. Environmental and Science Video Storytelling. 3 Credits.
Students work in teams to produce, shoot, script, and report environmental, science, and medical stories for broadcast on "Carolina Week", the award-winning, student-produced television newscast.
Grading status: Letter grade
Same as: HBEH 561, HPM 551.
MEJO 562. Environmental and Science Documentary Television. 3 Credits.
Students work in teams to conceive, produce, and script mini-documentaries on environmental and science topics for broadcast on North Carolina Public Television.
Grading status: Letter grade
Same as: ENEC 565.

MEJO 564. Medical and Science Reporting. 3 Credits.
Required preparation, a second reporting or writing course. Focuses on developing strategies to research and write about medical issues, specifically selecting topics, finding and evaluating sources, and information gathering. Students produce a range of stories, from short consumer pieces to in-depth articles.
Requisites: Prerequisite, MEJO 153.
Grading status: Letter grade

MEJO 565. Environmental Storytelling. 3 Credits.
An interdisciplinary course for students interested in environmental issues or journalism to produce stories about environmental issues that matter to North Carolinians. Students learn to identify credible sources, manage substantial amounts of information, and find story focus as they report on technical and often controversial subjects in a variety of media.
Grading status: Letter grade
Same as: ENEC 565.

MEJO 570. Data Driven Journalism. 3 Credits.
An introduction to basic statistics and numerical and mathematical literacy, as well as a look at professional data-driven journalism projects. Students who successfully complete this course will be able to acquire, organize, analyze, and present data to a general news audience. Previously offered as MEJO 460.
Gen Ed: QI.
Grading status: Letter grade.

MEJO 572. Art Direction in Advertising. 3 Credits.
This course provides students with finished advertising for their portfolios through visual theory instruction, creative exercises, and strategy application. Previously offered as MEJO 472.
Grading status: Letter grade.

MEJO 577. The Branding of Me. 3 Credits.
What have you done to brand yourself? Students will use YouTube, Twitter, and Facebook in a calculated plan with other new-media marketing tools to land that first job. Previously offered as MEJO 474.
Requisites: Prerequisite, MEJO 477.
Grading status: Letter grade.

MEJO 580. Photo Stories. 3 Credits.
Advanced course in photojournalism content gathering, history, ethics and storytelling. Students shoot advanced newspaper and magazine assignments and create short multimedia stories combining photography, audio, and video. Previously offered as MEJO 480.
Requisites: Prerequisite, MEJO 180; pre- or co-requisite, MEJO 153; Permission of the instructor.
Grading status: Letter grade.

MEJO 581. Multimedia Design. 3 Credits.
Theory and practice of multimedia design with an emphasis on usability, design theory, and evaluative methodologies, including focus groups, survey research, eye-track testing, and search engine optimization.
Requisites: Prerequisite, MEJO 187; permission of the instructor for students lacking the prerequisite.
Grading status: Letter grade.

MEJO 582. Advanced Documentary Video Storytelling. 3 Credits.
Permission of the instructor. Students learn how to gather audio and video content, editing and storytelling techniques, and how to publish these media onto a variety of multimedia platforms.
Requisites: Prerequisites, MEJO 121, and 180 or 187.
Grading status: Letter grade.

MEJO 583. Advanced Interactive Media. 3 Credits.
Permission of the instructor. Advanced course in multimedia programming languages that includes designing and building dynamic projects.
Requisites: Prerequisite, MEJO 187.
Grading status: Letter grade.

MEJO 584. International Projects. 3 Credits.
Permission of the instructor. Students work on a semester-long documentary multimedia project in an international location that includes photo and video journalists, audio recordists, designers, infographics artists, and programmers. Open by application to students who have completed an advanced course in visual or electronic communication.
Grading status: Letter grade.

MEJO 585. 3D Design Studio. 3 Credits.
Permission of the instructor. The use of 3D design and animation to create visual explanations.
Requisites: Prerequisites, MEJO 187 and 182.
Grading status: Letter grade.

MEJO 588. Emerging Technologies. 3 Credits.
This class will teach students how to think about mobile media products. Students will learn to solve problems, design mobile user experiences, write the hybrid code to make it work, and then deploy, test, and make it better. The class will be a mix of design and product development theories. Previously offered as MEJO 660.
Grading status: Letter grade.

MEJO 589. Motion Graphics. 3 Credits.
Permission of the instructor. Detailed study and application of motion-graphic techniques that utilize the combination of words, photos, graphics, video, sound, and voice-overs to convey stories for news and entertainment. Students learn Adobe After Effects software and the art of storytelling to enable them to conceptualize and execute digital animations. Previously offered as MEJO 486.
Grading status: Letter grade.

MEJO 596. Individual Study. 3 Credits.
Permission of the instructor. An individual readings and problems course to be directed by a faculty member in whose field of interest the subject matter lies.
Repeat rules: May be repeated for credit; may be repeated in the same term for different topics; 6 total credits. 2 total completions.
Grading status: Letter grade.

MEJO 602. Mass Communication Education in the Secondary School. 3 Credits.
Graduate standing. Readings, discussion, and projects fostering excellence in teaching journalism-mass communication in the high school, from philosophy and practice to professional skills.
Grading status: Letter grade.
MEJO 603. Mass Communication Law in the Secondary School. 3 Credits.
Graduate standing. Application of First Amendment speech and press freedoms to secondary school media, including libel, privacy, access to information, journalistic privilege, prior restraint, advertising and broadcast regulations, and ethical practices.
Grading status: Letter grade.

MEJO 604. Mass Communication Writing and Editing in the Secondary School. 3 Credits.
Graduate standing. High school journalism teachers and advisors learn to teach the skills journalists need to communicate. Emphasis on writing and thinking skills necessary to convert information into clear messages.
Grading status: Letter grade.

MEJO 605. Design and Production of Secondary School Publications. 3 Credits.
Graduate standing. High school journalism teachers and advisors learn to teach the skills journalists need to produce publications. Designed for persons with no background in design. Degree-seeking students may not use both MEJO 182 and 605 to complete degree requirements.
Grading status: Letter grade.

MEJO 625. Media Hub. 3 Credits.
Permission of the department. Students will work together to find, produce, and market stories that would attract the attention of professional media partners throughout the state and region, and at times, the nation. This hands-on course mimics the professional journalist’s work environment more than any other class in the school.
Gen Ed: EE-Field Work.
Grading status: Letter grade.

MEJO 634. Public Relations Campaigns. 3 Credits.
In this capstone experience, students apply concepts and skills from earlier classes to develop a campaign plan for a client organization. Activities include conducting background and audience research; developing realistic objectives, strategies, tactics, and evaluation plans; producing a portfolio of supporting materials; and pitching the campaign to the client. Previously offered as MEJO 434.
Requisites: Prerequisites, MEJO 332, 379, and 531.
Grading status: Letter grade.

MEJO 650. Workroom FashionMash Experiential Design. 3 Credits.
The course combines a development workshop with a professional industry project, giving students unprecedented access to working creatives, industry trendsetters, and decision makers. In Workroom students will think, write, and execute their creative ideas.
Grading status: Letter grade.

MEJO 651. Workroom FashionMash Product Design. 3 Credits.
The course combines a development workshop with a professional industry project, giving you unprecedented access to working creatives, industry trendsetters and decision makers. In Workroom you will not simply think and write about your creative ideas, instead, this class is completely focused on execution.
Grading status: Letter grade.

MEJO 656. Magazine Writing and Editing. 3 Credits.
Instruction and practice in planning, writing, and editing copy for magazines. Previously offered as MEJO 456.
Requisites: Prerequisites, MEJO 153 and 356.
Grading status: Letter grade.

MEJO 670. Digital Advertising and Marketing. 3 Credits.
This course provides the practical knowledge and insights required to establish digital advertising and marketing objectives and strategies, properly select the earned and paid media platforms, and monitor and measure the results of those efforts. Previously offered as MEJO 470.
Requisites: Prerequisites, MEJO 379 and 475.
Grading status: Letter grade.

MEJO 671. Social Marketing Campaigns. 3 Credits.
Social marketing is the application of marketing concepts and practices to bring about behavior change for a social good. This course is designed as a service-learning course and fulfills the experiential education requirement.
Gen Ed: EE-Service Learning.
Grading status: Letter grade.

MEJO 673. Advertising Campaigns. 3 Credits.
Planning and executing advertising campaigns; types and methods of advertising research; the economic function of advertising in society. Previously offered as MEJO 473.
Requisites: Prerequisite, MEJO 371 or 372.
Grading status: Letter grade.

MEJO 681. Photojournalism Projects. 3 Credits.
Permission of the instructor. Students study the documentary tradition and produce stories within the social documentary genre of photojournalism. Students choose a relevant social issue and create a multimedia Web site featuring long-form documentary storytelling. Previously offered as MEJO 481.
Requisites: Prerequisite, MEJO 580.
Grading status: Letter grade.

MEJO 683. Magazine Design. 3 Credits.
Permission of the instructor. Detailed study of page layout and graphics techniques in magazines. Previously offered as MEJO 483.
Requisites: Prerequisite, MEJO 482.
Grading status: Letter grade.

MEJO 690. Special Topics in Advertising. 1-3 Credits.
Courses on special topics in advertising with subjects and instructors varying each semester.
Repeat rules: May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 3 total completions.
Grading status: Letter grade.

MEJO 691H. Introductory Honors Course. 3 Credits.
Permission of the instructor. Required of all students reading for honors in journalism.
Gen Ed: EE-Mentored Research.
Grading status: Letter grade.

MEJO 692H. Honors Essay. 3 Credits.
Permission of the instructor. Required of all students reading for honors in journalism.
Gen Ed: EE-Mentored Research.
Grading status: Letter grade.

Graduate-level Courses

MEJO 701. Mass Communication Research Methods. 3 Credits.
Covers a broad range of research methods used in industry and academic research. Course content includes the process and organization of writing research; applying a variety of quantitative and qualitative research methods; evaluating research design; and ethical issues inherent in research. Required course for all graduate students.
MEJO 702. Mass Communication Pedagogy. 1-3 Credits.
Investigation of college teaching and academic life, including course planning, syllabus preparation, interpersonal skills, presentational modes, evaluation, and ways of balancing teaching with other expectations.

MEJO 704. Statistics for Social Science Research. 3 Credits.
Permission of the instructor for students lacking the prerequisite. Course examines when and why to use particular statistical tests to address a given research question and provides a framework for understanding research that uses quantitative methods. Prior knowledge of statistics NOT assumed.
Requisites: Prerequisite, MEJO 701.

MEJO 705. Theories of Mass Communication. 3 Credits.
Students prepare analytical papers on theories of mass communication based upon extensive review of behavioral science literature. Required of Ph.D. students and master’s students in the mass communication sequence.

MEJO 711. Writing for Digital Media. 3 Credits.
Communication in digital/online environments - learning/understanding the audience(s); how different media work (their unique limits/possibilities); developing appropriate content for different formats/environments. Students analyze technical/rhetorical elements of online content (i.e., interactivity, hyperlinking, spatial orientation, nonlinear storytelling). Limited to students admitted to Certificate in Technology/Communication program and MEJO graduate students.

MEJO 712. Visual Communication and Multimedia. 3 Credits.
This course provides an understanding of current visual communication and multimedia storytelling theories and practices. Students will read scholarly and professional publications and critique media work across disciplines. A final project includes the creation of an original article or multimedia presentation that adds to the knowledge base in this area.

MEJO 713. Digital Data and Analytics. 3 Credits.
This course explores the fundamental concepts and principles that underlie techniques for extracting useful information and knowledge from digital data. The primary goal of the course is to help you view problems from a data perspective and understand how to systematically analyze such problems.

MEJO 714. Database and Web Research. 3 Credits.
Online research often means going to Google and entering search terms. What strategies might improve the effectiveness of your research? What about authority and timeliness of information? This course answers those questions and others. Enrollment limited to students admitted to Certificate in Technology/Communication program and MEJO graduate students.

MEJO 715. New Media and Society. 3 Credits.
This course examines digital environments from diverse conceptual perspectives (e.g., journalism, mass communication, psychology, information science and technology, sociology, business) and outlines theoretical implications and practical applications of new media.

MEJO 716. Research Methods and Applications. 3 Credits.
This course is designed to help communication professionals make better and more informed research decisions given compelling research challenges and resource constraints.

MEJO 717. Visual Communication and Information Architecture. 3 Credits.
This course explores the overlap between several related disciplines: information visualization and architecture, cognitive science, graphic design and journalism. Content covered includes cognitive psychology, information design, visualization, and ethics.

MEJO 718. Media Law for the Digital Age. 3 Credits.
This course identifies and explains complex legal issues raised by Internet technology and guides students in thinking critically about how those issues can best be resolved.

MEJO 719. Leadership in Digital Media Economics. 3 Credits.
This course examines the broad economic issues facing the media industry, including the changing dynamics of consumer behavior, pricing, loyalty, market segmentation, creative destruction, economic cycles and global competition.

MEJO 720. Strategic Communication. 3 Credits.
Underpinned by appropriate theory, this course examines strategic communication in today's cluttered information environment. While developing strategic communication programs, students will analyze case studies and research comprehensive digital-influence strategies.

MEJO 721. Usability and Multimedia Design. 3 Credits.
Introduces students to five basic areas of multimedia design and develops expertise in each. By examining the latest eye-tracking research and usability testing, students will assess the practical application of many concepts. Through critiques and original storyboards, students will work to expertly integrate all this knowledge into well-designed packages.

MEJO 730. Public Relations Foundations. 3 Credits.
Introduction to the growing field of public relations practice: its history, legal and ethical issues, types and areas of practice, and construction of public relations campaigns. Must be used as a basic competency class by master's students. This course cannot be counted toward a program of study for doctoral students.

MEJO 732. Public Relations and Strategic Writing. 3 Credits.
Graduate-level public relations writing course that provides hands-on practice in developing multi-platform communication tools used by public relations practitioners. News writing module completed as part of this course.
Requisites: Prerequisite, MEJO 730.

MEJO 740. Media Law. 3 Credits.
Survey media law areas: First Amendment, libel, privacy, intellectual property, corporate and commercial speech, media and judiciary, confidential sources, freedom of information, electronic and new media regulation, international issues. Semester topics may vary with class interests. Conduct legal research, identify/analyze secondary and primary legal resources, produce original graduate-level legal research.

MEJO 742. Readings in Mass Communication History. 3 Credits.
Directed readings in mass communication history. Required course for Ph.D. students.

MEJO 743. Media Management. 3 Credits.
A study of planning policy functions related to media management concerns.

MEJO 752. Leadership in a Time of Change. 3 Credits.
Required preparation, students should have taken a core business course or have equivalent professional experience before enrolling. Examines critical strategic choices facing media executives and offers students the opportunity to observe and research a media company making the transition and produce a case study on that effort.

MEJO 753. Reporting and Writing News. 3 Credits.
Provides study and practice of the primary activities of a print journalist: gathering the news and writing about it for publication. Must be used as a basic competency class by master’s students. This course cannot be counted toward a program of study for doctoral students.
MEJO 754. Specialized Reporting. 3 Credits.
Reporting of complicated topics, using in-depth backgrounding, investigative reporting techniques, story conferences and documents, and other research data. Required of news-editorial master's students who plan to complete the articles option.
Requisites: Prerequisite, MEJO 753; Permission of the instructor for students lacking the prerequisite.

MEJO 782. Multimedia Storytelling. 3 Credits.
Theories and practices of multimedia content creation. Students gain critical understanding of various multimedia presentation methods. Hands-on experience with audio/video collection/editing.

MEJO 790. Special Skills in Mass Communication. 1-3 Credits.
Courses on various skills in journalism-mass communication with subjects varying each semester. This course satisfies a skills- or craft-course requirement. Descriptions for each section available on the school's Web site under Course Details.
Repeat rules: May be repeated for credit; may be repeated in the same term for different topics; 3 total credits. 3 total completions.

MEJO 795. E-Health. 3 Credits.
An overview of the positive and negative impacts of the Internet on public health. Covers research, evaluation sites, ethics, and use of theory that addresses key public health problems.
Same as: HBEH 795.

MEJO 801. Seminar in Mass Communication Research Methods. 3 Credits.
Advanced work in quantitative data analysis and research preparation.
Requisites: Prerequisite, MEJO 701; permission of the instructor for students lacking the prerequisite.

MEJO 810. Seminar in the Psychology of Human-Computer Interaction. 3 Credits.
Examines effects of computers, the Internet and World Wide Web from a psychological perspective. Adopts an empirical approach to understand ways in which people respond to computers and new technologies.

MEJO 811. Persuasion and Social Influence. 3 Credits.
Examines social-scientific theories and concepts related to persuasion and social influence in communications. Topics include antecedents to behavior; automatic processing; source and receiver characteristics; and campaigns.

MEJO 825. Seminar in Interdisciplinary Health Communication. 3 Credits.
Permission required for nonmajors. Interdisciplinary overview of communication theory and research and critical analysis of applications of theory to interventions using communication for health. Three hours per week.
Requisites: Prerequisite, HBEH 730.
Same as: HBEH 825.

MEJO 826. Interdisciplinary Health Communication Colloquium. 1.5 Credit.
Open to Interdisciplinary Health Communication graduate certificate and master’s track students only. This course is structured for interactive student/faculty discussion on health communication research and practice. Seminar and online blog format.
Repeat rules: May be repeated for credit.
Same as: HBEH 826.

MEJO 830. Public Relations Theory & Research. 3 Credits.
Readings, discussions, and research that explores theoretical foundations of public relations and strategic communication and how they are applied academically and professionally.

MEJO 840. Seminar in Media Law. 3 Credits.
Explore free expression theory, research media law perspective and methods. First Amendment theories and interpretations, exposition to, and critical evaluation of, legal research in communication. Identify legal research question, produce paper, and present findings in a scholarly convention presentation and/or publication.
Requisites: Prerequisite, MEJO 740; permission of the instructor for students lacking the prerequisite.

MEJO 841. Issues in Media and Society. 3 Credits.
Readings, discussion, and papers on the roles and responsibilities of mass communication in society.

MEJO 842. Seminar in Mass Communication History. 3 Credits.
Readings, discussion, and projects in mass communication history.

MEJO 843. Theory & Research in Media Processes and Production. 3 Credits.
Explores psychological, ideological, demographic, cultural, and social characteristics that influence the processes and production of mass communication.

MEJO 846. Seminar in International Communication. 3 Credits.
Reading and research in selected topics. Focus in recent years has included global news flow, communication and social change, communication in the collapse of communism, Western dominance in international communication, global culture, and the influence of technology.
Requisites: Prerequisite, MEJO 446; permission of the instructor for students lacking the prerequisite.
Same as: POLI 846.

MEJO 847. Communication for Social Justice. 3 Credits.
Examines the role of media and communication projects in advancing social justice goals. Surveys canonical literature and introduces students to the most recent approaches. Traditionally, the field has considered Global South projects and grassroots communication; this course pays attention to projects and programs for underserved populations of the Global North.

MEJO 850. Seminar in Qualitative Methods. 3 Credits.
Survey of naturalistic methods applied to mass communication research, including ethnography, in-depth interviews, life histories, and text-based analysis.
Requisites: Prerequisite, MEJO 701.

MEJO 860. Seminar in Content Analysis. 3 Credits.
Students will use appropriate research designs to collect content data for coding and analysis, conceptual and operational definitions of variables for coding, reliability testing of coding protocol and procedures, and appropriate statistical analysis of collected data. Additionally, students will select a topic, produce a content analysis study, and submit the study to a peer-reviewed convention or journal.

MEJO 861. Seminar in Survey Research Methods. 3 Credits.
An in-depth look at survey research methods through extensive reading on the method's technical points, critique of published survey-based studies, and "hands-on" participation in different phases of the method's application.

MEJO 862. Experimental Design. 3 Credits.
This course focuses on the methodological and design issues in planning an experiment. Students will design an experiment using a step-by-step process to address conceptual challenges for exploring cause-and-effect relationships.
MEJO 870. Seminar in Social and Economic Problems in Advertising. 3 Credits.
Readings, discussion, and papers on advertising as a social and economic force in contemporary society.

MEJO 879. Seminar in Advertising Research. 3 Credits.
Readings and discussion examining theories underlying advertising and the testing of those theories through research projects.

MEJO 890. Seminar in Special Topics in Mass Communication. 3 Credits.
Seminar on various aspects of mass communication, with content and instructors varying each semester.
Repeat rules: May be repeated for credit; may be repeated in the same term for different topics.

MEJO 900. Reading and Research. 1-3 Credits.
Permission of the instructor. Advanced reading or research in a selected field.
Repeat rules: May be repeated for credit; may be repeated in the same term for different topics.

MEJO 992. Master's (Non-Thesis). 3 Credits.
MEJO 993. Master's Research and Thesis. 3 Credits.
MEJO 994. Doctoral Research and Dissertation. 3 Credits.