

MEDIA AND JOURNALISM MAJOR, B.A.

The Hussman School of Journalism and Media prepares students for careers in journalism and media by offering an academic program that provides a basic liberal arts education, an understanding of the responsibilities of a free press and the role of free speech in a democratic society, and a fundamental knowledge of journalistic and media techniques and substance.

The philosophy that guides the school is that journalists and communicators must understand the political, social, economic, and cultural forces that operate within society. For this reason, students acquire a background in the humanities, social sciences, and natural sciences while preparing themselves for journalism and media careers.

Student Learning Outcomes

Upon completion of the media and journalism program, students should be able to:

- Understand and apply the principles and laws of freedom of speech and press, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation, and as appropriate, other forms of diversity in domestic society in relation to journalism and media.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Critically evaluate their work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

Requirements






In addition to the program requirements, students must

- earn a minimum final cumulative GPA of 2.000
- complete a minimum of 45 academic credit hours earned from UNC–Chapel Hill courses
- take at least half of their major core requirements (courses and credit hours) at UNC–Chapel Hill

- earn a minimum cumulative GPA of 2.000 in the major core requirements. Some programs may require higher standards for major or specific courses.

For more information, please consult the degree requirements section of the catalog (<https://catalog.unc.edu/undergraduate/degree-requirements/>).

Requirements Outside the School

Code	Title	Hours
Government/Politics		
Select one from the following list: ³		3
POLI 100	 American Democracy in Changing Times ^{H, F}	
POLI 130	 Introduction to Comparative Politics ^{H, F}	
POLI 150	 International Relations and Global Politics ^{H, F}	
POLI 202	The United States Supreme Court	
POLI 203	 Race, Innocence, and the Decline of the Death Penalty	
POLI 205	 Politics in the U.S. States ^H	
Ethical and Civic Values		
Select one from the following list: ³		3
MEJO 141	 Media Ethics ²	
PHIL 160	 Virtue, Value, and Happiness: An Introduction to Moral Theory ^H	
PHIL 163	 Practical Ethics: Moral Reasoning and How We Live ^H	
PHIL 170	 Liberty, Rights, and Responsibilities: Introduction to Social Ethics and Political Thought ^H	
PHIL 272	 The Ethics of Peace, War, and Defense	
Total Hours		6

^H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

^F FY-Launch class sections may be available. A FY-Launch section fulfills the same requirements as a standard section of that course, but also fulfills the FY-SEMINAR/FY-LAUNCH First-Year Foundations requirement. Students can search for FY-Launch sections in ConnectCarolina using the FY-LAUNCH attribute.

Students are expected to gain a depth of knowledge of a topic outside the school. Our students typically take 72 - 81 hours outside of media and journalism. Completing another major or minor is encouraged but not required.

Students who wish to complete a second major outside the school and who did not declare the second major before being admitted to the school must download a second-major declaration form from the school's website and email it to UNC Hussman Academic Advising (<http://hussman.unc.edu/ug/studentservices/academicadvising/>). They must then meet with an academic adviser in the College of Arts and Sciences (<https://advising.unc.edu/for-faculty/resources/>) to ensure that they can meet all requirements for the second major.

Requirements in Both Study Areas

The degree earned is a bachelor of arts in media and journalism. Two areas of study are offered: a concentration in advertising/public relations and a concentration in journalism. Areas of study are not noted on the diploma. Some courses are required for all majors in the school, and each area of study has specific course requirements.

Students must complete a minimum of 39 credits in media and journalism with a grade point average of 2.0 or better. A grade of C- or less in a MEJO course will not be counted in the minimum number of media and journalism credits required for graduation; the course must be retaken if it is required for the major. If the course is not specifically required, then another course that meets the requirement the first course was meeting may be taken in its stead. During a student's senior year, they must complete a capstone course specific to their area of study. MEJO 393 cannot be counted in the minimum of 39 credit hours required but will count in the total 120 credit hours required by the University. Additionally, students must complete a minimum of six credits to satisfy the school's government/politics as well as ethical and civic values requirements. The school will normally accept only six credit hours of media and journalism courses taken at other institutions. The school typically does not accept transfer credit for MEJO 153. To request a review of eligible courses, students should submit a Transfer Credit Request Form through Connect Carolina.

More than perhaps any other field, media and journalism requires a strong foundation in word usage, grammar, punctuation, and other writing skills. Students must score at least 70 percent on the school's usage and grammar examination as a condition for graduation. The examination is administered several times throughout the academic year as well as during the summer.

Students are responsible for monitoring their Tar Heel Tracker and are encouraged to consult with an adviser in the school at least once a semester to ensure that they are on track to fulfill all graduation requirements. At the end of each semester, students are advised to also download a summary report for their records. Specific information about graduation requirements, advising, registration, and other procedures is also available on the school's website (<http://hussman.unc.edu/>).

The school cannot guarantee that courses needed to satisfy a student's degree requirements will be offered during summer school. Students who plan to complete degree requirements in summer school should be aware that low enrollments sometimes force the school to cancel certain courses or sections during either or both summer sessions.

Please check the course list below or ConnectCarolina (<https://connectcarolina.unc.edu/>) for prerequisite information for MEJO courses.

Media and Journalism Major, B.A. – Journalism

The journalism curriculum is for students who seek to collect, prepare, and distribute news aimed at informing the public and promoting transparency and accountability in government and society. Students study and can specialize in various content channels including print, broadcast, digital and interactive. Students create work that adheres to ethical principles of accuracy, fairness and responsibility.

Journalism students should take MEJO 121 and MEJO 153 before enrolling in a Level 1, Level 2, or Level 3 course.

Code	Title	Hours
School Core		
MEJO 121	 Introduction to Digital Storytelling ¹	3
MEJO 153	Writing and Reporting ¹	3
MEJO 340	Introduction to Media Law: Journalism Focus	3
Concentration ⁵		
At least two courses from Level 1 ³		6
MEJO 129	 Sports Xtra	
MEJO 144	Introduction to Political Communication	
MEJO 180	Foundations of Photojournalism	
MEJO 182	Foundations of Graphic Design	
MEJO 187	Foundations of Interactive Media	
MEJO 252	 Audio Journalism	
MEJO 253	Introduction to Public Affairs Reporting	
At least two courses from Level 2 ³		6
MEJO 352	Sports Production and Broadcasting	
MEJO 353	Sports Production and Broadcasting Practicum ⁶	
MEJO 356	Feature Writing	
MEJO 358	Opinion Writing	
MEJO 390	Special Skills in Mass Communication (when JRN topic) ⁷	
MEJO 421	Television News Reporting and Producing	
MEJO 426	Audio Journalism for Radio and Podcasts	
MEJO 455	Creative Sportswriting	
MEJO 459	 Community Journalism	
MEJO 463	News Lab: Creating Tomorrow's News Products	
MEJO 467	Business Concepts for Communications	
MEJO 482	Media Design	
MEJO 484	Information Graphics	
MEJO 487	Intermediate Interactive Media	
MEJO 488	Multimedia Storytelling: Carolina Photojournalism Workshop	
MEJO 489	Photojournalism, Lighting, and Business Techniques	
MEJO 490	Special Topics in Mass Communication (when JRN topic) ^{7, H}	
At least two courses from Level 3 ³		6
MEJO 522	Producing Television News	
MEJO 523	Broadcast News and Production Management ^H	
MEJO 541	Reporting & Writing About the Economy	
MEJO 542	Reporting & Writing About Business	
MEJO 550	Business and the Media	
MEJO 553	Advanced Reporting	
MEJO 557	News Editing ⁴	
MEJO 560	Environmental and Science Journalism ^H	
MEJO 562	Environmental and Science Documentary Television	
MEJO 565	Environmental Storytelling	
MEJO 570	 Data Driven Journalism	
MEJO 580	Photo Stories	
MEJO 581	User Experience Design and Usability	
MEJO 582	Advanced Documentary Video Storytelling	

MEJO 583	Advanced Interactive Media
MEJO 584	 International Projects ^{11, H}
MEJO 585	3D Design Studio
MEJO 588	Emerging Technologies
MEJO 589	Motion Graphics
MEJO 593	Washington D.C. In-Residence Semester
Conceptual Courses ⁵	
Students must also complete two courses (6 hours) from the following list: ³ 6	
MEJO 137	Principles of Advertising and Public Relations
MEJO 141	 Media Ethics ²
MEJO 142	 Cultural Competency in Journalism and Strategic Communication
MEJO 144	Introduction to Political Communication
MEJO 242	From Gutenberg to Google: A History of Media
MEJO 244	Public Issues in the Platform Era
MEJO 245	Sports and the Media ¹⁰
MEJO 342	 The Black Press and United States History
MEJO 372	Advertising Media
MEJO 373	Account Planning
MEJO 374	Communications Consulting
MEJO 376	Sports Marketing and Advertising
MEJO 377	Sports Communication
MEJO 379	 Advertising and Public Relations Research
MEJO 424	Media Management and Policy
MEJO 425	Voice and Diction
MEJO 432	Cause Communications
MEJO 437	Media in Asia ^{11, H}
MEJO 438	Advertising in the Age of Alexa
MEJO 439	Producing for Advertising
MEJO 441	Diversity and Communication
MEJO 442	Gender, Class, Race, and Mass Media
MEJO 445	Media Effects on Audiences
MEJO 447	 Media in the United Kingdom ^{11, H}
MEJO 448	Freedom of Expression in the United States
MEJO 467	Business Concepts for Communications
MEJO 469	Health Communication and Marketing
MEJO 475	Concepts of Marketing
MEJO 476	Ethical Issues and Sports Communication
MEJO 477	New Media Technologies: Their Impact on the Future of Advertising, Marketing, and Public Relations
MEJO 479	 Market Intelligence ^H
MEJO 490	Special Topics in Mass Communication ^H
MEJO 500	Freelance Fundamentals
MEJO 531	Case Studies in Public Relations
MEJO 532	International Public Relations
MEJO 533	Crisis Communication
MEJO 544	Career Exploration and Preparation
MEJO 550	Business and the Media
MEJO 569	Behavioral Science in Health Communication

MEJO 571	Social Media Analytics
MEJO 572	Art Direction in Advertising
MEJO 577	The Branding of Me
MEJO 581	User Experience Design and Usability
MEJO 588	Emerging Technologies
MEJO 591	Workroom FashionMash Experiential Design
MEJO 592	Workroom FashionMash Product Design
MEJO 596	Individual Study
MEJO 644	Washington Experience ^H
MEJO 652	Digital Media Economics and Behavior ^H
MEJO 653	Leadership in a Time of Change ^H
MEJO 670	Digital Advertising and Marketing ^H
MEJO 671	 Social Marketing Campaigns ^H
MEJO 673	Advertising Campaigns ^H
MEJO 691H	 Introductory Honors Course
MEJO 692H	 Honors Essay

Capstone ⁵

Select one course from the following: ³ 3

MEJO 625	Media Hub ^H
MEJO 630	Business News Wire ^H
MEJO 631	Business Journalism Management ^H
MEJO 644	Washington Experience ^{12, H}
MEJO 652	Digital Media Economics and Behavior ^H
MEJO 653	Leadership in a Time of Change ^H
MEJO 656	Magazine Writing and Editing
MEJO 669	Health Marketing Capstone ^H
MEJO 681	Documentary Projects ^H
MEJO 683	Magazine Design
MEJO 691H	 Introductory Honors Course
MEJO 692H	 Honors Essay

Choice ⁵

Students must take one course of their choosing to satisfy the 39-hour MEJO minimum. This can be any course offered in the school (including MEJO 89 and MEJO 101), regardless of the specific area of study (except MEJO 393). Students are allowed to take several additional courses in the Choice category. Doing so will push them past the 39-hour minimum. 3







Total Hours 39

^H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

Media and Journalism Major, B.A.–Advertising/Public Relations Curriculum

The advertising/public relations curriculum is for students who wish to communicate on behalf of organizations, including corporations, government agencies, nonprofit and advocacy groups, and public relations and advertising agencies. Students learn to develop persuasive advertising messages or focus on strategic communication efforts for an organization. Both are pursued within an ethical framework of communication.

Advertising/Public Relations students should take MEJO 121, MEJO 137, and MEJO 153 before taking a Level 2 or Level 3 course.

Code	Title	Hours
School Core		
MEJO 121	 Introduction to Digital Storytelling ¹	3
MEJO 153	Writing and Reporting ¹	3
MEJO 341	 Introduction to Media Law: Advertising, Public Relations, and Strategic Communication Focus (MEJO 153 is a prerequisite)	3
Concentration ⁵		
One course from Level 1		3
MEJO 137	Principles of Advertising and Public Relations	
At least three courses from Level 2. All students are required to take MEJO 379. ³		9
MEJO 379	 Advertising and Public Relations Research	
Two additional courses from the following list: ³		
MEJO 332	 Public Relations Writing	
MEJO 333	Video for Marketing and Public Relations	
MEJO 334	Visual Design for Strategic Communication	
MEJO 371	Advertising Creative	
MEJO 372	Advertising Media	
MEJO 373	Account Planning	
MEJO 374	Communications Consulting	
MEJO 376	Sports Marketing and Advertising	
MEJO 377	Sports Communication	
MEJO 390	Special Skills in Mass Communication (when AD/PR topic) ⁸	
At least two courses from Level 3 ³		6
MEJO 432	Cause Communications	
MEJO 433	UX Strategy and Design	
MEJO 437	Media in Asia ^{11, H}	
MEJO 438	Advertising in the Age of Alexa	
MEJO 439	Producing for Advertising	
MEJO 447	 Media in the United Kingdom ^{11, H}	
MEJO 469	Health Communication and Marketing	
MEJO 475	Concepts of Marketing	
MEJO 477	New Media Technologies: Their Impact on the Future of Advertising, Marketing, and Public Relations	
MEJO 479	 Market Intelligence ^H	
MEJO 490	Special Topics in Mass Communication (when AD/PR topic) ^{9, H}	
MEJO 530	Green Brand Lab	
MEJO 531	Case Studies in Public Relations	
MEJO 532	International Public Relations	
MEJO 533	Crisis Communication	
MEJO 544	Career Exploration and Preparation	
MEJO 550	Business and the Media	
MEJO 553	Advanced Reporting (with instructor's approval)	
MEJO 569	Behavioral Science in Health Communication	
MEJO 572	Art Direction in Advertising	
MEJO 577	The Branding of Me	

MEJO 591	Workroom FashionMash Experiential Design	
MEJO 592	Workroom FashionMash Product Design	
MEJO 593	Washington D.C. In-Residence Semester	
Conceptual Courses ⁵		6
Students must also complete two courses (6 hours) from the following list: ³		
MEJO 141	 Media Ethics ²	
MEJO 142	 Cultural Competency in Journalism and Strategic Communication	
MEJO 144	Introduction to Political Communication	
MEJO 242	From Gutenberg to Google: A History of Media	
MEJO 244	Public Issues in the Platform Era	
MEJO 245	Sports and the Media ¹⁰	
MEJO 342	 The Black Press and United States History	
MEJO 372	Advertising Media	
MEJO 373	Account Planning	
MEJO 374	Communications Consulting	
MEJO 376	Sports Marketing and Advertising	
MEJO 377	Sports Communication	
MEJO 424	Media Management and Policy	
MEJO 425	Voice and Diction	
MEJO 432	Cause Communications	
MEJO 437	Media in Asia ^{11, H}	
MEJO 438	Advertising in the Age of Alexa	
MEJO 439	Producing for Advertising	
MEJO 441	Diversity and Communication	
MEJO 442	Gender, Class, Race, and Mass Media	
MEJO 445	Media Effects on Audiences	
MEJO 447	 Media in the United Kingdom ^{11, H}	
MEJO 448	Freedom of Expression in the United States	
MEJO 467	Business Concepts for Communications	
MEJO 469	Health Communication and Marketing	
MEJO 475	Concepts of Marketing	
MEJO 476	Ethical Issues and Sports Communication	
MEJO 477	New Media Technologies: Their Impact on the Future of Advertising, Marketing, and Public Relations	
MEJO 479	 Market Intelligence ^H	
MEJO 490	Special Topics in Mass Communication ^H	
MEJO 500	Freelance Fundamentals	
MEJO 531	Case Studies in Public Relations	
MEJO 532	International Public Relations	
MEJO 533	Crisis Communication	
MEJO 544	Career Exploration and Preparation	
MEJO 550	Business and the Media	
MEJO 569	Behavioral Science in Health Communication	
MEJO 571	Social Media Analytics	
MEJO 572	Art Direction in Advertising	
MEJO 577	The Branding of Me	
MEJO 581	User Experience Design and Usability	
MEJO 588	Emerging Technologies	
MEJO 591	Workroom FashionMash Experiential Design	

MEJO 592	Workroom FashionMash Product Design	
MEJO 596	Individual Study	
MEJO 644	Washington Experience ^H	
MEJO 652	Digital Media Economics and Behavior ^H	
MEJO 653	Leadership in a Time of Change ^H	
MEJO 670	Digital Advertising and Marketing ^H	
MEJO 671	 Social Marketing Campaigns ^H	
MEJO 673	Advertising Campaigns ^H	
MEJO 691H	 Introductory Honors Course	
MEJO 692H	 Honors Essay	
Capstone⁵		
At least one course ³		3
MEJO 625	Media Hub (with instructor's approval) ^H	
MEJO 634	Public Relations Campaigns ^H	
MEJO 644	Washington Experience ^{12, H}	
MEJO 652	Digital Media Economics and Behavior ^H	
MEJO 653	Leadership in a Time of Change ^H	
MEJO 669	Health Marketing Capstone ^H	
MEJO 670	Digital Advertising and Marketing ^H	
MEJO 671	 Social Marketing Campaigns ^H	
MEJO 673	Advertising Campaigns ^H	
MEJO 674	PRSSA Campaigns	
MEJO 690	Special Topics in Advertising ^H	
MEJO 691H	 Introductory Honors Course	
MEJO 692H	 Honors Essay	
Choice⁵		
Students must take one course of their choosing to satisfy the 39-hour MEJO minimum. This can be any course offered in the school (including MEJO 89 and MEJO 101), regardless of the specific area of study (except MEJO 393). Students are allowed to take several additional courses in the Choice category. Doing so will push them past the 39-hour minimum.		3
Total Hours		39

^H Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

The below footnotes apply to advertising/public relations or journalism areas of study.

¹ It is recommended that students take MEJO 153 and MEJO 121 together.

² MEJO 141 will satisfy Ethical and Civic Values and Conceptual.

³ Not all of the courses may be offered every semester.

⁴ If you have taken MEJO 157, you can't receive credit for this course.

⁵ Courses listed in more than one area may satisfy only one requirement.

⁶ MEJO 353 is offered at 1 credit hour. To meet the minimum of 6 hours for Level 2, students must choose an additional Level 2 course.

⁷ Satisfies JRN-Level 2, when approved by the associate dean for undergraduate studies.

⁸ Satisfies AD/PR-Level 2, when approved by the associate dean for undergraduate studies.

⁹ Satisfies AD/PR-Level 3, when approved by the associate dean for undergraduate studies.

¹⁰ MEJO 245 is offered at 1 credit hour. To meet the minimum of 6 hours for Conceptual, students must choose an additional Conceptual course.

¹¹ Global Immersive Program. For more information on how to apply, visit Hussman Global Programs (<http://hussman.unc.edu/ug/studentservices/globalprograms/>).

¹² MEJO 644 was previously offered as MEJO 537. MEJO 537 will count as a Capstone for students who complete the course in Fall 2022 and beyond.

Special Opportunities in Media and Journalism

Honors in Media and Journalism

An honors program is available to students who have demonstrated their ability to perform distinguished work. Invitation to the senior-level honors courses (MEJO 691H and MEJO 692H) is based upon a grade point average of 3.5 or better in the major and 3.3 overall, recommendation by a faculty member in the school, and approval by the director of the honors program. Students successfully completing the program graduate with honors or with highest honors.

Student Involvement

Students are encouraged to work on campus publications and programs such as *The Daily Tar Heel*, *Black Ink*, and the Her Campus website (<https://www.hercampus.com/school/chapel-hill/>), among others. The school also offers a number of opportunities to gain professional experience including "Carolina Week," "Carolina Connection," "Sports Xtra," Reese Innovation Lab, and Heelprint Communications. Students are also encouraged to join appropriate professional organizations, including campus chapters of the Society of Professional Journalists, American Advertising Federation, Public Relations Student Society of America, Carolina Association of Black Journalists (affiliated with the National Association of Black Journalists), Radio Television Digital News Association, Society for News Design, National Press Photographers Association, Carolina Association of Future Magazine Editors, National Association of Hispanic Journalists, and SABEW.

Internships

The school strongly encourages students to obtain internships because they provide invaluable professional experience. Reporting, advertising, photo and video journalism, graphic design, broadcast news, public relations, business, and other internships are possible. Majors can enroll in MEJO 393 to receive internship credit (one credit hour, repeatable three times). MEJO 393 fulfills the experiential education General Education requirement (in the Making Connections curriculum). The school's career services staff oversees internship credit. MEJO 393 cannot be counted in the minimum of 39 credit hours required by the school, but it will count in the total 120 credit hours required by the University. MEJO 153 is a prerequisite.

Study Abroad

Students are encouraged to study abroad. In addition to the programs available to all UNC students through the UNC Study Abroad Office, the school has its own study abroad exchanges with top media and journalism schools in Argentina, Chile, Hong Kong, London, and Spain. Students should consult with the school's study abroad advisors (located

in the Undergraduate Hub in Carroll Hall) to determine any media and journalism course credit prior to the study abroad term.

Undergraduate Scholarships

Many special scholarships and awards are available to media and journalism majors and to students transferring into the school. For information, see the school's website (<http://hussman.unc.edu/funding/>).

Undergraduate Research

Some undergraduates participate in research through a research pool that assists faculty members in their research and creative activities, through independent studies with faculty members to work on specific projects, and through the school's honors program, which engages the student in substantive research that culminates in a thesis in the senior year.

Department Programs

Majors

- Media and Journalism Major, B.A (p. 1).

Minor

- Media and Journalism Minor (<https://catalog.unc.edu/undergraduate/programs-study/media-journalism-minor/>)

Certificate Programs

- Certificate Programs in Media and Journalism (<https://catalog.unc.edu/undergraduate/programs-study/certificate-programs-media-journalism/>)

Graduate Programs

- M.A. in Digital Communication (<https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/>) (Online)
- M.A. in Media and Communication (<https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/>)
- Ph.D. in Media and Communication (<https://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext/>)

Contact Information

Hussman School of Journalism and Media

Visit Program Website (<http://hussman.unc.edu/>)

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