MEDIA AND JOURNALISM
MAJOR, B.A.

Contact Information
School of Media and Journalism
www.mj.unc.edu (http://www.mj.unc.edu)
Carroll Hall, CB# 3365
(919) 962-1204
Susan King, Dean

Charlie Tuggle, Senior Associate Dean for Undergraduate Studies
catuggle@email.unc.edu

Sharon Jones, Director, Student Services
SHJONES@email.unc.edu

The school prepares men and women for careers in media and journalism by offering an academic program that provides a basic liberal arts education, an understanding of the responsibilities of free press and 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 media and journalism careers.

More than perhaps any other field, journalism requires a strong foundation in word usage, grammar, punctuation, and other writing skills, as well as technical proficiency in the use of computers. 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 a semester and during the summer.

Students are responsible for meeting all other graduation requirements. If they have questions about their requirements they should consult an advisor in the school's Student Records and Registration Office (Carroll Hall) or a senior associate dean. Specific information about graduation requirements, advising, registration, and other procedures is also available on the school's Web site.

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.

Department Programs

Majors

• Media and Journalism Major, B.A. (p. 1)
• Business Journalism Major, B.A. (http://catalog.unc.edu/undergraduate/programs-study/business-journalism-major-ba)

Minor

• Media and Journalism Minor (http://catalog.unc.edu/undergraduate/programs-study/media-journalism-minor)

Certificate Programs

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

Graduate Programs

• M.A. in Mass Communication (http://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext)
• Ph.D. in Mass Communication (http://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext)
• M.A. in Technology and Communication (http://catalog.unc.edu/graduate/schools-departments/media-journalism/#programstext)

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 for the country in which the institution that invites ACEJMC is located, 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 mass communications
• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass 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 own 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 listed below, students must

• attain a final cumulative GPA of at least 2.0
• complete a minimum of 45 academic credit hours earned from UNC–Chapel Hill courses
• take at least half of their major course requirements (courses and credit hours) at UNC–Chapel Hill
• earn a minimum of 18 hours of C or better in the major core requirements (some majors require 21 hours).
For more information, please consult the degree requirements section of the catalog (http://catalog.unc.edu/undergraduate/general-education-curriculum-degree-requirements/#degreerequirementstext).

Requirements Outside the School

Government/Politics
Select one from the following list:

- **POLI 101** State and Local Government in the United States
- **POLI 130** Introduction to Comparative Politics
- **POLI 150** International Relations and World Politics
- **POLI 202** The United States Supreme Court
- **POLI 203** Race, Innocence, and the Decline of the Death Penalty

Outside Concentration
At least three courses in another department or school

Total Hours 12

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

1 Students are expected to gain a depth of knowledge of a topic outside the school. Completing another major or minor would fulfill this requirement.

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 Web site and return it to Student Records and Registration in Carroll Hall for approval. They must then meet with an academic advisor in the College of Arts and Sciences to ensure that they can meet all requirements for the second major.

Requirements in Both Study Areas

The degree earned is the bachelor of arts with a major 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 who enter the University in fall 2013 or later must complete a minimum of 39 credits up to a maximum of 48 credits in media and journalism with a grade point average of 2.0 or better. A grade of D in a MEJO core 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. MEJO 393 cannot be counted in the minimum of 39 credit hours required, but will count in the 48 credit hours allowed in media and journalism for graduation and in the total 120-credit hours required by the University. The school will normally accept only six credit hours of media and journalism courses taken at other institutions and requires students to pass exemption examinations to receive credit for certain basic courses. The school typically does not accept transfer credit for MEJO 153.

Of the basic 120 hours for graduation at least 72 hours must be outside media and journalism. Please check the course list below or ConnectCarolina for prerequisite information for MEJO courses.

Students must achieve a passing score of at least 70 on the school’s usage and grammar examination.

Media and Journalism Major, B.A.–Journalism

School Core

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEJO 121</td>
<td>Introduction to Digital Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 141</td>
<td>Media Ethics</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 153</td>
<td>Writing and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>MEJO 340</td>
<td>Introduction to Media Law: Journalism Focus</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>(MEJO 153 is a prerequisite)</td>
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Concentration

At least two courses from Level 1

<table>
<thead>
<tr>
<th>Course Code</th>
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</thead>
<tbody>
<tr>
<td>MEJO 129</td>
<td>Sports Xtra</td>
</tr>
<tr>
<td>MEJO 157</td>
<td>News Editing</td>
</tr>
<tr>
<td>MEJO 180</td>
<td>Foundations of Photojournalism</td>
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<tr>
<td>MEJO 182</td>
<td>Foundations of Graphic Design</td>
</tr>
<tr>
<td>MEJO 187</td>
<td>Foundations of Interactive Media</td>
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<tr>
<td>MEJO 252</td>
<td>Audio Journalism</td>
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<td>MEJO 253</td>
<td>Introduction to Public Affairs Reporting</td>
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At least two courses from Level 2

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MEJO 356</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>MEJO 358</td>
<td>Opinion Writing</td>
</tr>
<tr>
<td>MEJO 390</td>
<td>Special Skills in Mass Communication</td>
</tr>
<tr>
<td>MEJO 421</td>
<td>Television News Reporting and Producing</td>
</tr>
<tr>
<td>MEJO 426</td>
<td>Producing Radio</td>
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<tr>
<td>MEJO 455</td>
<td>Creative Sportswriting</td>
</tr>
<tr>
<td>MEJO 459</td>
<td>Community Journalism</td>
</tr>
<tr>
<td>MEJO 463</td>
<td>News Lab: Creating Tomorrow's News Products</td>
</tr>
<tr>
<td>MEJO 482</td>
<td>Media Design</td>
</tr>
<tr>
<td>MEJO 484</td>
<td>Information Graphics</td>
</tr>
<tr>
<td>MEJO 485</td>
<td>Publication Design</td>
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<td>MEJO 487</td>
<td>Intermediate Interactive Media</td>
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<td>MEJO 488</td>
<td>Multimedia Storytelling: Carolina Photojournalism Workshop</td>
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<tr>
<td>MEJO 489</td>
<td>Photojournalism, Lighting, and Business Techniques</td>
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At least two courses from Level 3

<table>
<thead>
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<tbody>
<tr>
<td>MEJO 522</td>
<td>Producing Television News</td>
</tr>
<tr>
<td>MEJO 523</td>
<td>Broadcast News and Production Management</td>
</tr>
<tr>
<td>MEJO 541</td>
<td>Economics Reporting</td>
</tr>
<tr>
<td>MEJO 542</td>
<td>Business Reporting</td>
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<tr>
<td>MEJO 550</td>
<td>Business and the Media</td>
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<tr>
<td>MEJO 553</td>
<td>Advanced Reporting</td>
</tr>
<tr>
<td>MEJO 557</td>
<td>Advanced Editing</td>
</tr>
<tr>
<td>MEJO 560</td>
<td>Environmental and Science Journalism</td>
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<tr>
<td>MEJO 561</td>
<td>Environmental and Science Video Storytelling</td>
</tr>
<tr>
<td>MEJO 562</td>
<td>Environmental and Science Documentary Television</td>
</tr>
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<td>MEJO 565</td>
<td>Environmental Storytelling</td>
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<tr>
<td>MEJO 570</td>
<td>Data Driven Journalism</td>
</tr>
<tr>
<td>MEJO 580</td>
<td>Photo Stories</td>
</tr>
<tr>
<td>MEJO 582</td>
<td>Advanced Documentary Video Storytelling</td>
</tr>
<tr>
<td>MEJO 583</td>
<td>Advanced Interactive Media</td>
</tr>
</tbody>
</table>
Media and Journalism Major, B.A.

MEJO 584  International Projects
MEJO 585  3D Design Studio
MEJO 589  Motion Graphics

Conceptual Courses

Students must also complete two courses from the following list: 6
MEJO 240  Current Issues in Mass Communication
MEJO 242  From Gutenberg to Google: A History of Media
MEJO 244  Talk Politics: An Introduction to Political Communication
MEJO 245  Sports and the Media (1 credit course)
MEJO 340  The Black Press and United States History
MEJO 349  Introduction to Internet Issues and Concepts
MEJO 424  Media Management and Policy
MEJO 425  Voice and Diction
MEJO 441  Diversity and Communication
MEJO 442  Gender, Class, Race, and Mass Media
MEJO 443  Process and Effects of Mass Communication
MEJO 445  Sports and the Media (1 credit course)
MEJO 446  Global Communication and Comparative Journalism
MEJO 447  International Media Studies
MEJO 448  Freedom of Expression in the United States
MEJO 458  Southern Politics: Critical Thinking and Writing
MEJO 469  Health Communication
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
MEJO 490  Special Topics in Mass Communication (when appropriate topic)  
H
MEJO 511  Digital Media Economics and Behavior
MEJO 527  Leadership in a Time of Change
MEJO 577  The Branding of Me
MEJO 588  Emerging Technologies
MEJO 596  Individual Study
MEJO 691H Introductory Honors Course
MEJO 692H Honors Essay

Captone
Select one course from the following: 3
MEJO 625  Media Hub
MEJO 656  Magazine Writing and Editing
MEJO 681  Photojournalism Projects
MEJO 683  Magazine Design

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.

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

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.

School Core

MEJO 121  Introduction to Digital Storytelling 1  3
MEJO 141  Media Ethics  3
MEJO 153  Writing and Reporting 1  3
MEJO 341  Introduction to Media Law: Advertising, Public Relations, and Strategic Communication Focus  3

Concentration

One course from Level 1 3
MEJO 137  Principles of Advertising and Public Relations
At least three courses from Level 2 9
MEJO 332  Public Relations Writing
MEJO 333  Video Communication for Public Relations and Marketing
MEJO 334  Presentation Design for Strategic Communication
MEJO 371  Advertising Creative
MEJO 372  Advertising Media
MEJO 376  Sports Marketing and Advertising
MEJO 377  Sports Communication
MEJO 379  Advertising and Public Relations Research
MEJO 390  Special Skills in Mass Communication
At least two courses from Level 3 6
MEJO 435  Public Information Strategies
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
MEJO 490  Special Topics in Mass Communication  
H
MEJO 531  Case Studies in Public Relations
MEJO 533  Crisis Communication
MEJO 572  Art Direction in Advertising
MEJO 577  The Branding of Me

Conceptual (at least two courses)  2  6
MEJO 240  Current Issues in Mass Communication
MEJO 242  From Gutenberg to Google: A History of Media
MEJO 244  Talk Politics: An Introduction to Political Communication
MEJO 245  Sports and the Media (1 credit course)
MEJO 340  The Black Press and United States History
MEJO 349  Introduction to Internet Issues and Concepts
MEJO 424  Media Management and Policy
MEJO 425  Voice and Diction
MEJO 441  Diversity and Communication
MEJO 442  Gender, Class, Race, and Mass Media
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<td>Latino Media Studies</td>
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<td>MEJO 445</td>
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<tr>
<td>MEJO 692H</td>
<td>Honors Essay</td>
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**Capstone**

At least one course

- MEJO 634 Public Relations Campaigns
- MEJO 650 Workroom FashionMash Experiential Design
- MEJO 651 Workroom FashionMash Product Design
- MEJO 670 Digital Advertising and Marketing
- MEJO 671 Social Marketing Campaigns
- MEJO 673 Advertising Campaigns
- MEJO 690 Special Topics in Advertising

**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.

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

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

**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*, *Blue & White*, *The Siren*, *Synapse*, and the Her Campus Web site, among others. The school also offers a number of opportunities to gain professional experience including "Carolina Week," "Carolina Connection," "Sports Xtra," *The Durham VOICE*, Reese News 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, Carolinas Association of Black Journalists (affiliated with the National Association of Black Journalists), Electronic News Association of the Carolinas, Society for News Design, National Press Photographers Association, Carolina Association of Future Magazine Editors, 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. The school's career services director 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 maximum of 48 credit hours allowed in media and journalism for graduation and 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 students through the UNC Study Abroad Office, the school has its own study abroad exchanges with top media and journalism schools in Australia, Argentina, Chile, France, Hong Kong, London, and Spain. Students should consult with the school's study abroad advisor (located in Carroll Hall) to determine any media and journalism course credit prior to the study abroad term.

**Undergraduate Scholarships**

Many special scholarships are available to media and journalism majors and to students transferring into the school. For information, see the school's Web site (http://mj.unc.edu) or write the senior associate dean of the school by December 1 for the following academic year.

**Undergraduate Research**

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.