

# SCHOOL OF MEDIA AND JOURNALISM

## Contact Information

### School of Media and Journalism

www.mj.unc.edu (<http://www.mj.unc.edu>)

Carroll Hall, CB# 3365

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## Introduction

The School of Media and Journalism was founded as the Department of Journalism in 1924 and became the School of Journalism in 1950. The school offers a course of study leading to the bachelor of arts with a major in media and journalism, a bachelor of arts with a major in business journalism, and a minor in media and journalism.

When the school was last accredited in 2015 by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the national team stated that the school “has earned a reputation as one of the premier programs.”

Today, more than 10,000 of the school’s alumni are active in every aspect of media and journalism. They hold high positions with newspapers, international news agencies, magazines, Internet companies, broadcasting companies, and advertising agencies; in public relations, business journalism, photo and video journalism, and graphic design; and in research, government, education, and industry.

## Advising

For students who have been accepted to the School of Media and Journalism, advising is available year round on a walk-in basis in Carroll Hall, Student Records and Registration (Rooms 158–160), Monday through Friday, 8:00 a.m. to 5:00 p.m. Students are strongly encouraged to meet regularly with an advisor. Advising for College of Arts and Sciences second majors is available by appointment in Academic Advising, located in Steele Building.

## Graduate School

The school offers an M.A. degree in mass communication and a Ph.D. degree in mass communication. MEJO graduate courses may be used as minor or supplementary courses for the M.A. and Ph.D. in other fields. For further information on the graduate program, write to the associate dean for graduate studies of the School of Media and Journalism or see the school’s Web site.

## Career Opportunities

The school operates a Career Services Office (located in the Student Records and Registration Suite, Carroll Hall), which is designed to fit the right graduating senior (or alumnus or alumna) with the right job.

Students in the school are also encouraged to use the services of University Career Services.

## Contact Information

Information is available from the Office of Student Records and Registration in Carroll Hall, from the Dean’s Office in 117 Carroll Hall, or from the senior associate dean for undergraduate studies. Current and prospective students will also find the school’s Web site (<http://www.mj.unc.edu>) helpful. A weekly newsletter is sent by e-mail to media and journalism majors and prospective majors during the academic year. Contact the assistant dean for communication to be added to the listserv.

## Admission to the School

Students are subject to the requirements in place when they are admitted to the University of North Carolina at Chapel Hill; consequently, the requirements described in this catalog particularly apply to students admitted to the University during the 2017–2018 academic year.

Students enroll in the General College of the University during their first two years, after which they may transfer to the School of Media and Journalism. (Students may take some MEJO courses in the first two years as noted in the section on preparing for the major.) It is highly recommend that students interested in the school declare in advance that their primary major will be in media and journalism. At the same time students should indicate a study area of interest.

Undergraduate admission to UNC–Chapel Hill is handled by the University’s Office of Undergraduate Admissions, and requests for information and application forms should be sent to that office. The Office of Undergraduate Admissions also will advise transfer students on the proper first-year and sophomore courses to take in preparation for junior-year transfer to Chapel Hill from other campuses.

Students typically are admitted to the school when they attain sophomore standing with a total of 45 or more completed hours and have completed most of the requirements of the General College on the Chapel Hill campus or have earned grades of C or better in equivalent courses at other recognized institutions. To qualify for admission from the General College or from another UNC–Chapel Hill department or school, students must meet the minimum overall 3.1 grade point average required for admission to the school. Although students can take up to 24 hours of MEJO courses prior to being admitted, the grade point average policy will be strictly followed. Students will not be admitted to the school to finish the courses required for the degree if they do not meet the grade point average requirement.

Because the University limits the number of transfer students from other institutions, transfer applicants compete for admission to the school on the basis of grade point averages and other academic credentials, and on such matters as commitment to a career in media and journalism and letters of recommendation. The Office of Undergraduate Admissions makes the final decision on admitting transfer students, after consultation with the school.

## Preparation for the Major

Students should take MEJO 153 and MEJO 121 in the first semester of their sophomore year. MEJO 101 and MEJO 102 are open to first-year students and sophomores. Seniors have first priority for courses, then juniors, then sophomores. Many courses require prerequisites and are restricted to majors only.

## Majors

- Media and Journalism Major, B.A. (<http://catalog.unc.edu/undergraduate/programs-study/media-journalism-major-ba>)
- 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>)

## Professors

Penny M. Abernathy, Francesca Dillman Carpentier, Patrick D. Davison, Anne M. Johnston, Susan King, Thomas R. Linden, Seth Noar, Cathy L. Packer, Dan Riffe, Christopher S. Roush, JoAnn Sciarrino, John M. Sweeney, C.A. Tuggle, Jan J. Yopp.

## Associate Professors

Debashis Aikat, Andy R. Bechtel, Lois A. Boynton, Nori Comello, Paul F. Cuadros, Deen Freelon, Barbara G. Friedman, Rhonda Gibson, Heidi J. Hennink-Kaminski, Joe Bob Hester, Michael Hoefges, Daniel Kreiss, Terrence Oliver, Laura A. Ruel, Chad Stevens, Ryan M. Thornburg.

## Assistant Professors

Lucinda Austin, Spencer Barnes, Joe Cabosky, Tori Ekstrand, Dan Kim, Steven King, Allison Lazard, Trevy McDonald, Adam Saffer, Lisa Villamil.

## Professors of the Practice

Richard Clancy, J. Ferrel Guillory, Jim Hefner, Dana McMahan.

## Lecturers

Joan Cates, Valerie K. Fields, Livis Freeman, Jock Lauterer, Paul O'Connor, Lynn Owens, Kate Sheppard.

## Professors Emeriti

John B. Adams, Harry Amana, Richard Beckman, Thomas Bowers, Jane D. Brown, Richard R. Cole, Albert R. Elam, Frank Fee, Robert Lauterborn, Raleigh C. Mann, Philip Meyer, James J. Mullen, Carol Reuss, Donald Shaw, Richard H. Simpson, Charles S. Stone, Leroy Towns, Ruth Walden, Xinshu Zhao.

## MEJO—Media and Journalism Undergraduate-level

### MEJO 89. First-Year Seminar: Special Topics. 3 Credits.

Special topics course. Contents will vary each semester.

**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 100. Grammar for Journalists. 1 Credit.

The goal of this course is to teach students basic skills in grammar, punctuation, and spelling and help prepare them for the school's spelling and grammar exam. Students must earn a score of 70 or above on the exam to receive their degree.

**Grading status:** Letter grade.

### MEJO 101. The Media Revolution: From Gutenberg to Zuckerberg and Beyond. 3 Credits.

An introduction to the various facets of communication from the objective world of news media to the persuasive worlds of advertising, public relations, and social media. Developing skills and strengthening knowledge concerning media and communication industries, their content, and their effects on society as well as on individuals.

**Gen Ed:** SS.

**Grading status:** Letter grade.

### MEJO 102. Future Vision: Exploring the Visual World. 3 Credits.

Survey of visual communication tools, techniques, and theories, and how they may be used in all areas of the mass media, present and future. Not open to students who have already taken MEJO 180, 182, or 187.

**Grading status:** Letter grade.

### MEJO 121. Introduction to Digital Storytelling. 3 Credits.

Restricted to declared journalism majors and minors. Introduces students to the tools and skills needed to engage in quality news-oriented storytelling with audio, video, and multimedia. Students will learn to deliver news stories using multiple platforms, taking advantage of the strengths of each. Previously offered as MEJO 221.

**Grading status:** Letter grade.

### MEJO 129. Sports Xtra. 3 Credits.

In this course students will produce a weekly sports highlights, analysis, and commentary program for distribution via cable television. Students fill all editorial, field production, and studio production positions.

Previously offered as MEJO 429.

**Grading status:** Letter grade.

### MEJO 137. Principles of Advertising and Public Relations. 3 Credits.

Survey of the economics, philosophy, and history of both fields with emphasis on research, foundations, design, execution, and assessment of strategic communication efforts. Provides an understanding of both disciplines, including historical developments, issues and controversies, best practices, career opportunities, and components of successful advertising and public relations campaigns.

**Grading status:** Letter grade.

### MEJO 141. Media Ethics. 3 Credits.

Explore what constitutes ethical practices, what interferes with ethical practices, and what emerging ethical issues may challenge the newest generation of professional communicators. Cases involve print, broadcast, and Internet news media; photojournalism; graphic design; public relations; and advertising.

**Gen Ed:** PH.

**Grading status:** Letter grade.

**MEJO 153. Writing and Reporting. 3 Credits.**

A laboratory course that teaches journalistic skills essential to writing across platforms. Practice in using news gathering tools, such as sourcing and interviewing techniques; writing stories, including leads, organization, quotations, and data; editing for grammar, punctuation, brevity, style, and accuracy; and critical thinking about news values and audiences.

**Gen Ed:** CI.

**Grading status:** Letter grade.

**MEJO 157. News Editing. 3 Credits.**

Study and practice in copyediting, headline writing, and caption writing for print, digital, and social media.

**Requisites:** Prerequisite, MEJO 153.

**Grading status:** Letter grade.

**MEJO 180. Foundations of Photojournalism. 3 Credits.**

An introductory course in photojournalistic technique and content gathering. Students photograph, edit, and publish assignments, including general news events, sports, feature and portrait assignments, and a picture story.

**Grading status:** Letter grade.

**MEJO 182. Foundations of Graphic Design. 3 Credits.**

Principles and practices of design, typography, graphics, and production for visual communication for print and electronic media. Computer graphics and pagination.

**Grading status:** Letter grade.

**MEJO 187. Foundations of Interactive Media. 3 Credits.**

Entry-level course in multimedia storytelling that includes modules on theory; the profession; design; content gathering; and editing, programming, publishing, and usability.

**Grading status:** Letter grade.

**MEJO 240. Current Issues in Mass Communication. 3 Credits.**

Analysis of the interrelationships between United States mass media and the society that they serve.

**Grading status:** Letter grade.

**MEJO 242. From Gutenberg to Google: A History of Media. 3 Credits.**

A historical examination of the changing role of the media professional and forms of media and communication as they have developed in relation to particular social, political, economic, and technological conditions.

**Gen Ed:** HS.

**Grading status:** Letter grade.

**MEJO 244. Talk Politics: An Introduction to Political Communication. 3 Credits.**

An overview of political communication issues and an examination of political campaigns for students who intend to practice communication in the public arena and for those interested in political processes.

**Requisites:** Prerequisite, MEJO 153.

**Gen Ed:** SS.

**Grading status:** Letter grade.

**MEJO 245. Sports and the Media. 1 Credit.**

A comprehensive overview of the relationship between sports and the media. Athletes, coaches, and professionals share what goes into producing the sports journalism that we read, listen to, and watch.

**Grading status:** Letter grade.

**MEJO 252. Audio Journalism. 3 Credits.**

Students learn how to conceive, research, report, and produce audio stories for broadcast on radio and/or streaming on the Web. Students also learn interviewing and reporting techniques that will prepare them for higher-level courses.

**Grading status:** Letter grade.

**MEJO 253. Introduction to Public Affairs Reporting. 3 Credits.**

Exercises in news gathering, interviewing, and writing news regardless of the delivery platform.

**Requisites:** Prerequisite, MEJO 153.

**Grading status:** Letter grade.

**MEJO 332. Public Relations Writing. 3 Credits.**

Service-learning course provides hands-on practice in developing multiplatform communication tools (print, digital, and social media) used by public relations practitioners. Previously offered as MEJO 232.

**Requisites:** Prerequisites, MEJO 137 and 153.

**Gen Ed:** EE-Service Learning.

**Grading status:** Letter grade.

**MEJO 333. Video Communication for Public Relations and Marketing. 3 Credits.**

Introduction to the use of video as a means of communicating with a variety of an organization's publics, both internal and external. Significant emphasis on building professional skills including teamwork, project management, client management, and creative problem solving.

**Requisites:** Prerequisite, MEJO 137.

**Grading status:** Letter grade.

**MEJO 334. Presentation Design for Strategic Communication. 3 Credits.**

Students learn basic principles of graphic design vocabulary and work with related software. By the end of the course, students should be able to accomplish basic design tasks, understand how software applications work together, and be able to use software as a comfortable part of the creative design process.

**Grading status:** Letter grade.

**MEJO 340. Introduction to Media Law: Journalism Focus. 3 Credits.**

Focuses on speech and press freedoms under the First Amendment. Topics include prior restraint, libel, privacy, protection of anonymous sources, free press-fair trial, federal regulation of electronic and new media, freedom of information, intellectual property, and international issues.

**Requisites:** Prerequisite, MEJO 153.

**Grading status:** Letter grade.

**MEJO 341. Introduction to Media Law: Advertising, Public Relations, and Strategic Communication Focus. 3 Credits.**

Focuses on speech and related freedoms under the First Amendment. Topics include commercial speech, corporate speech, libel, privacy, regulated commercial communications, federal regulation of electronic and new media, freedom of information, intellectual property, and international issues.

**Requisites:** Prerequisite, MEJO 153.

**Grading status:** Letter grade.

**MEJO 342. The Black Press and United States History. 3 Credits.**

A chronological survey of the African American press in the United States since 1827. Emphasis is on key people and issues during critical areas in the African American experience.

**Gen Ed:** HS, US.

**Grading status:** Letter grade.

**MEJO 349. Introduction to Internet Issues and Concepts. 3 Credits.**

Students develop an understanding of social, legal, political, and other issues related to the use of the Internet. Offered online.

**Grading status:** Letter grade.

**MEJO 356. Feature Writing. 3 Credits.**

Instruction and practice in writing feature articles for newspapers and magazines. Previously offered as MEJO 256.

**Requisites:** Prerequisite, MEJO 153.

**Grading status:** Letter grade.

**MEJO 358. Opinion Writing. 3 Credits.**

Practice in writing commentary for all forms of mass communication, from journalism to public relations, no matter the delivery format.

Previously offered as MEJO 258.

**Requisites:** Prerequisite, MEJO 153.

**Grading status:** Letter grade.

**MEJO 371. Advertising Creative. 3 Credits.**

Application of findings from social science research; social responsibility of the copywriter and advertiser; preparation of advertisements for the mass media; research in copy testing. Previously offered as MEJO 271.

**Requisites:** Prerequisite, MEJO 137.

**Grading status:** Letter grade.

**MEJO 372. Advertising Media. 3 Credits.**

The media-planning function in advertising for both buyers and sellers of media; the relationships among media, messages, and audiences; computer analysis. Previously offered as MEJO 272.

**Requisites:** Prerequisite, MEJO 137.

**Grading status:** Letter grade.

**MEJO 376. Sports Marketing and Advertising. 3 Credits.**

Examines the range of promotional techniques being used in the modern sports industry. Topics include sponsorships, advertising, merchandising, and the effects of commercialization.

**Grading status:** Letter grade.

**MEJO 377. Sports Communication. 3 Credits.**

Permission of the instructor. Examination of organizations involved in the sports communication field, including publishing, team and league media relations, college sports information offices, broadcasting, and advertising.

**Grading status:** Letter grade.

**MEJO 379. Advertising and Public Relations Research. 3 Credits.**

Critical understanding and application of quantitative and qualitative methods used in the strategic planning and evaluation of advertising and public relations campaigns. Course previously offered as MEJO 279.

**Requisites:** Prerequisite, MEJO 137.

**Gen Ed:** QI.

**Grading status:** Letter grade.

**MEJO 390. Special Skills in Mass Communication. 1-3 Credits.**

Courses on various skills in journalism-mass communication with subjects and instructors 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; 9 total credits. 3 total completions.

**Grading status:** Letter grade.

**MEJO 393. Mass Communication Practicum. 1 Credit.**

Restricted to declared journalism majors and minors. Students work with area media and advertising and public relations firms and meet weekly for consultation and evaluation by the faculty advisor. Must be taken Pass/Fail only.

**Requisites:** Prerequisite, MEJO 153; permission of the instructor for students lacking the prerequisite.

**Gen Ed:** EE-Academic Internship.

**Repeat rules:** May be repeated for credit. 3 total credits. 3 total completions.

**Grading status:** Pass/Fail.

**Advanced Undergraduate and Graduate-level****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 445. 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 446. 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 447. 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 448. 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 449. 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.**

Role of media in United States society and effects on public perceptions of business. Relationship of business press and corporate America. Current issues in business journalism. Previously offered as MEJO 450.

**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 stories 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:** HBEH 562, HPM 552.

**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 provide 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.