

SCHOOL OF MEDIA AND JOURNALISM (GRAD)

Contact Information

School of Media and Journalism

Visit Program Website (<http://www.mj.unc.edu/academics/graduate-studies>)

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The School of Media and Journalism offers programs leading to the master of arts in media and communication, the master of arts in digital communication, and the doctor of philosophy in media and communication. In all of the school's graduate offerings, students are taught to examine critically the role of media in society and are provided with a firm grounding in theory and analysis. By setting high standards for both scholarly and professional achievement, the school seeks to prepare graduates to be leaders and critical thinkers, no matter what career paths they might take.

Financial Assistance for Master's Students

Roy H. Park Fellowships are available to eight incoming master's students each year. Each fellowship provides a \$14,000 annual stipend, payment of tuition and fees, and health insurance. Master's student funding lasts for two years. Continuation of funding beyond the first year is dependent on satisfactory progress in the program and in the work assignment. In return for this funding, each fellow must work as a graduate assistant. These are 15-hour workweeks, and assignments vary according to the needs of the faculty member and the interest and skill level of the student. The Roy H. Park Fellowships are available only to United States citizens and applicants must go through a rigorous selection process, which includes an application.

The **Peter DeWitt Pruden Jr. and Phyllis Harrill Stancill Pruden Fellowship** provides an incoming master's student with a \$14,000 annual stipend, payment of tuition and fees, and health insurance. Master's student funding lasts for two years. Continuation of funding beyond the first year is dependent on satisfactory progress in the program and in the work assignment. In return for this funding, the Peter DeWitt Pruden Jr. and Phyllis Harrill Stancill Pruden fellow must work as a graduate assistant for 15 hours each week during the academic year. Graduate assistantship assignments vary according to the needs of the faculty member and the

interest and skill levels of the student. There is no special application process for these fellowships.

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

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

Financial Assistance for Ph.D. Students

Roy H. Park Fellowships are available to seven incoming doctoral students each year. Each fellowship provides an annual stipend of \$20,500, payment of tuition and fees, \$6,000 of research and travel support, a \$2,500 computer start-up package, and health insurance. Funding lasts for three years. Continuation of funding each year is dependent on satisfactory progress in the program. In return for this funding, each fellow must work as a graduate assistant for 15 hours each week. Each year the school offers a competitive fourth year of Roy H. Park funding for one doctoral student. Additional opportunities for a fourth year of funding are often available through grant-funded projects headed by our faculty. Assistantship assignments vary according to the needs of the faculty member and the interest and skill levels of the students. The Roy H. Park Fellowships are available only to United States citizens and applicants must go through a rigorous selection process, which includes an application.

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

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

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

Master of Arts in Media and Communication

The M.A. in media and communication program is a full-time residential program. Annual enrollment in the program totals about 45 students. The program consists of four areas of study: strategic communication, journalism, visual communication, and theory and research. An M.A.–J.D.

dual-degree program also is offered in partnership with the UNC School of Law.

Requirements

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

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

Length of the Master's Program

Most students complete the master's in media and communication program in two years, typically attending classes full-time during three consecutive semesters and completing the thesis, articles, or project in the fourth semester. Some students find it necessary to stay the summer after their second year to complete their theses, articles, or special projects.

Journalism Area of Study

The journalism area of study prepares students for careers in journalism with the opportunity to specialize in one of four areas: broadcast and electronic journalism, design/editing journalism, reporting, or medical and science journalism. Students learn about all facets of journalism, including research, analysis, writing, reporting, and editing. Because we believe that our professional master's curricula should prepare students to be leaders in the 21st-century workplace, this area of study seeks a balance between critical thinking and technical communication skills.

Journalism master's students complete 36 total credit hours, comprised of 11 courses over three semesters and a final thesis or thesis project in the fourth semester. At least nine courses must be taken within the school, and up to two courses may be taken from related subject fields in other schools and departments of the University or at neighboring universities. Each student is required to take four core courses (research methods, media law, reporting/writing, and multimedia) and three courses in a selected area of specialization. A thesis or project is also required of each student.

Strategic Communication Area of Study

The strategic communication area of study prepares students for advertising, marketing communication, and public relations positions in agencies, corporations, nonprofit organizations, and government. Because we believe that our professional master's curricula should prepare students to be leaders in the 21st-century workplace, this area of study seeks a balance between critical thinking and technical communication skills.

Strategic communication master's students complete 36 total credit hours, comprised of 11 courses over three semesters and a final thesis or thesis project in the fourth semester. At least nine courses must be taken within the school, and up to two courses may be taken from related subject fields in other schools and departments of the University or at neighboring universities. Each student is required to take four core courses (research methods, media law, reporting/writing, and multimedia) and four other required courses (market intelligence, advertising and

marketing, public relations foundations, public relations research). A thesis or project is also required of each student.

Visual Communication Area of Study

With specializations in interactive/graphic design and photo/video, visual communication master's students learn to tell stories on a variety of visual platforms. Because we believe that our professional master's curricula should prepare students to be leaders in the 21st-century workplace, this area of study seeks a balance between critical thinking and technical communication skills.

Visual communication master's students complete 36 total credit hours, comprised of 11 courses over three semesters and a final thesis or thesis project in the fourth semester. At least nine courses must be taken within the school, and up to two courses may be taken from related subject fields in other schools and departments of the University or at neighboring universities. Each student is required to take four core courses (research methods, media law, reporting/writing, and multimedia) and three courses in a selected area of specialization. A thesis or project is also required of each student.

Theory and Research Area of Study

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

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

J.D.–M.A. Dual Degree

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

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

All degree requirements from both schools must be completed before the degrees are awarded, and dual-degree students must apply for concurrent graduation for both degrees the same semester. Students who do not maintain dual-degree status may need to take additional coursework if they pursue either degree separately after being admitted to the dual-degree program.

Master of Arts in Digital Communication (Online)

The master of arts in digital communication (M.A.D.C.) is an online program that offers a rigorous and unique curriculum enabling journalists and communication professionals to prepare for leadership positions in new media, journalism, advertising, public relations, and internal communication. The M.A.D.C. provides students with the knowledge and skills to solve communication problems using the new media tools that are transforming business practices. The M.A.D.C. draws on the expertise of the school's acclaimed faculty to position students for leadership roles in digital media and communication.

Courses use an asynchronous course management system, which means that students are not required to gather online for class at specific times. The M.A.D.C. does feature one-hour synchronous sessions in some courses. These sessions are recorded for students to watch on their own time if they are unable to attend in real time. M.A.D.C. students also are required to attend two on-campus residencies: a two-day orientation and a week-long summer residency between the first and the second year of the program.

The M.A.D.C. program admits one group of no more than 20 students each fall. Each entering class progresses through the program together over a 2.5 year period. Classes are intentionally small with an emphasis on interaction between faculty and students. Additional information is available on the program's Web site (<http://mj.unc.edu/madc>).

Requirements

The 30-credit-hour program consists of a set nine-course curriculum and a three-credit thesis project. These classes are taken in a prescribed order.

Code	Title	Hours
MEJO 711	Writing for Digital Media	3
MEJO 713	Digital Data and Analytics	3
MEJO 715	New Media and Society	3
MEJO 716	Research Methods and Applications	3
MEJO 717	Visual Communication and Information Architecture	3
MEJO 718	Media Law for the Digital Age	3
MEJO 719	Leadership in Digital Media Economics	3
MEJO 720	Strategic Communication	3
MEJO 721	Usability and Multimedia Design	3
MEJO 992	Master's (Non-Thesis)	3

Length of the M.A.D.C. Program

The M.A.D.C. program is designed to be completed in 2.5 years on a part-time schedule. During the first year, students enroll in two courses in the fall, two courses in the spring, and one course in the summer. In the second year, students enroll in two courses in the fall and two courses in the spring. In the third year, students enroll in a nontraditional thesis course in the fall.

Ph.D. in Mass Communication

The Ph.D. in media and communication is designed to prepare students for academic faculty positions or research jobs in communication-related industries. Students complete a core set of classes and work with their advisor to develop a program of study that is interdisciplinary, allowing the student to take full advantage of the University's rich academic

offerings and tailored to meet the specific needs and interests of the student. They learn cutting-edge research methods and acquire a deep understanding of communication theory to help them develop a research program that fits their specific interests. The goal of the program is to produce outstanding scholars who are highly knowledgeable about communication and highly skilled as researchers.

The program is small and selective; no more than 10 to 12 students are admitted each year. Admissions decisions are based not only on the standard criteria described elsewhere in this catalog—GRE scores, grade averages, and letters of recommendation—but also on a determination of whether the applicant's interests and goals fit with those of the program and faculty. For that reason, the statement of purpose and statement of research interests that must accompany an application are extremely important, and applicants are encouraged to be as specific as possible in outlining their research interests and career goals.

Requirements

The doctoral program is designed to be flexible and interdisciplinary, yet designed to ensure that students are equipped to conduct rigorous research and teach or practice in at least one substantive area. Full-time students take four courses each semester for their first two years in the program, for 48 credit hours (400-level and above courses) that combine the three core courses below and electives. In their third year, students enroll in six dissertation credit hours, to total 54 required credit hours, and also complete comprehensive exams.

Code	Title	Hours
MEJO 701	Strategic Communication Research Methods	3
MEJO 705	Theories of Mass Communication	3
MEJO 890	Seminar in Special Topics in Mass Communication (Pro Seminar in Doctoral Studies)	3

The remaining required credit hours must be arrayed into three groups of courses: 1) a substantive area of study consisting of at least 15 hours of coursework; 2) research methods consisting of at least four courses; and 3) at least nine hours of coursework for the development of a secondary area of expertise or exploration of other substantive or methodological areas of the academy. Major and minor substantive areas should be selected from the list of approved substantive areas of study set by the program. The research methods that a student chooses to study must be appropriate to the student's areas of specialization and dissertation topic. Students may take up to half of their course credit hours outside of the school.

Other requirements include

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

Length of the Ph.D. Program

Most students complete the Ph.D. program in three to four years. Students typically complete four courses per semester over their first two

years in the program. In the third year, they take comprehensive exams, defend their dissertation proposals and complete their dissertations. Some students elect to stay a fourth year in order to compete more effectively for research-intensive positions at Research 1 universities or to pursue more ambitious dissertations.

The Graduate School requires students to complete the degree within eight years of first registration in the doctoral program. Reapplication is required to continue pursuing the degree if the eight-year time limit expires. In extenuating circumstances, a student in good academic standing may petition for an extension for a definite, stated period of time (up to one year).

J.D.–Ph.D. Dual-Degree Program

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

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

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

All degree requirements from both schools must be completed before the degrees are awarded, and dual-degree students must apply for concurrent graduation for both degrees the same semester. Students who do not maintain dual-degree status may need to take additional coursework if they pursue either degree separately after being admitted to the dual-degree program.

Professors

Penelope Muse Abernathy, Knight Chair in Journalism and Digital Media Economics; Digital Media, Economics

Francesca Carpentier, James H. Schumaker Professor; Electronic Journalism, Media Effects

Patrick Davison, Julian W. Scheer Term Professor; Visual Communication, Photojournalism

Anne M. Johnston, Parker Distinguished Professor; Media Effects, Women and Media, Political Communication

Susan R. King, Dean; John Thomas Kerr Jr. Distinguished Professor; Women and Media, Political Communication, Broadcast and Electronic Journalism, News Editorial

Thomas R. Linden, M.A. Program Director; Glaxo Wellcome Distinguished Professor of Medical Journalism; Medical Journalism

Seth Noar, Interdisciplinary Health Communication

Daniel Riffe, Richard Cole Eminent Professor; Media Processes and Production

Chris Roush, Walter E. Hussman Sr. Distinguished Professor in Business Journalism News-Editorial Journalism, Business Reporting

John Sweeney, Distinguished Professor in Sports Communication; Advertising, Sports Marketing

Charles A. Tuggle, John H. Stembler Jr. Distinguished Professor; Senior Associate Dean for Undergraduate Studies; Broadcast and Electronic Journalism

Jan Yopp, Walter Spearman Professor; Dean, Summer School; News-Editorial Journalism, Public Relations

Professors of the Practice

Richard Clancy, Edgar Cato Distinguished Professor, Public Relations
Ferrel Guillory, Professor of the Practice of Journalism, Politics and the Media

James Hefner, Professor of the Practice of Journalism, Broadcast and Electronic Journalism

Dana McMahan, Professor of the Practice of Advertising, Advertising

Associate Professors

Debashis Aikat, Media Technology

Spencer Barnes, Visual Communication

Andy Bechtel, Certificate in Digital Communication Program Director; News-Editorial Journalism, Media Ethics

Lois Boynton, Public Relations, Ethics

Nori Comello, Strategic Communication, Identity, and Health

Paul Cuadros, News Reporting

Victoria Ekstrand, Media Law and Ethics

Barbara Friedman, News-Editorial Journalism, Media History

Rhonda Gibson, M.A.D.C. Program Director; Print Journalism, Minorities and Media, Mass Communication Theory

Heidi Hennink-Kaminski, Senior Associate Dean for Graduate Studies; Advertising, Health Communication, Social Marketing

Joe Bob Hester, Advertising

Daniel Kreiss, Ph.D. Program Director; Political Communication, New Media

Suman Lee, Ph.D., International Public Relations, Public Diplomacy, Public Relations Theory

Trevy McDonald, Diversity, Electronic Journalism

Terence Oliver, Visual Communication

Laura Ruel, M.A.T.C. Program Director; Visual Communication

Ryan Thornburg, Reese Felts Distinguished Associate Professor; Director of Reese News Lab, News-Editorial Journalism

Chad Stevens, Visual Communication

Assistant Professors

Lucinda Austin, Public Relations

Joseph Cabosky, Public Relations

Steven King, Multimedia

Allison Lazard, Visual Communication

Adam Saffer, Public Relations

Lisa Villamil, Visual Communication

Lecturers

Joan Cates, Senior Lecturer, Interdisciplinary Health Communication

Valerie Fields, Senior Lecturer, Public Relations

Livis Freeman, Public Relations

Jock Lauterer, Senior Lecturer, News-Editorial Journalism

Professors Emeriti

Harry Amana
 Richard J. Beckman
 Thomas A. Bowers
 Jane D. Brown
 Napoleon Byars
 Queenie Byars
 Richard R. Cole
 George W. Cloud
 David Cupp
 A. Richard Elam
 Frank Fee
 Jean Folkerts
 R. Michael Hoefges
 Robert F. Lauterborn
 Raleigh Mann
 Philip Meyer
 Cathy Packer
 Carol Reuss
 Donald Shaw
 Richard Simpson
 Dulcie Straughan
 Lucila Vargas
 Ruth Walden

MEJO

Advanced Undergraduate and Graduate-level Courses

MEJO 421. Television News Reporting and Producing. 3 Credits.

Permission of the instructor. This course covers writing, reporting, and producing television news stories and programs, with emphasis on basic as well as innovative broadcast story forms.

Requisites: Prerequisites, MEJO 121 and 252.

Grading status: Letter grade.

MEJO 424. Media Management and Policy. 3 Credits.

An introduction to media management, generally, and the supervision and motivation of employees, specifically. The course also delves into policy and legal issues impacting modern media operations. It explores the special skills associated with management of media properties in the context of constant change.

Grading status: Letter grade.

MEJO 425. Voice and Diction. 3 Credits.

Designed to help students develop presentation skills and use voices effectively as professional broadcast journalists.

Grading status: Letter grade.

MEJO 426. Audio Journalism for Radio and Podcasts. 3 Credits.

A practicum class in which students work under faculty guidance to produce news stories, features, interviews, sports, and other audio content. Student work is broadcast on "Carolina Connection" – a weekly radio program – and is distributed on iTunes and other digital platforms. Students also have the opportunity to produce their own podcasts in the Carroll Hall studios.

Requisites: Prerequisite, MEJO 252.

Grading status: Letter grade.

MEJO 430. Personal Finance. 3 Credits.

Learn the concepts of personal finance including mortgages, credit card management, checking accounts, credit ratings and scores, privacy, retirement planning, and stock market investing to help you successfully navigate your finances after graduation. We will explore the concepts of personal finance and also at looking behind the numbers to spot how the consumer might be taken advantage of financially by banking and other institutions.

Grading status: Letter grade.

MEJO 433. UX Strategy and Design. 3 Credits.

Required preparation, a prior or concurrent visual design course, internship, or work experience demonstrating basic graphic design skills. Immersion in experience design (XD) for products and services with a focus on digital user experience (UX), interface design (UI), analytics and marketing strategies. Students use design thinking, research, data, testing, business models, social media, and optimal conversion to engage diverse audiences. Previously offered as MEJO 336.

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 437. Media in Asia. 3 Credits.

The study of media in Asia, including how news and information are disseminated and used by audiences. Includes a trip to the region as part of the course.

Requisites: Prerequisite, MEJO 137 or 153.

Gen Ed: BN, EE- Study Abroad.

Repeat rules: May be repeated for credit. 6 total credits. 2 total completions.

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. Media in the United Kingdom. 3 Credits.

The study of media in the UK 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 356.

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. 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.

Detailed study of page layout and graphics techniques for all forms of news media. Permission of the instructor.

Requisites: Prerequisite, MEJO 182.

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.

Gen Ed: EE- Field Work.

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. Honors version available

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.

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. Permission of the instructor.

Grading status: Letter grade.

MEJO 530. Green Brand Lab. 3 Credits.

Development and design of creative strategies for green products and good services. Students innovate environmentally sustainable products, services, and processes that lead to brand loyalty and positive impact. Triple bottom line: social, ecological and financial strategies, brand development, advocacy communications, research, data, and storytelling come together to make the world a better place. Course previously offered as MEJO 335.

Gen Ed: EE- Field Work.

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: Prerequisite, MEJO 137.

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 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 of news, opinion, features, and sports for print and digital media. Analysis of the writer-editor relationship. 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. Honors version available

Grading status: Letter grade

Same as: HBEH 660, HPM 550.

MEJO 560H. 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 660H, HPM 550H.

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 571. Social Media Analytics. 3 Credits.

An introduction to the analysis of textual data using computer programming-based (so-called "Big Data") methods. Students will learn how to use code (or social listening tools) to analyze and visualize large datasets drawn from traditional and/or social media. No prior programming experience is required.

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.

Permission of the instructor.

Grading status: Letter grade.

MEJO 581. User Experience Design and Usability. 3 Credits.

Theory and practice of user experience design with an emphasis on usability, design theory, aesthetic design, and evaluative methodologies, including analytics and eye tracking research. Permission of the instructor.

Grading status: Letter grade.

MEJO 582. Advanced Documentary Video Storytelling. 3 Credits.

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. Permission of the instructor.

Requisites: Prerequisites, MEJO 121 and 180.

Grading status: Letter grade.

MEJO 583. Advanced Interactive Media. 3 Credits.

Advanced course in multimedia programming languages that includes designing and building dynamic projects. Permission of the instructor.

Requisites: Prerequisite, MEJO 487.

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.

Gen Ed: EE- Field Work.

Grading status: Letter grade.

MEJO 585. 3D Design Studio. 3 Credits.

The use of 3D design and animation to create visual explanations.

Permission of the instructor.

Grading status: Letter grade.

MEJO 588. Emerging Technologies. 3 Credits.

This course will introduce students to storytelling with emerging technologies such as Augmented Reality, Virtual Reality, 360 Video, robots, drones, and other new technologies. Students will have the opportunity to learn and work with the latest VR hardware and create experiences for those platforms. Previously offered as MEJO 660.

Grading status: Letter grade.

MEJO 589. Motion Graphics. 3 Credits.

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. Permission of the instructor.

Requisites: Prerequisite, MEJO 182.

Grading status: Letter grade.

MEJO 591. 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. Previously offered as MEJO 650.

Grading status: Letter grade.

MEJO 592. 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. Previously offered as MEJO 651.

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. Teaching Journalism 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 630. Business News Wire. 3 Credits.

This course teaches students how a news wire operates. Students will report stories about North Carolina companies on a real-time basis and market those stories to state media via e-mail and a Web site.

Grading status: Letter grade.

MEJO 631. Business Journalism Management. 3 Credits.

Learn how to oversee and manage a business news wire, including distribution of content to media organizations, managing an e-mail newsletter, and handling social media. Also involves some reporting and writing.

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 and 379.

Grading status: Letter grade.

MEJO 652. 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. Previously offered as MEJO 551.

Grading status: Letter grade.

MEJO 653. 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. Previously offered as MEJO 552.

Requisites: Prerequisite, MEJO 452, 475 or 652.

Gen Ed: EE- Field Work.

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: Prerequisite, MEJO 379.

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 674. PRSSA Campaigns. 3 Credits.

This capstone class helps you integrate what you've learned in prior classes and apply those skills in researching, planning, and implementing a public relations plan for a real-world client selected by national PRSSA for the annual Bateman competition. Permission of the instructor.

Grading status: Letter grade.

MEJO 681. Photojournalism Projects. 3 Credits.

Permission of the instructor. Students study the documentary tradition and produce stories within the social documentary genre of photojournalism. Students choose a relevant social issue and create a multimedia Web site featuring long-form documentary storytelling. Previously offered as MEJO 481.

Requisites: Prerequisite, MEJO 580.

Grading status: Letter grade.

MEJO 683. Magazine Design. 3 Credits.

Permission of the instructor. Detailed study of page layout and graphics techniques in magazines. Previously offered as MEJO 483.

Requisites: Prerequisite, MEJO 482.

Grading status: Letter grade.

MEJO 690. Special Topics in Advertising. 1-3 Credits.

Courses on special topics in advertising with subjects and instructors varying each semester.

Repeat rules: May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 3 total completions.

Grading status: Letter grade.

MEJO 691H. Introductory Honors Course. 3 Credits.

Permission of the instructor. Required of all students reading for honors in journalism.

Gen Ed: EE- Mentored Research.

Grading status: Letter grade.

MEJO 692H. Honors Essay. 3 Credits.

Permission of the instructor. Required of all students reading for honors in journalism.

Gen Ed: EE- Mentored Research.

Grading status: Letter grade.

Graduate-level Courses**MEJO 701. Strategic Communication Research Methods. 3 Credits.**

Covers theoretical and methodological concepts for interpreting and evaluating applied research in communications. Course content includes a broad range of types of communication research, including laboratory and field experiments, surveys, content analysis, interviewing, focus groups, and ethnography. Students will learn how to interpret and use the results of social science research in professional work and evaluate the methodological choices in applied research.

Grading status: Letter grade.

MEJO 702. Mass Communication Pedagogy. 1-3 Credits.

Investigation of college teaching and academic life, including course planning, syllabus preparation, interpersonal skills, presentational modes, evaluation, and ways of balancing teaching with other expectations.

Grading status: Letter grade.

MEJO 703. Mass Communication Research Methods. 3 Credits.

Covers a broad range of research methods used in industry and academic research. Course content includes the process and organization of writing research; applying a variety of quantitative and qualitative research methods; evaluating research design; and ethical issues inherent in research. Required course for all doctoral students and theory and research master's students.

Grading status: Letter grade.

MEJO 704. Statistics for Social Science Research. 3 Credits.

Permission of the instructor for students lacking the prerequisite. Course examines when and why to use particular statistical tests to address a given research question and provides a framework for understanding research that uses quantitative methods. Prior knowledge of statistics NOT assumed.

Requisites: Prerequisite, MEJO 701.

Grading status: Letter grade.

MEJO 705. Theories of Mass Communication. 3 Credits.

In this course, students receive a broad introduction to the major theoretical perspectives in the field of communication and learn to apply them to their own research. Required of doctoral students and master's students in the theory and research area of study.

Grading status: Letter grade.

MEJO 711. Writing for Digital Media. 3 Credits.

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

Grading status: Letter grade.

MEJO 712. Visual Communication and Multimedia. 3 Credits.

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

Grading status: Letter grade.

MEJO 713. Digital Data and Analytics. 3 Credits.

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

Grading status: Letter grade.

MEJO 714. Database and Web Research. 3 Credits.

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

Grading status: Letter grade.

MEJO 715. New Media and Society. 3 Credits.

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

Grading status: Letter grade.

MEJO 716. Research Methods and Applications. 3 Credits.

This course is designed to help communication professionals make better and more informed research decisions given compelling research challenges and resource constraints.

Grading status: Letter grade.

MEJO 717. Visual Communication and Information Architecture. 3 Credits.

This course explores the overlap between several related disciplines: information visualization and architecture, cognitive science, graphic design and journalism. Content covered includes cognitive psychology, information design, visualization, and ethics.

Grading status: Letter grade.

MEJO 718. Media Law for the Digital Age. 3 Credits.

This course identifies and explains complex legal issues raised by Internet technology and guides students in thinking critically about how those issues can best be resolved.

Grading status: Letter grade.

MEJO 719. Leadership in Digital Media Economics. 3 Credits.

This course examines the broad economic issues facing the media industry, including the changing dynamics of consumer behavior, pricing, loyalty, market segmentation, creative destruction, economic cycles and global competition.

Grading status: Letter grade.

MEJO 720. Strategic Communication. 3 Credits.

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

Grading status: Letter grade.

MEJO 721. Usability and Multimedia Design. 3 Credits.

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

Grading status: Letter grade.

MEJO 730. Public Relations Foundations. 3 Credits.

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

Grading status: Letter grade.

MEJO 732. Public Relations and Strategic Writing. 3 Credits.

Graduate-level public relations writing course that provides hands-on practice in developing multi-platform communication tools used by public relations practitioners. News writing module completed as part of this course.

Requisites: Prerequisite, MEJO 730.

Grading status: Letter grade.

MEJO 740. Media Law. 3 Credits.

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

Grading status: Letter grade.

MEJO 742. Readings in Mass Communication History. 3 Credits.

Directed readings in mass communication history. Required course for Ph.D. students.

Grading status: Letter grade.

MEJO 743. Media Management. 3 Credits.

A study of planning policy functions related to media management concerns.

Grading status: Letter grade.

MEJO 752. Leadership in a Time of Change. 3 Credits.

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

Grading status: Letter grade.

MEJO 753. Reporting and Writing News. 3 Credits.

Provides study and practice of the primary activities of a print journalist: gathering the news and writing about it for publication. Must be used as a basic competency class by master's students. This course cannot be counted toward a program of study for doctoral students.

Grading status: Letter grade.

MEJO 754. Specialized Reporting. 3 Credits.

Reporting of complicated topics, using in-depth backgrounding, investigative reporting techniques, story conferences and documents, and other research data. Required of news-editorial master's students who plan to complete the articles option.

Requisites: Prerequisite, MEJO 753; Permission of the instructor for students lacking the prerequisite.

Grading status: Letter grade.

MEJO 755. Narrative Journalism. 3 Credits.

This course focuses on examining and producing long-form, non-fiction stories in a narrative style for preparation for publication or production. Discussion and examination of the history, style, and differing platforms of non-fiction storytelling will be explored and will include in-depth instruction and review of student work. Required for master's students in the journalism area of study.

Grading status: Letter grade.

MEJO 782. Multimedia Storytelling. 3 Credits.

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

Grading status: Letter grade.

MEJO 790. Special Skills in Mass Communication. 1-3 Credits.

Courses on various skills in journalism-mass communication with subjects varying each semester. This course satisfies a skills- or craft-course requirement. Descriptions for each section available on the school's Web site under Course Details.

Repeat rules: May be repeated for credit; may be repeated in the same term for different topics; 3 total credits. 3 total completions.

Grading status: Letter grade.

MEJO 795. E-Health. 3 Credits.

An overview of the positive and negative impacts of the Internet on public health. Covers research, evaluation sites, ethics, and use of theory that addresses key public health problems.

Grading status: Letter grade

Same as: HBEH 795.

MEJO 801. Professional Seminar in Doctoral Studies. 3 Credits.

Examines the role of doctoral studies in the academy; the components of scholarly writing, the expectations of someone studying for a Ph.D.; and the research, teaching, and service responsibilities of a university professor.

Grading status: Letter grade.

MEJO 810. Seminar in the Psychology of Human-Computer Interaction. 3 Credits.

Examines effects of computers, the Internet and World Wide Web from a psychological perspective. Adopts an empirical approach to understand ways in which people respond to computers and new technologies.

Grading status: Letter grade.

MEJO 811. Persuasion and Social Influence. 3 Credits.

Examines social-scientific theories and concepts related to persuasion and social influence in communications. Topics include antecedents to behavior; automatic processing; source and receiver characteristics; and campaigns.

Grading status: Letter grade.

MEJO 825. Seminar in Interdisciplinary Health Communication. 3 Credits.

Permission required for nonmajors. Interdisciplinary overview of communication theory and research and critical analysis of applications of theory to interventions using communication for health. Three hours per week.

Requisites: Prerequisite, HBEH 730.

Grading status: Letter grade

Same as: HBEH 825.

MEJO 826. Interdisciplinary Health Communication Colloquium. 1.5 Credit.

Open to Interdisciplinary Health Communication graduate certificate and master's track students only. This course is structured for interactive student/faculty discussion on health communication research and practice. Seminar and online blog format.

Repeat rules: May be repeated for credit.

Grading status: Letter grade

Same as: HBEH 826.

MEJO 830. Public Relations Theory & Research. 3 Credits.

Readings, discussions, and research that explores theoretical foundations of public relations and strategic communication and how they are applied academically and professionally.

Grading status: Letter grade.

MEJO 840. Seminar in Media Law. 3 Credits.

Explore free expression theory, research media law perspective and methods. First Amendment theories and interpretations, exposition to, and critical evaluation of, legal research in communication. Identify legal research question, produce paper, and present findings in a scholarly convention presentation and/or publication.

Requisites: Prerequisite, MEJO 740; permission of the instructor for students lacking the prerequisite.

Grading status: Letter grade.

MEJO 841. Issues in Media and Society. 3 Credits.

Readings, discussion, and papers on the roles and responsibilities of mass communication in society.

Grading status: Letter grade.

MEJO 842. Seminar in Mass Communication History. 3 Credits.

Readings, discussion, and projects in mass communication history.

Grading status: Letter grade.

MEJO 843. Theory & Research in Media Processes and Production. 3 Credits.

Explores psychological, ideological, demographic, professional, organizational, economic, and social characteristics that influence the processes and production of communication content.

Grading status: Letter grade.

MEJO 846. Seminar in International Communication. 3 Credits.

Reading and research in selected topics. Focus in recent years has included global news flow, communication and social change, communication in the collapse of communism, Western dominance in international communication, global culture, and the influence of technology.

Requisites: Prerequisite, MEJO 446; permission of the instructor for students lacking the prerequisite.

Grading status: Letter grade

Same as: POLI 846.

MEJO 847. Communication for Social Justice. 3 Credits.

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

Grading status: Letter grade.

MEJO 850. Seminar in Qualitative Methods. 3 Credits.

Survey of naturalistic methods applied to mass communication research, including ethnography, in-depth interviews, life histories, and text-based analysis.

Requisites: Prerequisite, MEJO 701.

Grading status: Letter grade.

MEJO 860. Seminar in Content Analysis. 3 Credits.

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

Grading status: Letter grade.

MEJO 861. Seminar in Survey Research Methods. 3 Credits.

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

Grading status: Letter grade.

MEJO 862. Experimental Design. 3 Credits.

This course focuses on the methodological and design issues in planning an experiment. Students will design an experiment using a step-by-step process to address conceptual challenges for exploring cause-and-effect relationships.

Grading status: Letter grade.

MEJO 870. Seminar in Social and Economic Problems in Advertising. 3 Credits.

Readings, discussion, and papers on advertising as a social and economic force in contemporary society.

Grading status: Letter grade.

MEJO 879. Seminar in Advertising Research. 3 Credits.

Readings and discussion examining theories underlying advertising and the testing of those theories through research projects.

Grading status: Letter grade.

MEJO 890. Seminar in Special Topics in Mass Communication. 3 Credits.

Seminar on various aspects of mass communication, with content and instructors varying each semester.

Repeat rules: May be repeated for credit; may be repeated in the same term for different topics.

Grading status: Letter grade.

MEJO 900. Reading and Research. 1-3 Credits.

Permission of the instructor. Advanced reading or research in a selected field.

Repeat rules: May be repeated for credit; may be repeated in the same term for different topics.

Grading status: Letter grade.

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