

HUSSMAN SCHOOL OF JOURNALISM AND MEDIA (GRAD)

The Hussman School of Journalism and Media offers programs leading to three graduate degrees:

- Master of arts in media and communication
- Master of arts in digital communication (online)
- Doctor of philosophy in media and communication

In all 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

Roy H. Park Fellowships are available to select incoming doctoral students each year. Each fellowship provides an annual stipend of \$20,500, payment of tuition and fees, research and travel support, and health insurance. Park fellows are guaranteed three years of funding. Many doctoral students who desire to study for four years are able to secure a fourth year of funding from other sources.

Continuation of funding each year is dependent on satisfactory progress in the program. Each fellow must work as a graduate assistant for 15 hours each week. 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 school also funds doctoral students through the Richard Cole Fellowship, the Cobbs Scholarship, and the Arey Fellowship. The Cole Fellowship provides the same annual benefits as the Park Fellowships, with the same 15-hour weekly work assignment. Doctoral students are also sometimes funded by external grants supporting UNC Hussman faculty research projects.

The Peter DeWitt Pruden Jr. and Phyllis Harrill Stancill Pruden Fellowship supports master's students in the journalism area of study who are residents of North Carolina, South Carolina, Virginia and Tennessee. There is no special application process for this support.

Each spring, continuing graduate 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 graduate 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 master's in media and communication prepares students to be leaders and critical thinkers through training in skills, communication concepts, and research and analysis. With high standards for scholarly and professional achievement, the program serves individuals interested in entering media and communication professions, professional communicators who want more education in a specialized field, and individuals interested in communication research and teaching. 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. A J.D.–M.A. dual-degree program, part of the theory and research area of study, also is offered in partnership with the UNC School of Law. Beginning in 2023–2024, a new 30-credit area of study in journalism will replace the existing journalism and visual communication curricula.

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.

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. This requirement will change for the journalism area of study for the 2023–2024 academic year.

Length of the Master's Program

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

Journalism Area of Study

The current journalism area of study prepares students for careers in journalism with courses spanning multiple platforms and topic areas. 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 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 literacy for media practitioners, media law, reporting/writing, and digital storytelling) and two required courses.

Beginning in 2023–2024, UNC Hussman will replace this curriculum with a new, 30-credit journalism area of study designed to be completed in

one year. Students will be able to specialize in public life reporting, video journalism or interactive design journalism.

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 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, strategic writing, and digital storytelling). Other required courses include a campaigns course, market intelligence, principles of public relations, and a public relations seminar.

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 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 three core courses (research literacy for media practitioners, media law, reporting/writing) and three courses in a selected area of specialization.

Beginning in 2023–2024, UNC Hussman will no longer offer this area of study. Students interested in video journalism or interactive design journalism will specialize in those areas in the new, 30-credit journalism area of study.

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 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 study. The M.A. portion of the program requires 39 course credit hours and typically follows the theory and research program 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's in digital communication empowers working professionals to advance their careers and bring immediate impact to their organizations. Students explore the economic drivers and technological changes affecting media and communication. Through a rigorous, project-based curriculum, students learn to find trends, patterns, and stories in data and communicate insights that will drive impactful decision-making. Students collaborate closely with faculty and peer professionals, learning to develop effective content creation and dissemination strategies across platforms, deliver unforgettable user experiences, and lead with strategic and entrepreneurial thinking.

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 at another 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.

Requirements

The 30-credit-hour program consists of a redesigned, nine-course curriculum and a three-credit thesis project. These classes are taken in a prescribed order. The 2021 entering cohort is the first to take the full new curriculum, which consists of the following courses, plus MEJO 725: Media Innovation in Practice, which is still in development:

Code	Title	Hours
MEJO 710	Psychology of Audiences	3
MEJO 711	Multi-platform Storytelling	3
MEJO 713	Media Analytics	3
MEJO 719	Leadership and Entrepreneurship	3
MEJO 720	Communication Strategy and Planning	3
MEJO 722	The Business of Media	3
MEJO 723	Visual Literacy and User Experience	3
MEJO 724	Reputation Management	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 Media and Communication

The doctorate in media and communication prepares students to excel in college teaching and research positions or research careers in communication industries. Advancing the body of knowledge through theory building and testing, faculty work closely with each student to develop a program of study that is both interdisciplinary and tailored to meet the specific needs and interests of the student. The goal of the program is to produce outstanding scholars, effective educators, and highly skilled researchers.

The program is small and selective; no more than seven to 10 students enter the program each year. Admissions decisions are based not only on standard criteria 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, but also 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 703	Mass Communication Research Methods	3
MEJO 705	Theories of Mass Communication	3
MEJO 801	Professional 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 and may transfer in up to six credits from previous graduate study in consultation with the Ph.D. program director.

Other requirements include

- At least eight courses, totaling at least 24 credits, of 700-, 800-, and 900-level courses within the Hussman School of Journalism and Media
- 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 communication 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 study.

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

Francesca Dillman Carpentier, W. Horace Carter Distinguished Professor; Media Uses and Effects, Health Communication

Patrick Davison, Visual Communication

Rhonda Gibson, James H. Shumaker Term Professor; Media Uses and Effects, Journalism

Heidi Hennink-Kaminski, Hugh Morton Distinguished Professor; Health Communication; Political, Social and Strategic Communication

Susan R. King, John Thomas Kerr Jr. Distinguished Professor; Journalism

Daniel Kreiss, Edgar Thomas Cato Distinguished Professor; Media Processes and Production; Political, Social and Strategic Communication

Thomas R. Linden, Glaxo Wellcome Distinguished Professor of Medical Journalism; Journalism

Seth Noar, James Howard and Hallie McLean Parker Distinguished Professor; Media Uses and Effects, Health Communication

Terence Oliver, Walter Spearman Distinguished Professor; Visual Communication

John Sweeney, Distinguished Professor in Sports Communication; Strategic Communication

Charles A. Tuggle, John H. Stembler Jr. Distinguished Professor; Media Processes and Production; Journalism

Associate Professors

Debashis Aikat, Media Processes and Production; Political, Social and Strategic Communication; Journalism

Lucinda Austin, Media Uses and Effects; Health Communication; Political, Social and Strategic Communication

Spencer Barnes, Media Uses and Effects, Visual Communication, Health Communication

Andy Bechtel, Journalism

Lois Boynton, Media Processes and Production; Political, Social and Strategic Communication

Nori Comello, Media Uses and Effects; Health Communication; Political, Social and Strategic Communication

Paul Cuadros, Journalism

Joseph Czabovsky, Media Processes and Production; Political, Social and Strategic Communication

Victoria Smith Ekstrand, Legal and Regulatory Issues in Communication

Deen Freelon, Political, Social and Strategic Communication

Barbara Friedman, Media Processes and Production; Political, Social and Strategic Communication; Journalism

Chad Heartwood, Visual Communication

Joe Bob Hester, Media Uses and Effects; Political, Social and Strategic Communication

Steven King, Visual Communication

Allison Lazard, E. Reese Felts Jr. Distinguished Associate Professor; Media Uses and Effects, Health Communication, Strategic Communication

Suman Lee, Media Processes and Production; Strategic Communication

Trevy McDonald, Media Processes and Production; Political, Social and Strategic Communication; Journalism

Amanda Reid, Legal and Regulatory Issues in Communication

Laura Ruel, Visual Communication

Ryan Thornburg, Journalism

Assistant Professors

Shannon McGregor, Political, Social and Strategic Communication

Lee McGuigan, Political, Social and Strategic Communication

Erin Siegal McIntyre, Journalism

Lisa Villamil, Strategic Communication

Xinyan (Eva) Zhao, Political, Social and Strategic Communication

Professors of the Practice

Jules Dixon, Strategic Communication

Dana McMahan, Professor of the Practice of Advertising; Strategic Communication

Teaching Professor

Valerie Fields, Strategic Communication

Teaching Associate Professor

Livis Freeman, Strategic Communication

Teaching Assistant Professor

Gary Kayye, Strategic Communication

Lecturer

Lynn Owens, Stembler Lecturer; Journalism

John Robinson, Stembler Professional in Residence; Journalism

Professors Emeriti

Penelope Muse Abernathy

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

Ferrel Guillory

Jean Folkerts

Anne Johnston

Robert F. Lauterborn

Raleigh Mann

Philip Meyer

Cathy Packer

Carol Reuss

Daniel Riffe

Richard Simpson

Dulcie Straughan

Leroy Towns

Lucila Vargas

Ruth Walden

Jan Yopp

Xinshu Zhao

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 432. Cause Communications. 3 Credits.

This course provides a comprehensive understanding of the role of public relations in the nonprofit realm and a service-learning experience. Students will be introduced to the essential skills and core responsibilities of practicing public relations for the public good. Lectures, case studies, and discussions will be integrated with service-learning experiences in which students apply course concepts to address real concerns and issues of community partners.

Rules & Requirements

Making Connections Gen Ed: EE- Service Learning.

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.

Rules & Requirements

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.

Rules & Requirements

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. Honors version available.

Rules & Requirements

Making Connections Gen Ed: BN, EE- Study Abroad.

Requisites: Prerequisite, MEJO 137 or 153.

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

Grading Status: Letter grade.

MEJO 438. Advertising in the Age of Alexa. 3 Credits.

An exploration of established advertising and brand theory and their evolving best practices in response to decades of continuous digital disruption. Through selected readings, engaging discussion, student research, and live interface with some of today's most enlightened, real-world practitioners, we'll investigate how content on powerful platforms shapes both attitudes and behavior; how marketing communications methods have been challenged and discarded, and why fundamental objectives in creating brand-based relationships remain remarkably constant.

Rules & Requirements

Grading Status: Letter grade.

MEJO 439. Producing for Advertising. 3 Credits.

This class is designed to enhance your understanding and appreciation for the producers' role in the advertising process. Students will be introduced to terminology, roles, shooting fundamentals, and interpreting the written word as they explore the three stages of filmmaking: preproduction, production, and post-production. Students will also learn what goes into bidding, scheduling, and delivering a completed campaign while also delving into client interfacing, legal, and union/nonunion rules.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Making Connections 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.

Rules & Requirements

Making Connections 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.

Rules & Requirements

Making Connections 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.

Rules & Requirements

Making Connections 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.

Rules & Requirements

IDEAs in Action Gen Ed: FC-GLOBAL.

Making Connections 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. Honors version available.

Rules & Requirements

IDEAs in Action Gen Ed: FC-GLOBAL.

Making Connections Gen Ed: EE- Field Work, GL.

Requisites: Prerequisite, MEJO 137 or 153.

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

IDEAs in Action Gen Ed: HI-SERVICE.

Making Connections Gen Ed: EE- Service Learning, US.

Requisites: Prerequisite, MEJO 153.

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.

Rules & Requirements

Making Connections 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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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. Honors version available.

Rules & Requirements

IDEAs in Action Gen Ed: FC-QUANT.

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Making Connections 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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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. Honors version available.

Rules & Requirements

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.

Rules & Requirements

Making Connections 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.

Rules & Requirements

Requisites: Prerequisite, MEJO 137.

Grading Status: Letter grade.

MEJO 532. International Public Relations. 3 Credits.

This course aims to introduce students to the global and international perspectives of public relations. Corporations, governments, and non-government organizations (NGOs) actively seek to build and maintain mutually beneficial relationships with the public in other countries beyond their national boundaries. Public relations agencies serve foreign clients facing a variety of issues and challenges on a global scale. Key literature on international public relations, public diplomacy, global reputation management, and international media relations will be covered.

Rules & Requirements

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.

Rules & Requirements

Requisites: Prerequisite, MEJO 137.

Grading Status: Letter grade.

MEJO 537. Washington Experience. 3 Credits.

This course is an intensive, semester-long course that will introduce students to political communication and organizations and individuals from the Hussman School's vast alumni and friend network. Political communication spans everything from political journalism and public relations to advertising and marketing. The hallmark of the class is a week in Washington D.C. during fall break when students will visit various social media firms, journalism, party, and advocacy organizations, political consultancies, and legislative offices.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Requisites: Prerequisite, MEJO 153.

Grading Status: Letter grade.

MEJO 544. Career Exploration and Preparation. 3 Credits.

This course will provide detailed information about all communications careers, help you discover which careers best suit you, make sure your brand matches your career choice, help you maximize mentor relationships while becoming more effective networkers, and help you better understand all available job search resources. This will essentially be the final step in making sure you look and sound impressive while your portfolios maximize the magnitude of your experience.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Requisites: Prerequisites, MEJO 153 and 253.

Grading Status: Letter grade.

MEJO 557. News Editing. 3 Credits.

Concentration on the editing of news, including writing of headlines, captions and posts for social media. Students may not receive credit for both MEJO 157 and MEJO 557.

Rules & Requirements

Requisites: Prerequisite, MEJO 153.

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.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

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.

Rules & Requirements

Grading Status: Letter grade.

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

 **IDEAs in Action Gen Ed:** FC-QUANT.

Making Connections 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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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. Honors version available.

Rules & Requirements

 IDEAs in Action Gen Ed: FC-GLOBAL.

Making Connections 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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & 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. Honors version available.

Rules & Requirements

Making Connections 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. Honors version available.

Rules & Requirements

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. Honors version available.

Rules & Requirements

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. Honors version available.

Rules & Requirements

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. Honors version available.

Rules & Requirements

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. Honors version available.

Rules & Requirements

Making Connections Gen Ed: EE- Field Work.

Requisites: Prerequisite, MEJO 452, 475 or 652.

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.

Rules & Requirements

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. Honors version available.

Rules & Requirements

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. Honors version available.

Rules & Requirements

 **IDEAs in Action Gen Ed:** HI-SERVICE.

Making Connections 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. Honors version available.

Rules & Requirements

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.

Rules & Requirements

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. Honors version available.

Rules & Requirements

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.

Rules & Requirements

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. Honors version available.

Rules & Requirements

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.

Rules & Requirements

 **IDEAs in Action Gen Ed:** RESEARCH.

Making Connections 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.

Rules & Requirements

 **IDEAs in Action Gen Ed:** RESEARCH.

Making Connections 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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

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

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.

Rules & Requirements

Requisites: Prerequisite, MEJO 701; permission of the instructor for students lacking the prerequisite.

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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 710. Psychology of Audiences. 3 Credits.

Why do audiences do what they do? How can data be harnessed and interpreted to help drive communication strategy? With the fields of social psychology, consumer behavior, and market research as guides, students will identify an audience's motivations, values, and attitudes to more effectively analyze the what, why, and how of audience behavior. They will explore existing and emerging applied research techniques such as focus groups, eye-tracking, surveys, and facial mapping. Restricted to students in the M.A. in Digital Communication program.

Rules & Requirements

Grading Status: Letter grade.

MEJO 711. Multi-platform Storytelling. 3 Credits.

How are messages communicated through multiple platforms? How do media professionals balance and navigate their blurring roles as producers/consumers, writers/readers, and message senders/message receivers? Students will create flexible and strategic stories that can be disseminated through a variety of channels, including social media platforms, podcasts, video, and text. They will emerge with skills for content marketing, social media, or journalistic storytelling. Restricted to students in the M.A. in Digital Communication program.

Rules & Requirements

Grading Status: Letter grade.

MEJO 713. Media Analytics. 3 Credits.

How do communicators extract useful information and knowledge from data in digital and social platforms? What do data actually mean, and how can that knowledge be used strategically? Students will learn to apply data in a variety of ways, from data-driven storytelling to creating actionable insights. They will learn to identify the appropriate analytics tools for projects, uncover stories in data, and analyze data to make evidence-based decisions. Restricted to students in the M.A. in Digital Communication program.

Rules & Requirements

Grading Status: Letter grade.

MEJO 717. Information Visualization. 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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 719. Leadership and Entrepreneurship. 3 Credits.

How does one mobilize an organization to action, regardless of job title? How does an employee influence decisions up, down, and across a company? Drawing lessons from organizational psychology and change management, students will explore challenges faced by today's media innovators and anyone hoping to make an impact in government, corporate, or non-profit arenas. They will learn to drive change, adapt their thinking, and innovate more effectively, whether in an established organization or a start-up. Restricted to students in the M.A. in Digital Communication program.

Rules & Requirements

Grading Status: Letter grade.

MEJO 720. Communication Strategy and Planning. 3 Credits.

How do communicators determine when and where to engage with target audiences? With all the media options available, how does one decide what to do and what not to do, based on the consumer decision journey? Students will develop the strategic skills needed to execute a go-to-market plan, enabling them to market anything to anyone. They will learn to find an underlying business problem, set attainable communications goals, and craft a compelling message that spreads. Restricted to students in the M.A. in Digital Communication program.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 722. The Business of Media. 3 Credits.

What are the broad economic issues affecting today's media landscape? How do media leaders evaluate the strategies of their businesses and competitors? Students will explore these questions for the industry through a comparative case study approach, investigating specific business challenges confronting start-ups and established companies. They will analyze the drivers of other content providers, such as streaming services, online aggregators, and commerce sites, to gain lessons applicable across industry segments. Restricted to students in the M.A. in Digital Communication program.

Rules & Requirements

Grading Status: Letter grade.

MEJO 723. Visual Literacy and User Experience. 3 Credits.

What is distinctive, usable, and understandable design? How is it central to a communicator's success? Students will explore best practices in online user experience (UX), user interface design, and website/app usability testing. They will experience a flexible and creativity-based learning environment while developing methods to design for user needs, strategies to map and optimize the user journey through visual elements, and visual literacy techniques to ensure success when managing digital design decisions. Restricted to students in the M.A. in Digital Communication program.

Rules & Requirements

Grading Status: Letter grade.

MEJO 724. Reputation Management. 3 Credits.

How do communicators strategically measure, monitor, and manage the organizational assets of brand image and reputation? What is the impact of reputation in business practice? Through a comparative case study approach, students will learn how to assign value to and manage reputation, regardless of their professional role and whether they work in the government, corporate, or non-profit sector. They will examine how crisis communication and corporate social responsibility influence reputation.

Rules & Requirements

Grading Status: Letter grade.

MEJO 730. Principles of Strategic Communication. 3 Credits.

Introduction to strategic communication used by corporations, government agencies, and nonprofits to build and grow relationships with stakeholders. Students explore communication leadership skills by assessing goals-based research, critiquing strategic effectiveness of campaigns, and developing an original case study that meets the criteria for a national competition. Competency class for MA students; PhD students must have instructor permission.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 743. Media Management. 3 Credits.

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

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 754. Advanced 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.

Rules & Requirements

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

Grading Status: Letter grade.

MEJO 755. Narrative Writing. 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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 782. Digital 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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

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

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

Rules & Requirements

Requisites: Prerequisite, HBEH 730.

Grading Status: Letter grade.

Same as: HBEH 825.

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.

Rules & Requirements

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.

Rules & Requirements

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

Grading Status: Letter grade.

MEJO 841. Research in Media and Intersectionality. 3 Credits.

This course provides analytical frameworks for examining and critiquing the role of media, with a focus on gender, race, class and other, intersecting categories of identity. Students will produce cultural analyses and criticism of media structures, content and audience reception, through research, writing and dialogue.

Rules & Requirements

Grading Status: Letter grade.

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

Readings, discussion, and projects in mass communication history.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 850. Qualitative Research Methods. 3 Credits.

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

Rules & Requirements

Requisites: Prerequisite, MEJO 701.

Grading Status: Letter grade.

MEJO 851. Textual Analysis. 3 Credits.

Textual analysis is a set of methods that focuses on written, visual and spoken language—what it represents and how it's used to make sense of the world. Qualitative text-based approaches are transdisciplinary and treat media texts as cultural artifacts that contain traces of socially constructed realities. These methods will be explored in reading and discussion, and students will complete original research.

Rules & Requirements

Grading Status: Letter grade.

MEJO 860. 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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 861. 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.

Rules & Requirements

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.

Rules & Requirements

Grading Status: Letter grade.

MEJO 863. Computational Research Methods. 3 Credits.

A graduate-level introduction to the analysis of textual data using computer programming-based (so-called "Big Data") methods. Students will learn how to use code to analyze and visualize large datasets drawn from traditional and/or social media, as well as discuss best practices for interpreting and theorizing the results. No prior programming experience is required.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

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.

Rules & Requirements

Repeat Rules: May be repeated for credit.

MEJO 993. Master's Research and Thesis. 3 Credits.

Rules & Requirements

Repeat Rules: May be repeated for credit.

MEJO 994. Doctoral Research and Dissertation. 3 Credits.

Rules & Requirements

Repeat Rules: May be repeated for credit.

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

mjgrad@unc.edu

919.843.8307

Dean

Raul Reis

Senior Associate Dean for Graduate Studies

Heidi Hennink-Kaminski

h2kamins@email.unc.edu

Assistant Director, Graduate Studies

Casey Hart

caseyhart@unc.edu

Graduate Student Services Coordinator

Ann Schmitt

amschmit@email.unc.edu

Contact Information

School of Media and Journalism