JOURNALISM MAJOR (B.S.)

Purpose
The purpose of the journalism major is for the student to be able to create and prepare news and content in a fashion appropriate for all media; from digital to video to traditional in an ever-growing and changing media market. This prepares the student for careers such as content producer and manager, reporter, copywriter, editor, columnist, sports writer and freelance writer.

Program Learning Outcomes
The student will be able to:

1. Utilize best practices for journalism while maintaining a Christian worldview.
2. Research and create content based on journalist practices and principles.
3. Prepare news and content in a format and style appropriate for traditional and social media platforms.

Program of Study
Delivery Format: Residential Only

- Journalism (B.S.) - Resident

Career Opportunities

- Anchor
- Blogger
- Communications coordinator
- Editor
- News reporter
- Social media editor/writer/content developer
- Sports reporter
- Writer

Courses

JOUR 220  News Writing & Reporting I  3 Credit Hour(s)
Prerequisite: ENGL 101
This course provides a survey of media journalism formats and writing techniques for each. The course is designed to enhance the appreciation of the journalism professional as well as provide an understanding of the basic techniques used by the professional to inform and/or persuade audiences. Students will write objective news stories using the inverted pyramid and complete circle, produce copy for broadcast news stories, create online news stories and be introduced to the basics of blogging.
Offered: Resident

JOUR 225  Media Writing  3 Credit Hour(s)
Prerequisite: ENGL 101
This course provides a survey of mass communication media formats and writing techniques from news for print and broadcast, to advertising and public relations. The course is designed to enhance the appreciation of the mass communication professional as well as provide an understanding of the basic techniques used by the professional to inform and/or persuade audiences. Students will write news stories, produce copy for broadcast news, create an advertising package, and develop a public service announcement. (Formerly COMS 220)
Offered: Resident and Online

JOUR 234  Modern Copy Editing  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
A writing course that emphasizes advanced grammar skills, copy editing across multiple platforms, and proofreading, as well as reporting and headline writing, tease and tag writing, legal and ethical considerations, and attention to layout and design.
Offered: Resident and Online

JOUR 354  News Writing and Reporting II  3 Credit Hour(s)
Prerequisite: (JOUR 220 or COMS 220 or JOUR 225) and (RSCH 201 or Inquiry Research with a score of 80 or Research with a score of 80 or Research (prior to 2017-2018) with a score of 80)
The study and practice of news story preparation, including a step-by-step breakdown of each stage of story development for both print and electronic media. The student will concentrate on learning to write reporting style, which is different from expository writing. The student will develop responsibility for the accuracy and clarity of the work from gathering the information to assembling it into an article intended to inform and perhaps persuade. (Formerly COMS 354)
Offered: Resident

JOUR 356  Social Media Writing  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
This course explores writing for various social media platforms and how they fit into a marketing plan. Students learn practical techniques used in producing social media content that promotes audience affinity and loyalty.
Offered: Resident and Online

JOUR 358  Strategic Web Writing (Blogging)  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225 or COMS 220
This course covers the study and practice of writing blogs for information, promotion, persuasion, and entertainment. The students will learn to craft their writing efforts in order to reach a variety of different audiences, including writing for media, businesses, nonprofit organizations and personal platforms. This course will allow students to build a portfolio.
Offered: Resident

JOUR 360  Media Convergence  3 Credit Hour(s)
Prerequisite: ARTS 222 and (DIGI 225 or COMS 225) and (JOUR 354 or COMS 354)
This course features a hands-on approach that allows students to develop news stories using a variety of traditional media as well as social media such as Twitter, Facebook and Instagram. The media convergence class will help the student prepare material that is suitable for a portfolio.
Offered: Resident
JOUR 370  Sports Writing  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
This course provides a survey of sports writing styles and will examine the elements that comprise a well-written sports story or column including such elements as narrative flow, colorful detail and appropriate quotations.
Offered: Resident

JOUR 373  Editorial and Opinion Writing  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
A study in presenting opinions in a persuasive manner through research and writing. Students will develop skills to produce a commentary on contemporary issues that inform, persuade and change attitudes and actions. (Formerly COMS 373)
Offered: Resident

JOUR 374  Magazine Writing and Editing  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
An advanced magazine writing course focusing on writing and selling full-length magazine articles with additional emphasis on magazine article editing and knowledge of the marketplace. (Formerly COMS 374)
Offered: Resident

JOUR 375  Community Reporting  3 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
Examines the principles and practices of community journalism, offering students extensive hands-on experience in writing localized content. Special emphasis is given to the individual and group creation of targeted content.
Offered: Resident

JOUR 390  Champion Practicum  1 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
This course provides opportunities to apply what has been explored in the classroom through the operation of The Liberty Champion, our Liberty University student-run newspaper. Practicum is designed to enhance those acquired skills and knowledge and provide the student with the opportunity to build a portfolio for employment. (Ad/PR students should request a sales assignment.) (Formerly COMS 390)
Offered: Resident

JOUR 391  Advertising Design and Photography Practicum  1 Credit Hour(s)
Prerequisite: (JOUR 220 or JOUR 225) and (ARTS 222 or ARTS 224)
This course provides opportunities to apply what has been explored in the classroom in the area of advertising design. Practicum is designed to enhance those acquired skills and knowledge and provide the student with the opportunity to build a portfolio for employment, using real clients and their advertising placed in the Champion newspaper. (Formerly COMS 391)
Offered: Resident

JOUR 396  Advertising Practicum  1 Credit Hour(s)
Prerequisite: JOUR 220 or JOUR 225
While priority will be given to Advertising/PR concentration students, this course is open as an elective to students majoring in Business Administration with the Marketing Cognate or to Sport Management majors. Students will work in support of the Advertising and Public Relations agency operated in the Department of Communication Studies under the wing of the Advertising/PR concentration. Students must enroll in this class if they plan to compete in Ad Team or Public Relations Student Society of America (PRSSA) contests. This practicum gives students the experience needed prior to getting an internship or a job in advertising or public relations or marketing or management. (Formerly COMS 397)
Offered: Resident

JOUR 482  Senior Project  3 Credit Hour(s)
Prerequisite: (ARTS 222 and DIGI 224) or (JOUR 354 and DIGI 225)
This is a capstone course and a requirement for Digital Media and Communication Arts majors in the Journalism concentration. In a culminating activity, students produce three stories of professional quality designed for digital multimedia platforms. Students attend a weekly seminar and work independently under the supervision of a faculty member. Students will be required to immerse themselves in a specific beat such as education, business, medicine, sports, etc. for their news content.
Offered: Resident

JOUR 485  Investigative Reporting  3 Credit Hour(s)
Prerequisite: JOUR 354
An in-depth study of research, story development, interview techniques and writing for investigative stories in mass media. Critical thinking and analysis will be developed as students review court documents and interview witnesses of cases and seek to evaluate the evidence. Research will be developed into a news story. (Formerly COMS 485)
Offered: Resident and Online

JOUR 497  Special Topics  1,3 Credit Hour(s)
Offered: Resident

JOUR 498  Professional Practicum  1 Credit Hour(s)
Prerequisite: (JOUR 354 or COMS 354) and (DIGI 225 or COMS 225 or COMS 224 or DIGI 224) and ARTS 222
This is a course designed for senior who are working for an on campus media group as an editor or producer. It is meant to give academic credit for the experience that gain as a leader for media outlet.
Offered: Resident