

JOURNALISM (JOUR)

JOUR 213 Introduction to Journalism 3 Credit Hour(s)

This course provides a history of journalism. The course is designed to provide an understanding of the basic techniques used by professionals to inform journalism. Students will write news stories in journalistic format and be introduced to the history of journalism.

Offered: Online

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 for both broadcast and written forms of media. 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)

Resident 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

JOUR 303 Reporting and Writing 3 Credit Hour(s)

This course provides a survey of media journalism formats. 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 written forms of media. Students will write 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: Online

JOUR 345 Producing Digital News 3 Credit Hour(s)

Prerequisite: DIGI 343 and JOUR 220

Students will learn advanced principles of producing, scripting, news gathering, and studio work for producing newscasts across broadcast and digital platforms. This will include practice in planning, writing, and editing as well as producing a newscast as aired for a local broadcast. Course work and assignments will prepare the student for working under a deadline in the production of a professional newscast.

Offered: Resident

JOUR 354 News Writing and Reporting II 3 Credit Hour(s)

Prerequisite: JOUR 220 and DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225

The practice of news story preparation, with emphasis given to the examination of principles and practices of community journalism, offering students extensive hands-on experience in writing localized content. The student will develop responsibility for the accuracy and clarity of the work from gathering the information to assembling it into a multimedia product. Special emphasis is given to individual and group creation of stories.

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 357 E-News Reporting 3 Credit Hour(s)

Prerequisite: DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225 and JOUR 220

The practice of news story preparation, with emphasis given to the examination of principles and practices of entertainment journalism. The student will develop responsibility for the accuracy and clarity of the work from gathering the information to assembling it into a multimedia product. Special emphasis is given to individual and group creation of stories.

Offered: Resident

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 Writing and Editing for Digital Magazine and Features 3 Credit Hour(s)**Prerequisite:** JOUR 220 and DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225

An advanced digital magazine production course focusing on investigating and reporting of feature stories in both print and broadcast formats including exploration of documentary production.

Offered: Resident**JOUR 375 Community Reporting 3 Credit Hour(s)****Prerequisite:** ((JOUR 220 and JOUR 225) or (JOUR 213 and JOUR 303))

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 and Online**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)****Resident Prerequisite:** DIGI 175 and DIGI 220 and DIGI 224 and DIGI 225 and JOUR 220**Online 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