

# JOURNALISM (COMJ)

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**COMJ 2129** Publication Laboratory **1 SCH (2)**

Practical experience in publications. The course may be repeated for a maximum of 6 semester hours of credit. Prerequisite: COMM 2311.

**COMJ 3304** Feature and Special Articles **3 SCH (3)**

Identifying and developing feature story ideas. Reporting and writing feature articles and arranging for appropriate pictures for publication in newspapers or periodicals. Emphasis on training students in identifying markets for nonfiction writing. Prerequisite: junior standing.

**COMJ 3321** Principles of Advertising **3 SCH (3)**

Advertising writing, layout, typography and art work. Advertising campaigns, selling, practice exercises and advertising work for publication.

**COMJ 3327** Digital Photojournalism **3 SCH (2-3)**

Technical and artistic aspects of digital photography and digital photojournalism. Storytelling through the lens; analysis of photographic images. Prerequisites: 6 semester hours of COMM, COMJ, and/or ARTS.

**COMJ 4301** History of Journalism **3 SCH (3)**

Development of the newspaper in England and the United States with attention to the social, economic and political forces which brought about changes in journalistic techniques and in basic ideas as to newspaper functions. Study of the careers of noted journalists.

**COMJ 4302** Editorial Writing **3 SCH (3)**

Purpose and style of editorial comment. Editorial page editing. Prerequisite: junior standing.

**COMJ 4309** Advanced Advertising **3 SCH (3)**

Experience with professional-style presentations to national and international clients. Prepares students for the American Advertising Federation's National Student Advertising Competition. Prerequisite: COMJ 3321.

**COMJ 4322** Public Relations **3 SCH (3)**

Principles of public relations and their application in business, industry, education, government, social agencies and other institutions; the media of public relations; research methods used in public relations; journalistic implications of the public relations process. Case studies and analysis. Practice in public relations planning and writing.

**COMJ 4324** Advanced Public Relations **3 SCH (3)**

Crisis management and problem solving through journalism and communications. Theoretical basis for public relations; laws and ethics concerning the profession. Prerequisite: COMJ 4322.