

international studies major 12 sh

Choose one of the following options:

- a. A Regional Concentration
- b. The Global Studies Field
- c. Foreign language study (eight semester hours) plus one elective selected from courses approved for the major

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**TOTAL** 20 sh

Students are strongly encouraged to include a study abroad experience.

**INT 221. THE WORLD IN THE TWENTIETH CENTURY** 4 sh

(Cross-listed with HST 221. See HST 221 for description.)

**INT 141. INTERNATIONAL RELATIONS** 4 sh

(Cross-listed with POL 141. See POL 141 for description.)

**INT 461. SENIOR SEMINAR** 4 sh

The senior seminar is a capstone experience designed for majors. This course offers practical experience in researching, writing and presenting a senior thesis which builds on previous work in global studies and the regional concentration.

**INT 481. INTERNSHIP IN INTERNATIONAL STUDIES** 2-4 sh

Designed to provide students with opportunities to work in professional positions related to international affairs. Internships are intended to provide practical experience for future careers in government, nongovernmental organizations (development/humanitarian) and business. They may be arranged both in the United States and overseas. Prerequisite: permission of program coordinator.

**INT 491. INDEPENDENT STUDY** 2-4 sh

Open to junior or senior majors with permission of instructor.

**INT 499. RESEARCH** 1-4 sh

Designed to allow students the opportunity to engage in an empirical or theoretical study in collaboration with a faculty member. Research projects may include reviewing relevant literature, developing a research design, data collection, analysis and presentation of findings. This may also include a presentation to the International Studies faculty and/or a SURF presentation. Prerequisite: permission of program coordinator.

## ***Journalism and Communications***

Dean, School of Communications: Professor Parsons

Chairs, Journalism and Communications: Associate Professors Book, Grady

Professor: Copeland

Associate Professors: Costello, M. Frontani, Gisclair, Guiniven, Hatcher, B. Lee, Padgett, Ward-Johnson

Assistant Professors: J. Anderson, Barnett, Burns, Bush, Eke, Fulkerson, Gaither, Gibson, W. Johnson, Landesberg, Makemson, T. Nelson, Skube

Lecturer: Cowen, Piland, Saltz

Instructors: Lashley, Scott

Adjuncts: Childers, Fox

The words communications and community come from the same linguistic root. A democratic community is built through freely and accurately telling citizens about the world they live in. As a result, communications is essential for people to stay in touch with each other and with government, business and other institutions in society.

The School of Communications offers two majors: Journalism and Communications (the latter with three emphases: Broadcast and New Media, Corporate Communications and Cinema).

The curriculum has several important themes: We live in a global world, we live in a digital world and students should reflect the highest ideals of their disciplines, such as serving the public good and promoting citizenship in a democracy. These themes are integrated into a curriculum that emphasizes writing, research and analytical thinking. While technology is important, the School's overarching emphasis is on the content of ideas and information.

Students complement in-class work with involvement in campus media including the campus newspaper *The Pendulum* and *Pendulum Online*, WSOE-FM and Elon Student Television (ESTV).

A broad university education prepares students to be knowledgeable people in a complicated world, and the School's curriculum provides the concepts and skills to succeed in a chosen career. About half of the School's graduates go directly into media and communications careers. The other half find that having communications expertise prepares them well for graduate school, law school, business opportunities and public service.

**For all Journalism and Communications majors:**

**ACCREDITATION RULE.** All students must complete at least 80 credit hours outside the School of Communications, with 65 or more of those hours in the liberal arts and sciences.

**REQUIRED INTERNSHIP OR WORK EXPERIENCE.** All students must complete a supervised internship or professional work experience in communications. Students seeking academic credit enroll in JCM 381 Communications Internship for one, two, three or four credit hours, based on 80 work-hours per credit hour. Or students can independently arrange, in accordance with School guidelines, their own noncredit professional work experience of at least 80 work-hours. The School verifies that the work experience was satisfactorily completed. (Credit earned through COE Co-op Work Experiences cannot count toward the major or toward the 80 hours required outside the School of Communications.)

**DOUBLE MAJOR.** To encourage students to develop a second area of academic depth, the School of Communications waives eight hours of JCM electives for any student completing a double major outside the School. For example, a student majoring in both Journalism and History would need to complete Journalism requirements and only 44 JCM hours instead of the normal 52 hours.

**A major in Journalism** requires the following courses:

|         |  |           |
|---------|--|-----------|
| JCM 200 | Communications in a Global Society   | 4 sh      |
| JCM 218 | Media Writing  | 4 sh      |
| JCM 220 | Digital Media Convergence  | 4 sh      |
| JCM 300 | Reporting for the Public Good  | 4 sh      |
| JCM 325 | Editing and Design   | 4 sh      |
| JCM 360 | Media History  | 4 sh      |
| JCM 364 | Web Publishing   | 4 sh      |
| JCM 381 | Communications Internship<br>Work Experience in Communications (noncredit) | 1-4 sh or |
| JCM 395 | Media Law and Ethics   | 4 sh      |
| JCM 495 | Great Ideas: Capstone in Communications                                    | 4 sh      |

|   |      |
|---|------|
| At least one course selected from:      | 4 sh |
| JCM 320 Photojournalism                 |      |
| JCM 330 Broadcast Journalism            |      |
| JCM 334 Communications Research         |      |
| JCM 420 Design and Information Graphics |      |
| JCM 425 Specialized Reporting           |      |

Choice of additional JCM courses to total at least 52 hours in the School of Communications (eight hours of JCM electives are waived for any student completing a double major outside the School)

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**TOTAL** **52 sh**

**A major in Communications/Broadcast and New Media** requires the following courses:

|         |  |                  |
|---------|--|------------------|
| JCM 200 | Communications in a Global Society   | 4 sh             |
| JCM 218 | Media Writing  | 4 sh             |
| JCM 220 | Digital Media Convergence  | 4 sh             |
| JCM 302 | Broadcasting in the Public Interest  | 4 sh             |
| JCM 322 | Writing for Electronic Media   | 4 sh             |
| JCM 360 | Media History  | 4 sh             |
| JCM 366 | Television Production  | 4 sh             |
| JCM 381 | Communications Internship<br>Work Experience in Communications (noncredit) | 1-4 sh <b>or</b> |
| JCM 395 | Media Law and Ethics   | 4 sh             |
| JCM 495 | Great Ideas: Capstone in Communications                                    | 4 sh             |

At least one course selected from:

|         |                                   |
|---------|-----------------------------------|
| JCM 330 | Broadcast Journalism              |
| JCM 334 | Communications Research           |
| JCM 340 | Audio Production                  |
| JCM 345 | The Art of Film and Video Editing |
| JCM 350 | Broadcast Performance             |

Choice of additional JCM courses to total at least 52 hours in the School of Communications (eight hours of JCM electives are waived for any student completing a double major outside the School)

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**TOTAL** **52 sh**

**A major in Communications/Corporate** requires the following courses:

|         |  |                  |
|---------|--|------------------|
| JCM 200 | Communications in a Global Society   | 4 sh             |
| JCM 218 | Media Writing  | 4 sh             |
| JCM 220 | Digital Media Convergence  | 4 sh             |
| JCM 304 | Public Relations and Civic Responsibility                                  | 4 sh             |
| JCM 324 | Strategic Writing and Presentation   | 4 sh             |
| JCM 334 | Communications Research  | 4 sh             |
| JCM 381 | Communications Internship<br>Work Experience in Communications (noncredit) | 1-4 sh <b>or</b> |
| JCM 395 | Media Law and Ethics   | 4 sh             |
| JCM 404 | Corporate Campaigns  | 4 sh             |

|  |   |              |
|--|---|--------------|
| JCM 495  | Great Ideas: Capstone in Communications | 4 sh         |
| At least one course selected from:   |   | 4 sh         |
| JCM 327  | Corporate Publishing                    |              |
| JCM 352  | Corporate Video                         |              |
| JCM 364  | Web Publishing                          |              |
| Choice of additional JCM courses to total at least 52 hours in the School of Communications (eight hours of JCM electives are waived for any student completing a double major outside the School) |   |              |
| In addition, at least one School of Business course selected from:   |   | 4 sh         |
| ECO 201  | Principles of Economics                 |              |
| BUS 303  | Introduction to Management              |              |
| BUS 304  | Introduction to Marketing               |              |
| ACC 201  | Principles of Financial Accounting      |              |
| FIN 303  | Introduction to Finance                 |              |
| <b>TOTAL</b>   |   | <b>56 sh</b> |

**A major in Communications/Cinema** requires the following courses:

|  |  |              |
|--|--|--------------|
| JCM 200  | Communications in a Global Society   | 4 sh         |
| JCM 218  | Media Writing  | 4 sh         |
| JCM 220  | Digital Media Convergence  | 4 sh         |
| JCM 306  | Development and Social Influence of Cinema                                 | 4 sh         |
| JCM 344  | Screenwriting  | 4 sh         |
| JCM 358  | Film Production  | 4 sh         |
| JCM 368  | The Documentary  | 4 sh         |
| JCM 381  | Communications Internship<br>Work Experience in Communications (noncredit) | 1-4 sh or    |
| JCM 395  | Media Law and Ethics   | 4 sh         |
| JCM 495  | Great Ideas: Capstone in Communications                                    | 4 sh         |
| At least one course selected from:   |  | 4 sh         |
| JCM 342  | Film Theory and Analysis   |              |
| JCM 345  | The Art of Film and Video Editing  |              |
| JCM 367  | Film Aesthetics and Design   |              |
| JCM 369  | The Auteur Director  |              |
| Choice of additional JCM courses to total at least 52 hours in the School of Communications (eight hours of JCM electives are waived for any student completing a double major outside the School) |  |              |
| <b>TOTAL</b>   |  | <b>52 sh</b> |

**A minor in Communications** requires the following courses:

|                              |                                    |              |
|------------------------------|------------------------------------|--------------|
| JCM 200                      | Communications in a Global Society | 4 sh         |
| JCM 211                      | Professional Speaking and Rhetoric | 4 sh         |
| JCM 218                      | Media Writing                      | 4 sh         |
| Twelve hours of JCM elective |                                    | 12 sh        |
| <b>TOTAL</b>                 |                                    | <b>24 sh</b> |

**A minor in Cinema** requires the following:

JCM 306 Development and Social Influence of Cinema 4 sh

Choose an additional 16 hours from the following: 16 sh

JCM 342 Film Theory and Analysis

JCM 346 African Film

JCM 349 The South in Film

JCM 369 The Auteur Director

JCM 371 Special Topics (in cinema)

**or** these JCM courses with prerequisites:

JCM 344 Screenwriting

JCM 345 The Art of Film and Video Editing

JCM 358 Film Production

JCM 367 Film Aesthetics and Design

JCM 368 The Documentary

**or** film courses offered in GST and other disciplines, with prior approval of the dean's office.

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**TOTAL** 20 sh

**JCM 200. COMMUNICATIONS IN A GLOBAL SOCIETY** 4 sh

Contemporary mass media play a vital role in society, both locally and globally. In this course, students study the importance of books, magazines, newspapers, recordings, movies, radio, television and the Internet, and the messages carried through news, public relations and advertising. The course emphasizes the relationship of media and democracy, theories related to media effects, the diversity of audiences and the global impact of communications.

**JCM 210. PUBLIC SPEAKING** 2 sh

Students learn principles for speaking in public settings, with significant in-class presentation and out-of-class topical research. The course focuses on the structure and effective delivery of ideas, use of language, supporting evidence, reasoning and emotional appeals, diction, pronunciation and nonverbal communication. Credit not given in the major for both JCM 210 and 211.

**JCM 211. PROFESSIONAL SPEAKING AND RHETORIC** 4 sh

Students learn principles for speaking in both public and organizational settings, with significant in-class presentation and out-of-class topical research and rhetorical analysis. The course focuses on the structure and effective delivery of ideas, use of language, supporting evidence, reasoning and emotional appeals, diction, pronunciation and nonverbal communication. Introduces ancient Greek and modern American rhetorical examples. Credit not given in the major for both JCM 210 and 211.

**JCM 218. MEDIA WRITING** 4 sh

Clear, logical writing is necessary to communicate effectively to an audience. This course focuses on background research, interviews, accuracy, attribution and styles of writing (print, broadcast, online, news releases). Superior grammar and language skills are required through passage of an exam, and Associated Press style is introduced.

**JCM 220. DIGITAL MEDIA CONVERGENCE** 4 sh

Convergence is the blending of text, sounds and images in the media environment to create new media. This course features units on visual literacy, photo editing, audio processing, video editing and Web publishing. Students learn theories of aural and visual aesthetics and produce individual Web pages. Prerequisite: C- or better in JCM 200.

- JCM 235. INTERPERSONAL COMMUNICATION** **2 sh**  
 Interpersonal relationships can be enhanced through the acquisition and development of communication skills. Topics include self-concept, perception, conversation skills and conflict resolution.
- JCM 237. SMALL GROUP COMMUNICATIONS** **2 sh**  
 The effectiveness of small-group communications can be enhanced through the acquisition and development of skills related to committee, team and work-group processes.
- JCM 251. COMMUNICATIONS STUDIES ABROAD** **4 sh**  
 Students who study abroad can earn credit for specialized study on a communications topic.
- JCM 300. REPORTING FOR THE PUBLIC GOOD** **4 sh**  
 Students focus on gathering and writing news that is accurate, logical and compelling. This course analyzes good writing by professional journalists and teaches the importance of the sound and sense of words. Students discuss concepts such as civic journalism, the watchdog function of the news media, ethical practice and journalism's role in serving the public good in a democracy. Prerequisite: C- or better in both JCM 200 and 218.
- JCM 302. BROADCASTING IN THE PUBLIC INTEREST** **4 sh**  
 Broadcasting was conceived and is regulated to serve the public interest. This course provides a philosophical, historical, technological and social overview of the broadcast and electronic media industries. It focuses on broadcast economics, management, audience analysis, programming, media effects, governmental policy and FCC regulation in the public interest. Prerequisite: C- or better in both JCM 200 and 218.
- JCM 304. PUBLIC RELATIONS AND CIVIC RESPONSIBILITY** **4 sh**  
 Public relations is the bridge between an organization and its many publics. This course emphasizes the theories, strategies and techniques in organizational environments (corporate, not-for-profit, associations, agencies, government) and studies historical roots, formation of public opinion, crisis management, marketing and the ethical requirements to be a responsible corporate citizen. Prerequisite: C- or better in both JCM 200 and 218.
- JCM 306. DEVELOPMENT AND SOCIAL INFLUENCE OF CINEMA** **4 sh**  
 The cinema has a rich history as an art form, from silent films to today. This course explores the social influence of cinema, both American and international. Students will analyze cinema as a business enterprise and entertainment medium as well as an art form.
- JCM 310. ADVERTISING: PRINCIPLES AND PRACTICE** **4 sh**  
 Advertising is a creative communications process between messenger and consumer. This course studies the research foundation and the techniques used in creating advertising for print, electronic and online media. Topics include history, ethics, social dynamics, economic implications for society and the global spread of advertising.
- JCM 311. INTERNATIONAL COMMUNICATIONS** **4 sh**  
 Media systems differ substantially in the Americas, Europe, Asia, Africa and the rest of the world. In this course, students examine the media systems of many countries, stressing the chief problems of communications across cultural, economic, sociological and political barriers. Prerequisite: junior standing.
- JCM 315. MEDIA AND CULTURE** **4 sh**  
 The media shape American culture; in turn, culture shapes the media. This course considers media as a ritual of every-day culture and maps the uneasy and parallel developments of consumer culture and democratic society.

- JCM 316. POLITICS IN MASS MEDIA** **4 sh**  
 The media have a tremendous effect on the American political system in terms of news coverage, candidate visibility, political messages and the creation of public opinion. This course traces the evolution of media impact to the present day.
- JCM 317. RELIGION AND MEDIA** **4 sh**  
 Religion and media are two powerful influences in society. This course analyzes how they intersect through news coverage of religious issues and the presentation of religious themes in the entertainment media. Topics include the history of religious communication, covering religion as news, religion's use of television and the Internet, religious messages in movies and media portrayals of religious people and traditions. Prerequisite: REL 121 or 134.
- JCM 318. ORGANIZATIONAL COMMUNICATIONS** **4 sh**  
 Every organization has its own internal patterns and practices of communication. This course addresses the theories and workplace issues related to culture, teams, interpersonal relations and organizational strategy. Students analyze global, technological and ethical dimensions of communication in organizations.
- JCM 320. PHOTOJOURNALISM** **4 sh**  
 Photojournalism is the visual reporting of news. Students produce digital photojournalism by translating ideas and newsworthy information into visual form. The course emphasizes composition, lighting, storytelling and editing, along with the history of photojournalism and its legal and ethical frameworks. Prerequisite: JCM 220.
- JCM 322. WRITING FOR ELECTRONIC MEDIA** **4 sh**  
 Writing for radio, television and other electronic media has its own style, form and content approaches. Students focus on writing news, commercials, public service announcements and other copy for the ear. This course teaches the importance of the sound and sense of words, and students discuss contemporary issues. Prerequisite: C- or better in both JCM 200 and 218.
- JCM 324. STRATEGIC WRITING AND PRESENTATION** **4 sh**  
 This course emphasizes the preparation and delivery of messages applicable to public relations, advertising and media relations. Informative and persuasive methods include news releases, backgrounders, speech writing, employee publications, annual reports, news conferences, multimedia, public service announcements and oral presentations to a variety of audiences. Prerequisite: JCM 304.
- JCM 325. EDITING AND DESIGN** **4 sh**  
 Precision in word usage and style and an aesthetic sense of design are valuable in publications. Students practice crafting content, editing copy, writing headlines, using photos and graphics, writing captions and designing pages. Prerequisite: C- or better in both JCM 200 and 218.
- JCM 326. FEATURE WRITING** **4 sh**  
 Students in this course study writing styles and write feature articles for newspapers and magazines. The course applies techniques of fiction such as narrative, characterization, dialogue and scenes to nonfiction writing. Prerequisite: C- or better in JCM 218.
- JCM 327. CORPORATE PUBLISHING** **4 sh**  
 Print and Web media (publications, public relations, advertising and the Internet) are used to communicate with internal and external publics. This course emphasizes effective visual design and publishing for corporate purposes. Prerequisite: JCM 220.
- JCM 330. BROADCAST JOURNALISM** **4 sh**  
 Students report, write, edit and produce local news, commentary and sports coverage. They also analyze good broadcast journalism, audience research, effects research and production. Prerequisite: JCM 220 and either 300 or 322.

- JCM 334. COMMUNICATIONS RESEARCH** **4 sh**  
 Theoretical and methodological knowledge is necessary to properly conduct and apply mass communication research. This course explores public opinion polling, marketing research and qualitative methods, and highlights surveys, content analysis, focus groups and audience analysis. Prerequisite: JCM 300, 302, 304 or 306.
- JCM 338. MAGAZINE PUBLISHING** **4 sh**  
 This course examines the magazine publishing industry from its origins to today. Students explore industry trends toward specialization and magazine publishing processes including concept, planning, writing, editing, advertising, production, promotion and distribution of a finished product.
- JCM 340. AUDIO PRODUCTION** **4 sh**  
 Sound is an important element in media communications. This course analyzes production techniques applicable in radio, television, cinema and online (editing, music and sound effects, signal processing and multi-channel production). Students learn studio operation, producing, writing and performing. Prerequisite: JCM 220.
- JCM 342. FILM THEORY AND ANALYSIS** **4 sh**  
 This course surveys classical and contemporary film theory. Students study critical approaches to the study of film including formalism, realism and expressionism. This is an intensive writing course in film theory and criticism, including film reviews.
- JCM 344. SCREENWRITING** **4 sh**  
 Writing for the cinema requires plot development, narrative, characterization, dialogue and scenes. This course explores film formats such as drama, comedy and documentary. Students write scripts of varied lengths. Prerequisite: C- or better in both JCM 200 and 218.
- JCM 345. THE ART OF FILM AND VIDEO EDITING** **4 sh**  
 Students study film and video editing with an emphasis on the art of montage. The course examines the historical and theoretical evolution of editing, and students complete projects using computer-based editing systems. Prerequisite: JCM 220.
- JCM 346. AFRICAN FILM** **4 sh**  
 Students examine films produced in Africa and study the “language” created by African cinema. The course concentrates on the history of the continent and the problems of tradition versus modernity as expressed in African film.
- JCM 349. THE SOUTH IN FILM** **4 sh**  
 The American South has been a focal point of film through the years. Each work is studied from two viewpoints: the time of the film (historical setting) and the time of the filming (historical context). The course shows how the South and its historical stereotypes have been portrayed to the world and to Southerners themselves.
- JCM 350. BROADCAST PERFORMANCE** **4 sh**  
 This course emphasizes effective presentation of ideas and information on radio and television. Students focus on vocal and visual presentation, voice and diction, pronunciation, appearance, gestures and movement. Prerequisite: JCM 220.
- JCM 352. CORPORATE VIDEO** **4 sh**  
 Broadcast media are used to communicate with internal and external publics. This course emphasizes achieving an organization’s goals through informing, persuading and entertaining. Students focus on research, writing, and both studio and remote video production. Prerequisite: JCM 220.
- JCM 358. FILM PRODUCTION** **4 sh**  
 Students in this course explore concepts of film-style cinematography and editing. Students are responsible for writing, shooting and editing their own productions using video and computer-based editing systems. Prerequisite: JCM 220.

- JCM 360. MEDIA HISTORY** **4 sh**  
 This course examines the development, growth and impact of media in America. It studies the major trends, important personalities, technological advancements, diversity of audiences and societal impact ranging from colonial newspapers in the 1600s to today's print and electronic media.
- JCM 364. WEB PUBLISHING** **4 sh**  
 In this advanced study of online publishing, students analyze the effective use of the Internet as a publication tool and its impact on society. Students experiment with diverse ways of using media such as text, graphics, sound and video to effectively transmit information and data and to interact with users. Prerequisite: JCM 220.
- JCM 365. INTERACTIVE AND NEW MEDIA** **4 sh**  
 Students analyze the history and structure of interactive and newer media forms (such as DVD, CD-ROM and the Internet) and explore their potential uses. This course experiments with interactive presentations and emerging media, using a media theory framework and models drawn from the fields of cognition and graphic design. Prerequisite: JCM 220.
- JCM 366. TELEVISION PRODUCTION** **4 sh**  
 Students explore the principles and techniques in television broadcasting and other video media. Studio and field assignments emphasize the aesthetics of teleproduction and the centrality of effective audio. Students research, write and produce news, commercials and public service announcements. Prerequisite: JCM 220.
- JCM 367. FILM AESTHETICS AND DESIGN** **4 sh**  
 This course provides a conceptual framework for designing and creating cinema and television programs. It focuses on applied visual aesthetics including production design, camera composition, color, motion, editing, sound effects and music. The course highlights the relationship between story content and artistic form. Prerequisite: JCM 220 and 306.
- JCM 368. THE DOCUMENTARY** **4 sh**  
 Students trace the origins of the documentary and its status today, ranging from news documentaries to nature and travel films to major artistic documentaries. Students produce documentary projects outside of class. Prerequisite: JCM 220 and 306.
- JCM 369. THE AUTEUR DIRECTOR** **4 sh**  
 The auteur theory proposes that the greatest movies are dominated by the personal vision of one person, the director. This course examines the career of a specific director, emphasizing that director's auteur characteristics. Students view selected films from the director's filmography and write about particular auteur characteristics. Prerequisite: JCM 306.
- JCM 371. SEMINAR: SPECIAL TOPICS** **1-4 sh**  
 Recent examples include Media Management, Global Press Freedom and Ethics, Philanthropy and Corporate Communications, Magazine Writing, The Pulitzer Prizes and Advertising Copywriting.
- JCM 380. MEDIA WORKSHOP** **1 sh**  
 An on-campus practicum with student media, featuring weekly instruction from a faculty advisor. Prerequisite: approval of dean's office. Maximum of 4 credit hours applied toward major.
- JCM 381. COMMUNICATIONS INTERNSHIP** **1-4 sh**  
 An off-campus, professionally supervised internship in journalism, broadcast and new media, corporate communications or cinema. Students secure an internship with guidance from the School's internship office and enroll for one, two, three or four credit hours, based on at least 80 work-hours per credit hour. An internship involves creation

of a student portfolio, reflection assignments and supervisor evaluations. Maximum of four hours of internship credit may apply toward the major. Prerequisite: approval of School's internship director.

**JCM 395. MEDIA LAW AND ETHICS** **4 sh**

The First Amendment is the philosophical foundation for freedom of speech and press in America. This course distinguishes between forms of communication that have constitutional protection and those with limitations (libel, privacy, copyright, censorship, commercial speech, broadcast licensing, access to information). Students explore the foundations of moral reasoning and apply ethical responsibilities to communications cases. Prerequisite: junior status.

**JCM 404. CORPORATE CAMPAIGNS** **4 sh**

This course provides for the application of public relations strategies and techniques through the creation of a communications campaign for real clients. Students engage in audience analysis, budget preparation and development of a strategic plan for corporate, nonprofit, association and/or government clients. Prerequisite: JCM 304, 324 and 334.

**JCM 420. DESIGN AND INFORMATION GRAPHICS** **4 sh**

In this advanced course, students focus on effective design, information graphics and photo editing for newspapers, magazines and other publications. Students apply that knowledge to design projects. The course analyzes use of type, images and color. Prerequisite: JCM 325 or 327.

**JCM 425. SPECIALIZED REPORTING** **4 sh**

Advanced students investigate the techniques used to research and report complex political, social and economic issues related to specialized areas of news coverage such as business writing, sports writing and opinion writing. Strategies are developed for individual reporting projects, and students explore story topics, sources and pitfalls. Prerequisite: JCM 300.

**JCM 430. TELEVISION NEWS REPORTING** **4 sh**

In this advanced study of electronic news gathering, students analyze current examples of news and public affairs programming as well as research, write, edit and produce television news packages. Prerequisite: JCM 330.

**JCM 491. INDEPENDENT STUDY** **1-4 sh**

Students work with a faculty member on a rigorous project outside the domain of traditional coursework. Prerequisite: approval of dean's office. Maximum of four credit hours applied toward major.

**JCM 495. GREAT IDEAS: CAPSTONE IN COMMUNICATIONS** **4 sh**

Students examine the importance of free expression in a democracy and other great ideas, and trends such as media convergence, global communications, media consolidation and the impact of new technologies. The course assesses student learning of professional values and competencies, and students create a capstone project. Prerequisite: senior status. Students must pass this course with a grade of C- or better.

**JCM 499. RESEARCH** **1-4 sh**

Students create an original research project guided by a faculty mentor. A research proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of the dean's office.

## Latin American Studies

Coordinator: Professor C. Brumbaugh

The Latin American Studies minor offers an opportunity to study one of the most diverse and fascinating regions of the world. It enables students to supplement their major with coursework in two or more disciplines that explore the ways in which Latin Americans have expressed their culture and identity through language, literature and the arts. Courses in the minor investigate the collective aspirations of Latin Americans through their social and political behavior, cultural priorities and responses to community, national and international issues as well as the physical environment. With an area two and one half times larger than the United States and a population nearly twice that of the United States, Latin America is a region of growing significance. Hemispheric relationships are expanding in terms of trade, immigration and cultural expression. The minor addresses Latin America as an important region of intrinsic interest, allowing students pursuing any major to expand their understanding of the history, social dynamics and cultural diversity of the area. The minor is beneficial to students interested in careers in teaching, law, health care, business, communications, the arts, nonprofits, government and other fields, and for students wishing to pursue graduate degrees with emphasis on area studies or foreign language.

**A minor in Latin American Studies** requires 20 semester hours selected from the following list of courses and others approved by the program coordinator. No more than 12 hours may be chosen from any one discipline. Up to eight hours of study abroad courses that emphasize Latin American subject matter may count for the minor, as approved by the program coordinator.

### Language Proficiency

Intermediate proficiency in the Spanish language is a concurrent requirement for the minor. This requires students to either pass the Spanish placement exam at the SPN 122 level, pass SPN 122 for an additional four hours, or pass SPN 121 and SPN 122 for an additional eight hours beyond the 20 hours required for the minor. Students using these courses to meet the concurrent requirement are advised to take them as early as possible.

|         |   |        |
|---------|---|--------|
| ENG 335 | Latin American Literature and Culture       | 4 sh   |
| GEO 342 | Gender and Environment in South America     | 4 sh   |
| HST 341 | Modern Central American History             | 4 sh   |
| HST 350 | History of Brazil                           | 2 sh   |
| HST 351 | History of Mexico                           | 2 sh   |
| HST 353 | Colonial Latin America                      | 4 sh   |
| HST 354 | Modern Latin America                        | 4 sh   |
| POL 368 | Latin American Politics                     | 4 sh   |
| SOC 363 | Latin American Social Movements             | 4 sh   |
| SOC 364 | Inequality and Development in Latin America | 4 sh   |
| SPN 334 | Latin American Civilization                 | 4 sh   |
| SPN 335 | Latinos in the U.S.                         | 4 sh   |
| LAS 491 | Independent Study                           | 4 sh   |
| LAS 481 | Internship in Latin American Studies        | 4 sh   |
| LAS 499 | Research                                    | 1-4 sh |

**TOTAL**

**20 sh**