

MASS COMMUNICATION: JOURNALISM (MCJR)

MCJR 2362. News Reporting. 3 Hours.

This course covers theory and practice in covering news stories for mass media outlets, including those of public safety, government, education, health care, legal issues, and politics. Emphasis is placed on covering current events with written text, photos, audio and video.

Prerequisite: MCOM 1332.

MCJR 3301. Podcasting. 3 Hours.

Students plan, create and launch journalistic podcasts with specific, non-fiction topics and high professional standards. High-quality audio will be recorded in on-campus recording facilities with hands-on instruction. The class also explores critical issues, practical effects and digital communities surrounding podcasting and audio journalism.

Prerequisite: a score of 80 or higher on the grammar module, MCOM 1332, MCOM 1371, MCOM 2371, and MCJR 2362.

MCJR 3360. Specialized Writing. 3 Hours.

This course will cover study and practice in writing for mass media in specialized areas. Emphasis is on developing a level of writing suitable for publication. Course may be repeated as topics vary.

Prerequisite: A score of 80 of higher on the Grammar Module, MCOM 1332, and either (MCOM 1371, MCOM 2371, and MCJR 2362) or (9 additional hours of MCOM).

MCJR 3361. Broadcast Journalism. 3 Hours.

This class emphasizes the theory, techniques, and practice of television journalism. Emphasis is on writing and editing news copy and honing style and content skills appropriate for effective broadcast news writing. MCJR 3361 also requires production of broadcast news content and involves discussion of current issues facing broadcast journalists. Students are expected to produce original content for broadcast on Cable Channel 7.

Prerequisite: A score of 80 of higher on the Grammar Module, MCOM 1332, and either (MCOM 1371, MCJR 2362, and MCOM 2371 or MCPD 3374) or (9 additional hours of MCOM).

MCJR 3362. Media Criticism. 3 Hours.

This course explores mass communication theory, focusing on social-behavioral and critical-cultural approaches. It emphasizes how the same issues (e.g. media violence) recur over time and how ideas about media have changed as new media technologies have emerged.

Prerequisite: A score of 80 of higher on the Grammar Module, MCOM 1332, and either (MCOM 1371, MCJR 2362, and MCOM 2371 or MCPD 2374) or (9 additional hours of MCOM).

MCJR 3363. Spanish-Language Broadcasting. 3 Hours.

Students report and produce bilingual English and Spanish-language news content for the El Gato streaming radio station. Students will conduct interviews, field recordings, audio editing and other procedures both in English and in Spanish. Spanish-language media markets, differences and similarities between English and Spanish journalism practices, bilingual reporting techniques, and job-hunting strategies will also be covered.

Prerequisite: Either MCOM 1332, MCOM 1371, MCJR 2362, (MCOM 2371 or MCPD 2374), and a score of 80 or higher on the Grammar Module; or MCOM 1332, MCOM 1371, and faculty approval.

MCJR 3364. Editing News Copy. 3 Hours.

This course focuses on the editor's functions in handling news copy from writing to production. Content includes copy editing and headline writing, picture cropping, caption writing, typography, graphics, source verification and leadership in the newsroom. MCOM 1332 and either (MCOM 1371, MCJR 2362, and MCOM 2371 or MCPD 2374 and a score of 80 or higher on the Grammar Module) or (MCOM 2362 and 6 additional hours of MCOM).

MCJR 3365. Broadcast Performance. 3 Hours.

This course will prepare students for positions in announcing broadcast journalism for television, radio, and online. Students will examine techniques of voice and movement on television news, broadcast news announcing styles, interviewing techniques, and specialized announcing of events such as sports or cultural events.

Prerequisite: MCOM 1332 and either (MCOM 1371, MCJR 2362, and MCOM 2371 or MCPD 2374, and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

MCJR 3366. Photojournalism. 3 Hours.

This course will focus on reporting through the photo. The student will study the applications of news, feature, sports, weather, environmental portraiture and the photo essay. Fundamental principles of photojournalism such as history, freedom of press, ethics and the power of the image to convey the message.

Prerequisite: MCOM 1332 and 9 additional hours of MCOM.

MCJR 3367. Public Affairs Reporting. 3 Hours.

Students cover news stories important to the public and community such as government, education, and criminal justice. Students explore best practices in community journalism and public affairs reporting in text and a variety of digital platforms with a particular focus on the connections between local, national and international news coverage.

Prerequisite: MCJR 2362.

MCJR 3369. Designing and Producing Scholastic Media. 3 Hours.

Students examine the principles of layout and design of school newspapers, magazines, and yearbooks. This course is designed for future educators preparing to teach journalism and may serve as advisors for student publications. Through in-depth examination of each publication's function, students will develop skills necessary to effectively communicate with readers through visual elements.

Prerequisite: MCOM 1330, MCOM 1332, MCOM 1371, MCOM 2371 or MCPD 2374 and a score of 80 or higher on the Grammar Module.

MCJR 4361. TV News Producing. 3 Hours.

This course offers advanced instruction and practice in student-produced TV newscasts. Students are assigned duties for producing a newscast once a week, as well as gathering, shooting, writing, and editing TV news. Students are expected to produce original content for broadcast on Cable Channel 7.

Prerequisite: Either (MCJR 3361, MCJR 3364, and MCPD 3373) or (MCOM 1332 and 12 additional hours of MCOM).

MCJR 4364. Investigative Reporting. 3 Hours.

This course examines strategies for gathering, analyzing and developing background information necessary for in-depth news writing and reporting. Students will be expected to use the research and analysis techniques to produce investigative journalism. Students are expected to produce original content for publication in The Houstonian.

Prerequisite: Either (MCJR 3361, MCJR 3364, and 3 additional hours of MCJR) or (MCOM 1332 and 12 additional hours of MCOM).

MCJR 4365. Mobile & Social Reporting. 3 Hours.

Students use techniques drawn from various media and forms of writing to produce well-designed, effective communication packages for digital distribution. Students create and integrate written material, video, sound, and graphics into multimedia publications. Students are expected to produce original content for publication in The Houstonian.

Prerequisite: Either (MCJR 3361, MCJR 3364, and 3 additional hours of MCJR) or (MCOM 1332 and 12 additional hours of MCOM).

MCJR 4366. Social Implications of Media. 3 Hours.

This course offers assessments of professional and industry trends, regulatory practices, socio-economic developments, and technological innovations that influence the institutions and traditions of the American mass media including news, entertainment and sports. Emphasis is placed on the changing roles of media and the impact of new communication technologies.

Prerequisite: Either (MCJR 3361, MCJR 3362, and 3 additional hours of MCJR) or (MCOM 1332 and 12 additional hours of MCOM).

MCJR 4367. Reporting Sports Journalism. 3 Hours.

Students gain hands-on experience covering sports for the media, including game stories, features on players and coaches, hard news articles, and investigative and critical journalism on socio-political issues related to sports. Students are expected to produce original content for publication in The Houstonian.

Prerequisite: Either (MCJR 2362 and 6 additional hours of MCJR or MCPD) or (MCOM 2362).

MCJR 4369. Leadership in the Scholastic Media Newsroom. 3 Hours.

Students examine leadership functions of scholastic media from coaching story development and advertising sales to budgeting and editorial decision making. This course focuses on the structures and procedures for effectively building and managing school newspaper and yearbook staffs, and is intended for future educators preparing to teach journalism, who will likely serve as an advisor for student publications.

Prerequisite: Either (MCJR 3361, MCJR 3364, and 3 additional hours of MCJR) or (MCOM 1332 and 12 additional hours of MCOM).