COURSE DESCRIPTIONS

COURSE NUMBERS

The course-numbering system indicates the college level at which courses are normally taken.

NUMBERING SYSTEM GUIDE

001-009	precollege course-no credit
010-099	credit granted but not applicable to graduation
100-199	primarily for first-year students
200-299	primarily for second-year students
300-499	primarily for upper division students
500-599	graduate courses

At the end of each description, numerals indicate course credits, lecture houses and laboratory hours per week. For example, the designation 3-3-2 identifies a course in which students earn three credits and attend class for three hours of lecture and two-hour laboratory session per week. Courses with variable hours and credits are so indicated.

SEMESTER SCHEDULE

Notation to the right of the course name indicates when the course is offered. If a notation is not included, the course is offered as needed.

JOUR 502 Editorials, Columns and Editorial Pages .....Even Years/Fall—3-3-0

Covers all aspects of editorials, editorial pages, and op-ed pages, including their theory and history, writing and critiquing various types of editorials, editorial campaigns, and opinion articles. Designing editorial pages, selecting syndicated and guest materials, and managing the editorial page staff. Prerequisite: JOUR 503 or permission.

JOUR 503 Writing and Editing in the Journalistic Style ..... Fall/Spring—3-2-2

A laboratory course that combines techniques of journalistic writing and editing. This is for the graduate student who has earned a bachelor's degree in a discipline other than journalism or those required to, or wishing to polish their skills in writing and editing on a professional level. Graduate students who have professional experience, undergraduate credit for or pass departmental examinations in journalistic writing and editing may be granted a waiver for the course.

JOUR 504 Radio and Television News Writing .....Spring—3-2-2

Broadcast writing and reporting skills including radio-television news style, terms, rules and format. Exercises move from leads to entire newscasts. Students develop "news sense" for visual and aural media, as well as how to make news judgments on deadline. Not open to the student with credit in JOUR 304. Prerequisite: JOUR 503 or permission.

JOUR 505 International Journalism.....Odd Years/Summer—3-3-0

Designed to give an understanding of the journalism and news media worldwide, with an emphasis on globalization of media corporations and content, intercultural communication, historical background of foreign news media, and their socio-economic, political, and ideological characteristics. Possible guest lecturers.

JOUR 506 Public Affairs Reporting .....Odd Year/Fall—3-3-0

A series of real reporting assignments under deadline conditions beginning with the University and extending into the city of Pittsburgh and the surrounding area. Not open to the student with credit in JOUR 406. Prerequisite:

JOUR 503 or equivalent.

JOUR 507 Desktop Publishing..... Fall/Spring/Even Years/Summer—3-2-2

Using Macintosh and PCs for desktop publishing. Emphasis on technical skills, design and creativity in producing professional publications. Beginning skills taught, advancing to projects involving newsletters, newspaper and magazine pages, advertisements and brochures, as time permits. Not available to the student with credit in JOUR 407.

JOUR 508 Magazine Article Writing..... .....Even Years/Spring—3-2-2

Research and development of briefs and longer nonfiction articles with emphasis on freelance writing, queries and techniques of magazine titles, fillers, writing and critiquing. Efforts made to sell articles for publication. Not open to the student with credit in JOUR 408. Prerequisite: JOUR 503 or equivalent.

JOUR 509 Specialized Reporting and Writing.....Spring—3-3-0

Concentrated research and writing experience in one of the following reportorial areas: economics, finance and business; health and welfare; labor; arts and entertainment; religion; sports; politics; or education. Faculty guidance will be coupled with input from working professionals in lecture and advisory sessions related to their specialties. Prerequisites: JOUR 503 and JOUR 518 or permission.

JOUR 510 Investigative Reporting .....Odd Years/Fall—3-3-0

Practical reporting experience with heavy emphasis on investigative techniques and computer-assisted reporting; development of sources and information; determination of subjects, organization and writing of stories and series for newspaper publication. Not open to the student with credit in JOUR 410. Prerequisites: JOUR 503 and JOUR 518 or permission.

JOUR 512 Advanced Reporting Fall-3-3-0

The course operates as a news wire service based at the university. This is an advanced-level writing and reporting class for dedicated students. The focus of the class is reporting and writing in a simulated professional environment, drawing upon all the sills learned in prior required and elective courses. Students will report for the Point Park News Service. All stories are offered first to the Pittsburgh Tribune-Review for publication in one of its outlets. Stories will also be offered to any other media outlet through the Point Park News Service website. Stories appear under students' bylines with a tag line identifying the source as the Point Park News Service.

JOUR 513 Social Media Spring-3-2-0

This course will provide students the conceptual and technical understanding of the power and philosophy of social media. The course will specifically focus on how social media is changing media, business, development and government in fundamental ways. The course will also introduce students into the idea of participatory journalism, the act of citizens "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information." Upon completion of this course, students will have practical knowledge in the use of social media tools and building and maintaining an online community. Dual listed with JOUR 306.

JOUR 514 Entrepreneurial Journalism Spring-3-3-0

Students will take the lead in developing story ideas, reporting strategies and coverage. Students will learn entrepreneurship in addition to writing. They will work on pitches directly to professional outlets and learn what it takes to succeed as a freelance journalist. The students draw upon reporting, writing and editing skills learned in prior required and elective courses. Stories will be offered to media outlets through the Point Park News Service website. Prerequisites: JOUR 260 or permission of the instructor.

JOUR 515 Communication Theory .....Fall/Spring—3-3-0

This course surveys contemporary theories in the field of communication including theories of mass communication, media and society, media content, new media, social construction of technology, and the impact of media on audiences. Theories and models originating both in the social sciences and the humanities are examined.

JOUR 518 Communication Law and Regulation.....Fall/Spring—3-3-0

Study of contemporary and classic cases related to state and federal law of freedom of the press and freedom of speech. Problems caused by efforts by government to control mass media and the freedom of government/public information also are addressed. Not open to the student with credit in JOUR 418.

JOUR 519 Sociology of Journalism and Media Ethics.....Fall—3-3-0

Students examine mass communication professionals' characteristics and work environments. Students also examine ethical issues presented in the modern media, including their historical contexts and practical ramifications. The course compares and contrasts ethical standards and systems with professional processes and practices, and legal principles.

JOUR 520 Print Graphics.....Even Years/Fall—3-2-2

Students will learn advanced pagination, design and production techniques used to create newspapers and magazines. Desktop publishing and design tools will be combined with the study of typography, color and graphics as the basic tools of pagination. Students will design a newspaper and a magazine. Prerequisite: JOUR 507 or permission.

JOUR 521 Writing for Public Relations.....Spring and Even Years/Summer—3-3-0

Intensive work in preparation of information for newspapers, radio, television, magazines; speech writing; brochures, newsletters; planning publicity campaigns. Prerequisite: JOUR 503 or equivalent competency.

JOUR 524 Small Publication .....Odd Years/Sum—3-3-0

Editing and production of brochures, newsletters, small magazines and other specialized publications. Not open to the student with credit in JOUR 370. Prerequisite: JOUR 507 or equivalent competency.

JOUR 526 Principles of Advertising.....Even Years/Spring—3-3-0

A comprehensive overview of advertising management and creative campaigns. Includes research, targeting/objective setting, media evaluation, copy writing and art direction for print, broadcast and interactive media. Students prepare a complete advertising plan and creative campaign for a product, service or institution.

JOUR 527 Principles of Public Relations Even Years/Spring 3-3-0

Identification of problems in public relations practice and use of intensive research to focus on solutions. Sample discussion topics are audience identification and analysis, effective internal communication and creative external communication. Case studies.

JOUR 529 Video Production and Editing .....Fall/Spring—3-3-0

Intermediate field video pre-production, production and post-production concepts and techniques are developed and applied. Students combine fundamentals of all three phases of the production process into a unified system of video planning, creation, construction, and feedback.

JOUR 530 Creativity and Managing Creative People ..... Odd Years/Spring 3-3-0

Explores students' own creative abilities. Includes exercises to increase creativity; examines the creative process and how it works; and explores various techniques for managers or supervisors of creative people in advertising and PR work.

JOUR 531 Advertising and Public Relations Research..... Odd Years/Spring 3-3-0

This course provides an overview of all major research methods used in advertising and public relations research, including focus groups, media measurement sources, ethnography, pretesting (including copy testing) and post-testing and clients' internal data. Students will learn how these resources fit into the public relations and advertising processes.

JOUR 532 Advertising Sales .....Odd Years/Fall—3-3-0

Theory, practice and implementation of advertising sales related to radio, television, newspapers and magazines. Overview includes local and national sales organizations. Leads to working knowledge of the structure of media sales.

JOUR 533 Media Planning and Evaluation .....Even Years/Spring—3-3-0

Theory, practice and utilization of the statistics used in media planning campaigns. Addresses problem solving, case histories and interpretation. Planning and evaluating the overall buying of air, space, etc. for ad clients and products. Prerequisite: JOUR 531.

JOUR 535 Public Relations/Advertising Agency and Department Management .....Even Years/Fall—3-3-0

Students will learn about the roles of accounting and financial management, marketing, equipment and supplies, contracts and other legal issues, scheduling and work flows, time management, human resources, competition with other agencies, and other issues involved in managing an agency or department of public relations and/or advertising.

JOUR 536 Advertising and PR Graphics .....Fall—3-2-2

Presents the technical as well as theoretical aspects of public relations and advertising graphics. Design, appeal and techniques are explored. Not open to students with credit in JOUR 336. Prerequisite: JOUR 507 or equivalent competency.

JOUR 538 Integrated Marketing Communications..... Odd Years/Fall—3-3-0

The students will study marketing theory, case studies, specific applications to communications programs, and they will develop a complete marketing communications plan for a client.

JOUR 539 Public Relations for Non-profit Organizations ..... Odd Years/Fall; Even Years/Sum

This course will explore the various ways that public relations programs are managed in health care, social service and educational organizations. Students will explore programs relating to internal communications, external public relations campaigns and special topics such as crisis communications, marketing communications, public service and fund-raising.

JOUR 540 Freelance Communications and Consulting .....Odd Years/Sum

This course provides fundamental instruction in the basics of operating as an independent communications consultant or freelance journalist. This course is appropriate for students interested in starting a communications consultancy and/or those interested in pursuing freelance writing or editing opportunities while working full time. Topics will include: developing a communications business, research, planning, marketing and networking for success, and will be related to current issues, trends and employment opportunities.

JOUR 541 Radio and Television Copywriting .....Fall—3-2-2

Adapting print writing ability to broadcast style. Development of continuity in a variety of broadcast formats,

including spot commercials, public service announcements, promos, info-spots and political spots. Not open to the student with credit in JOUR 341. Prerequisite: JOUR 503 or permission.

JOUR 542 Advanced Television Production .....Odd Years/Fall—3-2-2

In this course students will apply producing, directing, videotaping, writing, and editing skills to non-news television programming they create. Programming produced will air on U-View, Point Park University's closed circuit television channel. Graduate students would be required to do a research project in addition to the production requirements. Prerequisites: JOUR 504 and JOUR 529

JOUR 543 Television Programming and Sales..... Even Years/Fall—3-3-0

In this course, students will study current television programming trends, distribution, markets and how television is financed. Graduate students will have additional required reading and be required to conduct original research for a paper on an aspect of the television programming business. Prerequisite: JOUR 541.

JOUR 544 U-View Newscast Production.....Even Years/Spring —3-3-0

This course will teach students how to shoot/edit, write and report compelling news content and produce and anchor a newscast. Regularly scheduled newscasts will be created for and aired on U-View, Point Park University's closed-circuit television channel. Graduate students will be required to research and write a paper on an aspect of the current television news business. Prerequisites: JOUR 504 and JOUR 529.

JOUR 545 Communication, Technology & Culture Summer–3-3-0

This course is for students who wish to attain a comprehensive vision of communication and broaden their perspectives across the traditional fields. It explores the intersection of communication, technology and culture with a focus on six major areas: information, networking, socialization, identity, entertainment, and globalization. Covers issues such as technological determinism, social shaping of communication technologies, identity formation, cultural transnationalization and globalization.

JOUR 550 Web Publishing and Editing Fall–3-3-0

This course will provide technical background for those students in the Digital Media field. Students will incorporate Web design theory and technical skills to create a series of Web products, including graphics, animations, and Web pages. Students will learn the current practices of Web publishing, which may include HTML, Flash, PhP coding, and the use of Content Management Systems. Upon completion of this class, students will have a variety of Web design pieces to add to their portfolios. (Dual listed with Jour 365)

JOUR 551, 552 Graduate Internship in Journalism and
Mass Communication I,II..... ..... Fall/Spring/Summer—3-0-15

Student must have completed 15 credit hours toward the degree and prerequisite courses or practical experience for eligibility. A minimum of an average of 15 hours a week (a total of at least 225 hours) must be worked in a media-related position. Regular reports and periodic conferences with the instructor are required, as well as a final report. A total of six credits in internships may be earned toward the degree. Other specific criteria are published and applicable.

JOUR 553 Journalism Initiative I.....3-3-0

This course, to be taken in sequence with JOUR 554, is designed for students who already have experience or strong academic backgrounds in the field. Students will research, report, write and peer-edit in-depth, long-form journalism focusing on issues or trends in a specific subject area. Students will work independently to produce enterprise or investigative series; single magazine-length journalism (including documentary), but will collaborate on story ideas, story input and story editing. The instructor will fill the role of editor and will work one-on-one with the students during the

course. The objective is to prepare students for a career in enterprise/investigative journalism in multiple platforms with a solid foundation in specific subject concentrations. Course assignments are intended for publication or presentation in industry publications and/or media organizations, and thus for preparation of a student portfolio of professional work. Prerequisite: 6 hours of journalism initiative concentration courses completed.

JOUR 554 Journalism Initiative II 3-3-0

This course, to be taken in sequence with JOUR 553, is designed for students who already have experience or strong academic backgrounds in the field. Students will research, report, write and peer-edit in-depth, long-form journalism focusing on issues or trends in a specific subject area. Students will work independently to produce enterprise or investigative series; single magazine-length journalism (including documentary), but will collaborate on story ideas, story input and story editing. The instructor will fill the role of editor and will work one-on-one with the students during the course. The objective is to prepare students for a career in enterprise/investigative journalism in multiple platforms with a solid foundation in specific subject concentrations. Course assignments are intended for publication or presentation in industry publications and/or media organizations, and thus for preparation of a student portfolio of professional work. Prerequisite: 6 hours of journalism initiative concentration courses completed.

JOUR 555 Public Opinion and the News Media.....Even Years/Spring-3-3-0

Nature, development, formation and distribution of relevant attitudes and opinions, especially those related to politics and government; the role of leadership, persuasion and communication in opinion-policy process. Emphasis on the role of all types of mass communication in the formation of public opinion and on how the mass media are influenced by public opinion.

JOUR 560 Public Relations Campaign I.....3-3-0

This course, to be taken in sequence with JOUR 561, is designed for students who already have experience or strong academic backgrounds in the field. Students will research, develop, write and prepare, with peer review, public relations campaigns focusing on issues or trends in a specific subject area. Students will work independently to produce individual campaigns but will collaborate on campaign ideas, focus and progress review. The instructor will fill the role of campaign coordinator and will work one-on-one with the students during the course of the two-semester sequence. The objective of the course is to prepare students for a career in marketing, public relations or strategic planning in multiple platforms with a solid foundation in specific subject concentrations. Course assignments are intended for presentation according to highest industry standards and thus for preparation of a student portfolio of professional work. Prerequisite: 6 hours of public relations campaign concentration courses completed.

JOUR 561 Public Relations Campaign II 3-3-0

This course, to be taken in sequence with JOUR 560, is designed for students who already have experience or strong academic backgrounds in the field. Students will research, develop, write and prepare, with peer review, public relations campaigns focusing on issues or trends in a specific subject area. Students will work independently to produce individual campaigns but will collaborate on campaign ideas, focus and progress review. The instructor will fill the role of campaign coordinator and will work one-on-one with the students during the course of the two-semester sequence. The objective of the course is to prepare students for a career in marketing, public relations or strategic planning in multiple platforms with a solid foundation in specific subject concentrations. Course assignments are intended for presentation according to highest industry standards and thus for preparation of a student portfolio of professional work. Prerequisite: 6 hours of public relations campaign concentration courses completed.

JOUR 565 Mass Communication History.....Spring—3-3-0

This course surveys the development of mass communication in print and electronic media, including advertising and public relations, and seeks to interpret their sociopolitical causes and effects. Not open to the student with credit

in JOUR 465.

JOUR 575 Newspaper and Magazine Management .....Even Years/Summer—3-3-0

This course is a detailed examination of the operations of local and national newspaper and magazine companies, including their organizational structure, management functions, advertising sales (where applicable), subscription sales (where applicable), production processes, finances and budgets, research efforts, and corporate cultures.

JOUR 585 Writing the Nonfiction Book .....Odd Years/Summer—3-3-0

Learning about all aspects of the U.S. book publishing, wholesaling and retailing industry. Students will write a sample chapter, cover letter and book outline for a book that they would like to have published, and will research and select possible publishers to solicit.

JOUR 590 International Media.....3

This course combines classroom preparation and readings in professional and research-oriented scholarly source for the international setting of mass media in a designated country. Students will compare and contrast the designated country and U.S. media corporate and business models, law/regulations, production, and content. Prerequisites: six graduate credits in the School of Communication.

JOUR 591 Directed Readings.....Fall/Spring/Summer—3

The student will read, summarize, and critique six selected books, at least four of which must be scholarly, in a significant area of mass communication not otherwise covered in the curriculum, then synthesize them into a major paper comparing and contrasting them in multiple ways. A faculty member must oversee the project, a proposal for which must be approved by that faculty member and the program director. Final paper's text must be at least 20 pages. May constitute three of the six hours of the candidate's required research obligation. Only students with Incompletes must continue work by enrolling in JOUR 599 for only one regular academic term. Prerequisite: 18 credits.

JOUR 592 Publication Project.....Fall/Spring/Summer—3

The student earns credit for off-campus work on an investigative, interpretive series in a medium such as print, a media script, publications/advertising campaign, or other significant project. Proof of intended implementation is required. A faculty member must oversee the project, a proposal for which must be approved by that faculty member and the program director. May constitute three of the six hours of the candidate's required research obligation. Only students with Incompletes must continue work by enrolling in JOUR 599 for only one regular academic term. Prerequisite: 18 credits.

JOUR 593 Applied Mass Communication Research Methods.....Fall/Spring—3-3-0

Analysis and application of social scientific research methods used by academic researchers and/or in industry and professional research, especially surveys, polls, content and textual analysis, controlled experiments, focus groups, in-depth interviews, case studies, ethnography, and cultural/critical studies. Students also learn the structure, purpose, and philosophy of mass communication theory, and tailor homework assignments and term papers to their own professional/industry interests.

JOUR 594 Directed Research.....Fall/Spring/Summer—3

The student works with one faculty member on a comprehensive research project in an area of inquiry that is not available through any course offered at Point Park University. A formal paper of at least 40 pages, plus notes, references, and appendices, culminates the study. Students must have the approval of the faculty member expected to supervise the study and the program director prior to registration. May constitute three of the six hours of the

candidate's required research obligation. Only students with Incompletes must continue work by enrolling in JOUR 599 for only one regular academic term. Prerequisite: 18 credits, including JOUR 593.

JOUR 595 Special Topics in Journalism and Mass Communication at the Graduate Level Fall/Spring/Summer 3

Courses are offered in specialized topics including branding, government lobbying, international advertising, media relations, history of public relations and advertising, high school journalism, alternative and minority media, community and citizen journalism, and others. Students may elect to take several JOUR 595 courses as long as the topics differ.

JOUR 596 Independent Study.....Fall/Spring/Summer (1-3 credits)

Students have the option of making a written proposal to the Gradate Programs Director for 1-3 credits of independent study credit. Proposals will be considered on a case-by-case basis and need to be granted.

JOUR 597, JOUR 598 Thesis in Journalism and Mass Communication I, II Fall/Spring/Summer-3

The student works with a faculty committee of three on a topic and research for a major paper that will require two terms for completion. A proposal and committee chair must be approved before registration. Development of a bibliographic essay, outline, and research method(s) are emphasized in the first semester. Writing a fully documented original thesis of not less than 90 pages using the American Psychological Association's (APA) style is the goal for the second term. In order to participate in graduation ceremonies in the Spring, Thesis I must be completed by April. For the diploma to be dated that year, Thesis II must be completed before the last day of the following term. JOUR 597 and JOUR 598 may be Pass ("P"), Fail ("F"), or Incomplete ("I") depending on progress in Thesis. Student with Incomplete ("I") in JOUR 598 must continue work by enrolling in JOUR 599 for one regular academic term only. Prerequisite for JOUR 597: JOUR 593

JOUR 599 Completion of Directed Readings, Publication Project, Directed Research, Thesis in Journalism & Mass Communication II..... 1 credit

To be taken only if the student does not complete the Directed Readings, Publication Project, Directed Research or Thesis requirement in JOUR 591, JOUR 592, JOUR 594 or JOUR 598. If the adviser deems progress has been satisfactory in one of the above, even though the project was not completed, a grade of "P" may be awarded. The student must register for JOUR 599 during one regular academic term, but not summer sessions, and complete all requirements during the term for which registered. Pass ("P") or ("F") grade only. No Incomplete ("I") permitted. Fail ("F") in JOUR 599 precludes the student from re-enrolling in the course failed. Successful completion must be verified by presentation of the finished project for graduate director's files.

PHOT 501 Electronic Photo Editing.....Spring—3-2-2

Students will learn to use electronic photo and graphics editing tools such as a slide and negative scanner and industry standard software such as Photoshop. As the photojournalists move out of the darkroom and into the electronic newsroom, these skills will be increasingly vital to their careers. Not open to the student with credit in PHOT 350.