

School of Communication

JOUR 502 Editorials, Columns and Editorial Pages (Even Years/Fall–3)

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–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 Broadcast News Reporting (Fall/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 and JOUR 528, or permission.

JOUR 505 International Journalism (Odd Years/Summer–3)

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)

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/Electronic Publishing (Fall/Spring–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 (Fall–3-2-2)

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 or permission.

JOUR 510 Investigative Reporting (Spring–3-2-2)

Practical reporting experience with heavy emphasis on investigative techniques and computer-assisted reporting; development of sources and information; development of advanced research and interview skills; determination of subjects, organization and writing of stories and series for newspaper publication. Dual listed with JOUR 410. Prerequisites: JOUR 503 or demonstrated equivalency.

JOUR 511 Visual Communication Technology (Fall-3)

Application of visual communication theories to the analysis, interpretation, and critical assessment of visual messages. Examines the implications of various means of creating, manipulating, and disseminating visual messages. Course topics include but are not limited to visual language, semiotics, visual rhetoric, visual ethics, and visualization strategies for professional communicators. Enables students to develop a range of visual communication competencies.

JOUR 512 Advanced Reporting (Fall-3)

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 skills 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 Practices (Fall/Spring/Summer-3)

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, journalism and government in fundamental ways. Upon completion of this course, students will have practical knowledge in the use of social media tools and building and maintaining an online community as well as a solid foundation in writing and reporting for social media. Dual listed with JOUR 306.

JOUR 514 Entrepreneurial Journalism (Spring-3)

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)

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 516 Technology Mediated Communication (Spring-3)

Examination of technology mediated communication with special attention to the role of communication technology in diverse settings ranging from interpersonal to group communication, organizational communication and business communication. Emphasis is placed on strategies for communication problem solving in mediated contexts.

JOUR 517 Global Communication (Spring-3)

The information and communication technologies revolution generates a flow of global communications that transcend national boundaries. This course focuses on the emergence and growth of communication channels and networks that operate on a global scale. Emphasis is placed on the opportunities for human communication brought by globalization, such as opening new communicative spaces, increasing social interconnectedness, adding platforms for participation, and challenges associated with the global - local divides. Enables students to improve their ability to communicate and use technology effectively and appropriately in an increasingly globalized world.

JOUR 518 Communication Law and Regulation (Spring—3)

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 Media Ethics and Responsibilities (Fall—3)

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. Not open to the student with credit in JOUR 412.

JOUR 520 Magazine and Marketing Design (Spring—3-2-2)

This course provide students with advanced planning, design and production techniques for creating and enhancing persuasive editorial design. Students will use industry standard software combined with solid theory in targeting and reaching audiences. Students will conceive and create designs for promotional campaigns, including newsletters, brochures, magazine spreads and marketing collateral. Prerequisite: JOUR 307.

JOUR 521 Writing for Public Relations (Spring—3)

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 522 Social Media Crisis & Strategic Communications (Spring—3)

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 523 Radio and Music Programming and Sales (Odd Years/Fall—3)

Students will learn the processes and principles behind radio and music programming and sales. The course will address Broadcast Radio, Internet Radio, Audio Media Distribution, and the Record Industry. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries.

JOUR 524 Small Publications (Odd Years/Sum—3)

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 525 Video and Interactive Media Programming and Sales (Even Years/Fall—3)

Students will learn the processes and principles behind video and interactive media programming and sales. The course will address Broadcast Television, Cable Television, Video Games, and Video Media Distribution. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries. Prerequisite: JOUR 202

JOUR 526 Principles of Advertising (Even Years/Spring—3)

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 (Odd Years/Spring—3)

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 528 Multimedia Production (Fall/Spring—3)

Students in this class develop and apply foundational techniques in digital storytelling, including video, sound, lighting, audio, editing, and photography. The course will emphasize acquiring production skills and understanding the theory and principles of digital media storytelling.

JOUR 529 Professional Video Techniques (Spring—3)

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. Prerequisite: JOUR 528 or permission.

JOUR 530 Creativity and Managing Creative People (Odd Years/Spring 3)

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)

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)

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)

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)

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 Branding and Identity Design (Fall—3-2-2)

This course provides students with advanced planning, design and production techniques for creating and enhancing persuasive communications. Students will use industry standard software, combined with solid theory in targeting and reaching audiences through creative and persuasive messages. Students will conceive and create and apply designs including logos, stationary systems and graphic standards for a variety of organizations. Prerequisites: JOUR 307

JOUR 538 Integrated Marketing Communications (Odd Years/Fall—3)

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 Broadcast 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 and JOUR 528 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 528 or permission.

JOUR 545 Communication Technology and Culture (Fall—3)

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 546 History of Documentary Cinema (Spring—3)

In the course students will review the history of documentary film and profile innovative documentary filmmakers. Students will view and analyze major works within the context of major film theories, as well as a wide variety of documentary archetype, styles, and methods. The films and filmmakers profiled in the course represent a diverse sampling of modern world cultures. This course is cross-listed with CINE 301 and JOUR 446.

JOUR 550 Web Publishing and Editing (Fall/Spring—3)

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 JMC 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)

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)

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 560 Public Relations Campaign I (3)

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)

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 562 Documentary Thesis I (3)

This course, to be taken in sequence with JOUR 563, is designed for students to research, report, write and produce in-depth entrepreneurial or investigative long-form visual documentary reportage in the context of actual political, societal or cultural issues, events or news. Students will produce documentaries for possible publication, display or broadcast to the community in public venues or through existing, professional media and informational outlets. This is a capstone project that will be approved by the program director and a full-time faculty member, overseen and graded as an independent project by a full-time faculty member; and it can comprise, as determined in consultation with the program director and supervising faculty member, a single, long-form project produced over the course of two semesters in conjunction with JOUR 563, or two or more shorter projects.

JOUR 563 Documentary Thesis II (3)

This course, to be taken in sequence with JOUR 562, is designed for students to research, report, write and produce in-depth entrepreneurial or investigative long-form visual documentary reportage in the context of actual political, societal or cultural issues, events or news. Students will produce documentaries for possible publication, display or broadcast to the community in public venues or through existing, professional media and informational outlets. This is a capstone project that will be approved by the program director and a full-time faculty member, overseen and graded as an independent project by a full-time faculty member; and it can comprise, as determined in consultation with the program director and supervising faculty member, a single, long-form project produced over the course of two semesters in conjunction with JOUR 562, or two or more shorter projects.

JOUR 564 Social Media Analytics & SEO (3)

This course will teach students how to prove return on investment (ROI) to clients by understanding and evaluating analytics. In addition, students will learn search engine optimization best practices to further increase a brand's social media ROI. Students will have a deeper understanding of the principles and how to measure and prove

the ROI of social media and a working knowledge of various industry-standard analytics tools. Students will write social media reports for clients based on ROI and analytics results.

JOUR 565 Mass Communication History (Spring—3)

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 573 Social Media Campaigns (3)

Students will research, write and implement advanced social media concepts including analytics, advertising, activism, influencers and budgets. Social media for journalists will be emphasized. Students will either work directly with business or nonprofit clients to plan and execute a social media campaign or publish an advanced social media journalism project.

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)

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 (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 Graduate 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 Thesis in Journalism & Mass Communication II (1)

To be taken only if the student does not complete the Thesis requirement in 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 Digital 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.

PHOT 514 Business of Photography (Fall/Spring—3-3-2)

This course will expose the student to the essential business principles of the editorial, commercial and fine art areas of the photographic industry. Topics to be covered include contracts, copyright, trade organizations, stock photo market, portfolio development, marketing, and the costs of doing business. Dual listed with PHOT 414.

PHOT 570 Documentary Photography (Fall/Spring—3-3-2)

Students will work on photo documentary projects based on the established methodology to reduce the fast paced world to a set of still images that convey life and world experiences by creating a distinctive and compelling sense of reason, place and time. Students will gain a basic understanding of documentary photography history and principles through writing reactions to assigned books and films about documentary principles. Students will establish personal methods to focus on the meaning and content of their pictures, the quality of their pictures and the way they observe the world around them. Prerequisites: JOUR 528, or Instructor Permission.