



**KENTUCKY STATE  
UNIVERSITY**

## JOURNALISM (JOU)

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### **JOU 201: Media Literacy**

The course focuses on analyzing and discerning content found in traditional and digital media.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 202: Multimedia Journalism**

Course introduces students to visual storytelling and multimedia content creation and distribution.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 204: Journalism**

Practical work in gathering, organizing and writing news. Objectives will include producing well-written news, features and editorials for publication.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 205: Intro to Sports Communication**

Introductory course for students interested in sports communications. CREDIT: 3 SEMESTER HOURS.

**Prerequisite:** ENG 102

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 206: Audio Production**

A study of audio production techniques and the use of audio board, microphones, tape decks, cartridge tapes, and the recording and editing of tapes.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 210: Intro to Mass Communication**

An introduction to mass communication concepts, theory and innovations. An understanding of mass media as an industry profit-making business and agent for social change.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 215: Mass Communication and Society**

An introduction to mass communication concepts, theory and innovations which includes study of the societal impact of mass media.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 225: Radio Production/Programming**

Provides experience in radio production and operating practices, relationship of these experiences to the commercial, educational, and aesthetic requirements of the broadcasting industry.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 250: Race/Class/Gender in the Media**

This course will examine depictions of race, class, and gender through the lens of the media. Media is one of society's most influential and pervasive structures. Students will apply critical theory approaches to TV, film, magazine, music, and advertising to examine how stereotypes are created, facilitated, and challenged via the media.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 251: Evolution of Journalism**

This course will examine the evolution of journalism from its origins to the present digital age. A combination of theoretical concepts and projects will help students explore journalism's importance to democracy, education, and entertainment.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 252: African American Media**

This course offers students an in-depth examination of African American media from early newspapers to present digital outlets. Students will explore persuasive strategies used by African American media to depict images of race and class in society.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 253: The Media in Film**

An exploration of the medial world (including journalism, public relations, and advertising) depicted through a rotating selection of films and television. This course will begin by examining theories used in the scholarly analysis of film. A mixed analysis of form, style, technique, audience, and authorship will be used to assess how realistically the industry is portrayed through film.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 302: Student Media Workshop I**

This course provides instruction in the editing, layout, design of print, web, and multimedia publications through work on student media (such as the newspaper; The Thorobred News; or the TV program, KSU Kickdown". Students work as reporters, editors, photographers, videographers, and graphic designers for campus media productions.

**Credit Hours: 1**

**Contact Hours: 1**

### **JOU 305: Communication Law/Ethics**

An overview of legal concepts for media professionals. Concepts include the First Amendment and constitutional rights, freedom of the press, libel, privacy, copyright, broadcast regulation and obscenity. Ethical principles will be examined through real-world case studies.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 308: Media Advertising and Sales**

An introduction to the fundamentals of measuring, buying, and selling advertising space. This course will also cover techniques for selling commercials in a range of media, including print, broadcast, digital, and outdoor formats. Includes the basics of message design, market analysis, and demographic targeting.

**Credit Hours: 3**

**Contact Hours: 3**

### **JOU 322: Intro Digital Photojournalism**

This is an introductory course in photojournalism utilizing digital cameras and production in a Macintosh environment.

**Credit Hours: 3**

**Contact Hours: 3**

**JOU 333: Radio-Tele News/Spec Prog**

Writing news for electronic dissemination. Students learn how to gather, write and visualize news for radio and television.

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 361: Journalism II**

Students will be taught to gather, analyze, organize and communicate information concisely, accurately, quickly and understandably for newspapers, the electronic media and other informational outlets.

**Prerequisite:** ENG 204

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 362: News Editing**

Practice in evaluating the quality and effectiveness of a news story and in editing news copy for correct grammar and Associated Press style.

**Prerequisite:** JOU 361 or consent of instructor

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 363: Magazine and Features Writing**

This course proves instruction and practical experience in researching, writing, and marketing feature articles for print or online magazine publication.

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 364: Desktop/Web Publishing**

Instruction in using desktop publishing programs to produce newsletters and flyers and using HTML editor programs and FTP clients to publish materials on the Internet.

**Prerequisite:** JOU 361 and ART 307 or consent of instructor

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 365: Adv Public Affairs Reporting**

Intense study of and reporting about public agencies, specifically local, state, and federal governmental agencies

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 366: Public Relations Seminar**

Intense study of the principles and practices of public relations

**Prerequisite:** JOU 361 and JOU 362 or instructor's permission

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 367: Television/Radio Production**

Teaches basic skills for television and radio production, and how to use them as tools of broadcast journalism.

**Prerequisite:** JOU 361 or instructor's consent

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 368: Comm Journalism (Print Ver)**

Study of small town and rural newspapers, their unique service function, and the particular economic and community development issues facing their audiences.

**Prerequisite:** JOU 361

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 369: Comm Journalism (Brdcst Ver)**

Study of local broadcast news media, their unique service functions, and the particular economic and community issues facing their audiences.

**Prerequisite:** JOU 367 or Instructor's Consent

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 370: Public Relations Campaigns**

Study of PR case studies leading to practical experience in a real PR campaign for a rural, corporate or non-profit environment.

**Prerequisite:** JOU 365 or instructor's consent

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 371: Public Events Planning**

Study of cases leading to the development of a special event for an organization associated with rural, corporate or non-profit environment.

**Prerequisite:** JOU 365 or instructor's consent

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 372: Television/Radio Production II**

Advanced course for television and radio broadcasting. This course is designed to provide advanced broadcast journalism students with hands-on training in production, writing and editing for radio and television.

Credit: 3 semester hours.

**Prerequisite:** JOU 367

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 373: Broadcast Announcing**

This course provides hands-on instruction in writing and reading scripts for television and radio. Students are exposed to different types of broadcast announcing including anchoring for news, music and video, and play-by-play sports announcing.

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 375: Advertising Seminar**

An in-depth exploration of advertising across various media platforms, including print, broadcast, outdoor, and outline (including social media).

Students will get hands-on practice in the agency/production side of advertising theory, using creative practices to design strategic messages. In addition, historical, social, and ethical dimensions of advertising will be explored.

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 400: Radio-Tel Audiences/Program**

Provides opportunities for the student to become familiar with the techniques of creating programs, program schedules, demographic analyses, and policies and procedures of station operation.

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 401: Spec Top in Print Journalism**

In-depth study and practice in specialty fields of journalism. Regularly rotating topics to include Agricultural Journalism, Environmental Reporting, and Covering Culture and the Arts.

**Prerequisite:** JOU 361 or consent of instructor

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 402: Student Media Workshop II**

This course provides advanced instruction and experience in the editing, layout, and design of print and web publications through work on the student newspaper, The Thorobred News. Students are expected to take leadership roles on the newspaper staff as reporters, editors, photographers, and graphic designers and in training newer staff member in the basic of newspaper production.

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 422: Adv Digital Photojournalism**

This is an advanced course in photojournalism utilizing digital cameras and production in a Macintosh environment. This course will examine the current state of photojournalism, including industry trends, noteworthy photojournalists, and emerging technology.

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 425: Communication Research Methods**

This course is an introduction to the foundational concepts, theories, methods, and instruments used on communications research. This course will cover both quantitative and qualitative methodologies used in social sciences research. Project presentation and results analysis will also be studied to prepare students for communicating and interpreting results.

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 434: Practicum in Print Journalism**

Work as a reporter editor in a supervised role at a newspaper or magazine; 230 total work hours for 3 semester hours credit.

**Prerequisite:** JOU 362 or consent of instructor, and junior standing (60 earned credit hours)

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 435: Practicum in Broadcast Journal**

Work as a reporter or editor in a supervised role at a broadcast medium; 230 hours work for 3 academic credit hours.

**Prerequisite:** Junior standing (60 credit hours) and either JOU 367 or Instructor's Consent

**Credit Hours:** 3

**Contact Hours:** 3

**JOU 436: Practicum in Public Relations**

Work as a PR practitioner in a supervised role in a public relations environment; 230 total work hours for 3 semester credit hours.

**Prerequisite:** JOU 365 or instructor's consent, and junior standing (60 earned credit hours)

**Credit Hours:** 3

**Contact Hours:** 3