

JOURNALISM and MASS COMMUNICATIONS

Professor Frank Thayer, department head

Professors McCleneghan; **Assistant Professors** B Chung, Trantham; **Instructors** Escandón, Gromatzky, Hamblen, Jarvis, Nosbisch, Olson, Rickman, Salak, Scholz, Trujillo, Worth
(505) 646-1034

DEGREE: Bachelor of Arts

MAJOR: Journalism and Mass Communications

MINOR: Journalism and Mass Communications

Study in Journalism and Mass Communications prepares students for careers in mass media, including print, broadcasting, advertising, public relations and photojournalism. The curriculum emphasizes the skills of gathering, evaluating and disseminating of information and related skills. Students also are instructed in the theory, law, history and professional guidelines of mass media. The program is nationally accredited by the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC).

DEGREE: Bachelor of Arts

MAJOR: Journalism and Mass Communications

Students are required to complete a 12-hour core of courses, pass a language-skills examination and then complete an additional 24–27 hours of courses in the department, bringing the allowable maximum to 39 hours. Students must complete at least 89 hours of courses outside the department, and must have at least 65 hours of credit in the liberal arts and sciences. An 18-credit minor in the department is available to students majoring in other fields.

Core Requirements (required of all majors)

JOUR 105G, Introduction to Mass Communications.....	3
JOUR 110, Introduction to Mass Media Writing	3
JOUR 210, Print Newswriting	3
JOUR 493, Mass Communications Law.....	3

Three core courses (JOUR 105G, 110 and 210) are prerequisites to other courses in the department, as noted in course descriptions. Students must pass the Grammar-Spelling-Punctuation (GSP) Test in order to be accepted into the major and to enroll in JOUR 110 and higher level courses.

Advanced Requirements

Students must complete 24–27 hours of non-core courses, including at least one course from each category listed below. Entry into courses is subject to successful completion of appropriate prerequisites.

Category I: Intermediate Professional

JOUR 307, Television Production.....	3
JOUR 310, Intermediate Print Reporting.....	3
JOUR 312, Creative Strategy/Copywriting.....	3
JOUR 313, Radio Reporting	3
JOUR 314, Television Reporting	3
JOUR 317, News Editing.....	3
JOUR 319, Basic Photography for the Journalist.....	3
JOUR 320, Photojournalism	3
JOUR 374, Principles of Public Relations	3
JOUR 407, Media Internship.....	3
JOUR 408, Media Practicum.....	3

Category II: Advanced Professional

JOUR 412, Documentary Photojournalism.....	3
JOUR 414, RTV Scriptwriting and Announcing.....	3
JOUR 423, Computer-Assisted News Reporting	3
JOUR 430, Electronic Field Production	3
JOUR 476, Public Relations Cases and Problems.....	3
JOUR 490, Advertising Campaigns.....	3

Category III: Mass Communications

JOUR 300, Introduction to Advertising.....	3
JOUR 321, Print Media Graphic Design.....	3
JOUR 350, History of Mass Media	3
JOUR 377, Mass Media Ethics.....	3
JOUR 380, Women and the Mass Media.....	3

JOUR 450, Media Management.....	3
JOUR 460, Sports and Media in Contemporary Society	3
JOUR 474, Community Journalism	3
JOUR 482, Broadcast Business and Regulation	3
JOUR 489, Mass Media Research	3
JOUR 494, Special Topics	3
JOUR 495, Mass Communication Theory.....	3
JOUR 499, Independent Study in Mass Communications.....	1-3

Category IV: Sequence Courses

JOUR 302, Broadcast Studio Operations (recommended for students specializing in broadcasting).....	3
JOUR 425, Media Planning and Buying (recommended for students specializing in advertising).....	3
JOUR 484, Public Opinion (recommended for students specializing in print or public relations).....	3

MINOR: Journalism and Mass Communications

Students may not earn both a Bachelor of Arts in Journalism and Mass Communications and minor in Journalism and Mass Communications

JOUR 105G, Introduction to Mass Communications.....	3
JOUR 110, Introduction to Mass Media Writing	3
JOUR 210, Print Newswriting.....	3
Upper division JOUR courses totaling 9 upper division credits.....	9

Note: students must pass the Grammar-Spelling-Punctuation (GSP) examination prior to enrolling in JOUR 110 and higher JOUR courses.

LANGUAGES and LINGUISTICS

Professor Beth Pollack, department head

Professors Barquet, Laroche, Pino, Pollack, Rundell, Villa; **Associate Professors** Fouillade, Garcia, MacGregor-Mendoza, Wolf; **Assistant Professor** Willis; **College Assistant Professors** Buchenau, Longwell; **College Instructors** Calk, Henmi, Schroeder
(505) 646-3408

DEGREE: Bachelor of Arts

MAJOR or DOUBLE MAJOR: Foreign Languages

OPTION: French

OPTION: German

OPTION: Spanish

SUPPLEMENTARY MAJOR: Latin American Studies

SUPPLEMENTARY MAJOR: Chicano Studies

SUPPLEMENTARY MAJOR: Linguistics

MINORS: French

German

Linguistics

Spanish

Foreign language degree programs prepare individuals for primary careers in teaching. A language major also provides an auxiliary skill that many students match with experience acquired in another major to qualify themselves for careers in business, government, journalism, social services, and travel.

The major curriculum plans in each language include balanced groups of courses in language, linguistics, literature, and culture. Students may choose to major, double major, or minor in French, German, or Spanish. Requirements involve 24 credits numbered 300 or above in the major field. Electives needed to bring the upper-division total to 54 are selected with the help of a department advisor who is especially aware of professional opportunities involving languages.

College Second Language Requirement

To meet the second language requirement, the student must do one of the following:

- Complete the normal foreign language course sequence: 111, 112, 211, 212. Students should enter the sequence at their proficiency level. Spanish native speakers should complete the 113, 213, 214 sequence.