

# MULTIMEDIA JOURNALISM (MMJ)

## MMJ 2063 Fundamentals of Journalism

**Prerequisites:** Departmental majors only. (MMJ, SPM, SC, and PMC.)

**Description:** Basics of journalism, its role in society and problems and issues facing journalism. History, philosophy, ethics and current events will be discussed. Students also will practice the basics of interviewing and writing.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

## MMJ 2773 Censorship

**Description:** A critical examination of historical and contemporary occurrences of censorship from legal, philosophical, political, religious and sociological perspectives. We will explore the definition of censorship, the common elements found in all forms of censorship, the rationalizations and justifications for censorship, and the consequences and unintended results of censorship. We also critically examine relevant First Amendment theories, principles and applications. No credit for students with credit in MC 5773. Previously offered as JB 4773 and MMJ 4773.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

## MMJ 3153 Fundamentals of Video and Studio Production

**Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better; and pass proficiency review.

**Description:** Theory and practice of basic audio and video production techniques leading to later applications in audio, video and multimedia production. Introduction to studio operations for video and podcasting. Previously offered as JB 3153.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

## MMJ 3263 Multimedia Reporting

**Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

**Description:** Prepares students for the rigors of writing, reporting and visual storytelling for professional journalism outlets. Real-world assignments provide practical experience reporting and writing across media platforms. Emphasis on compelling storytelling and depth of reporting with an expectation that student work will be published or broadcast. Continuing command of grammar and style from MC 2003 will further be honed. News judgment, interviewing, the ability to meet deadlines will be addressed. Gathering news in an ethical manner is also emphasized. Previously offered as JB 2393 and JB 3263.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

## MMJ 3293 Information Graphics

**Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better; and pass proficiency review.

**Description:** Using computer-designed charts, maps, graphs, diagrams and other visual representations of information to tell the news. Combines theories of non-verbal communication and practical application. Includes the basic design concepts and techniques for creating TV and video graphics. Previously offered as JB 3293.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

## MMJ 3313 Multimedia Editing

**Prerequisites:** MMJ 3263 with a grade of "C" or better or concurrent enrollment in MMJ 3263, pass proficiency review.

**Description:** Principles and practice in editing copy for print, broadcast and Web, selecting pictures and video, and writing headlines, cutlines, blurbs, teases and promos. Strong emphasis placed on language usage and ethical decision-making. Previously offered as JB 3313 and JB 2413.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Contact: 3 Other: 1

**Levels:** Undergraduate

**Schedule types:** Discussion, Combined lecture & discussion, Lecture

**Department/School:** Media & Strategic Comm

## MMJ 3553 Advanced Reporting

**Prerequisites:** MMJ 3153 and MMJ 3263 with "C" or better in both, and pass proficiency review.

**Description:** Reporting techniques empowering journalists to fulfill their watchdog role in a democracy. Practical experience in accurately reporting and writing on deadline. Emphasis on multimedia to tell the news of government through people. Emphasizes importance of human diversity and cultivating sources ethically. Stresses the use of government documents. Previously offered as JB 3553.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Lab: 2 Contact: 4

**Levels:** Undergraduate

**Schedule types:** Lab, Lecture, Combined lecture and lab

**Department/School:** Media & Strategic Comm

**Additional Fees:** JB Equipment Use fee of \$10 applies.

## MMJ 3773 Multimedia Voice and On-Camera Performance

**Prerequisites:** MMJ 3153 and MMJ 3263 with a grade of "C" or better in both; and pass proficiency review.

**Description:** Broadcast professionals team up with experienced faculty to polish the on-air performance of media students. In this class students will anchor and report news and discover their own personal style of delivering the news and sports.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**MMJ 3873 Podcast and Audio Production**

**Prerequisites:** MMJ 3153 with a grade of C or better; and pass proficiency review.

**Description:** Prepares students to work in radio and internet audio production and imaging. Students prepare and present materials in a broadcasting situation. Students learn about and develop skills in different formats of audio production, including the production of audio messages such as radio commercials and long-form programming, including podcasting. Previously offered as JB 3873 and JB 2873.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Contact: 3 Other: 1

**Levels:** Undergraduate

**Schedule types:** Discussion, Combined lecture & discussion, Lecture

**Department/School:** Media & Strategic Comm

**MMJ 3900 Multimedia Journalism Internship**

**Prerequisites:** MMJ 3153 and MMJ 3263 with a grade of "C" or better and consent of instructor, and pass proficiency review.

**Description:** Internship practice for qualified multimedia journalism students who seek creative communications experience off-campus beyond what is available in the classroom. Internships must be approved prior to counting hours worked. Must work sixty or more hours for each credit hour up to three credit hours for each individual internship. Previously offered as JB 3900. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

**Credit hours:** 1-3

**Contact hours:** Contact: 1-3 Other: 1-3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Media & Strategic Comm

**MMJ 3913 Multimedia Content Creation**

**Prerequisites:** MMJ 3153 and MMJ 3263 or SPM 3813 with a grade of "C" or better in both; and pass proficiency review.

**Description:** Techniques to write and produce creative content (video, audio and web-based projects) in a real-world environment. Students will produce material in the field, without assistance from studio engineers or other personnel. Applications are endless, but include social media content creation, sports, news, documentary, multimedia and long-form journalism projects, and even live production. Although a news format may be used for projects, the skills taught will translate into many production fields. Previously offered as JB 3913.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**MMJ 3943 Photojournalism**

**Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better in each, and pass proficiency review.

**Description:** Theory and practice in the digital techniques of photojournalism. Intermediate concepts of lighting, composition, action and storytelling via digital photography. A basic understanding of photography and photo developing necessary. Must have access to 35mm single reflex or digital camera. Previously offered as JB 3943.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**MMJ 4393 Data Journalism**

**Prerequisites:** MMJ 3263 or SPM 3813 with a grade "C" or better, pass proficiency review; STAT 2013 or STAT 2023 or STAT 2053.

**Description:** Provides practical experience using data analysis while combining social science research methods with the process approach to news writing. Teaches how to find, analyze and visualize data. The data analysis will provide an essential element for a print or broadcast story. Follow-up reporting and writing emphasize how people are affected. Previously offered as JB 3393 and 4393.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**Additional Fees:** AP Stylebook fee of \$5.30 applies.

**MMJ 4413 Investigative Reporting**

**Prerequisites:** MMJ 3553 with a grade of "C" or better; and pass proficiency review.

**Description:** Emphasizes the ethical use of primary sources, in-depth analysis and rigorous fact-checking to reveal important public matters that others might be trying to conceal. Students learn to correctly estimate the nature, scope, importance and resources needed to conduct an original investigative project. They examine the ethical dilemmas and legal obstacles facing investigative reporters. Students report, write and produce a completed multimedia investigative project for publication and/or broadcast. Previously offered as JB 4413.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**MMJ 4433 Multimedia Feature Writing and Storytelling**

**Prerequisites:** MMJ 3153 and MMJ 3263 with "C" or better; and pass proficiency review.

**Description:** In-depth features that combine writing, broadcast, photography and other elements as needed to produce packages. Previously offered as JB 4433.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**MMJ 4540 Specialized Multimedia Journalism Applications**

**Prerequisites:** MMJ 3153 or MMJ 3263 with a grade of "C" or better and consent of department; and pass proficiency review.

**Description:** Professional journalism at an advanced level. Special topics in areas such as announcing, performance; political, business and investigative reporting; advanced layout and design or audio production; feature, column and editorial writing. Course content varies by semester. Meets with MC 5540. No credit for students in MC 5540. Previously offered as JB 4540. Offered for fixed 3 credit hours, maximum of 6 credit hours.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**Department/School:** Media & Strategic Comm

**MMJ 4573 Broadcast Documentary**

**Prerequisites:** MMJ 3913 with a grade of "C" or better; and pass proficiency review.

**Description:** Written and produced broadcast documentaries designed for distribution in multiple video platforms. Previously offered as JB 4573. May not be used for degree credit with ENTM 4573.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Contact: 3 Other: 1

**Levels:** Undergraduate

**Schedule types:** Discussion, Combined lecture & discussion, Lecture

**Department/School:** Media & Strategic Comm

**MMJ 4863 Media Management**

**Prerequisites:** MMJ 3263 or SPM 3813 with a grade of "C" or better; and pass proficiency review.

**Description:** Basic issues, concepts, operational procedures and strategies associated with effectively managing media corporations. Examines management operations related to media convergence and audience measurement. Emphasis is placed on making ethical decisions and administrative choices in staffing and content that reflect a community's diversity. Previously offered as JB 4863.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**MMJ 4953 Advanced Production Practices**

**Prerequisites:** MMJ 3913 and MMJ 3263 with a "C" or better; and pass proficiency review.

**Description:** Advanced professional television production. Student produced and directed television programs, including "specials," for distribution on cable or other professional media. Previously offered as JB 4953.

**Credit hours:** 3

**Contact hours:** Lecture: 2 Contact: 3 Other: 1

**Levels:** Undergraduate

**Schedule types:** Discussion, Combined lecture & discussion, Lecture

**Department/School:** Media & Strategic Comm

**MMJ 4960 Live Production**

**Prerequisites:** MMJ 3153 with a grade of "C" or better; and pass proficiency review or consent of instructor.

**Description:** Develop a live, in-the-field or studio production from writing a program proposal to an actual live broadcast. Students determine what equipment is needed; conduct a site survey to develop a location plot for the site; determine the best location for the cameras and master control area; write a facilities request; and create scripts. Students learn proper techniques of in-the-field or studio videography, switching (live editing), and audio. Homecoming parade, its pre-show and other events are required. Previously offered as JB 4960. Offered for 3 fixed credit hours, maximum of 6 credit hours.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**MMJ 4970 Newscast Production**

**Prerequisites:** MMJ 3153 or MMJ 3263 with a grade of "C" or better in each, pass proficiency review.

**Description:** Advanced skills in reporting, news producing, editing and anchoring. Students will assemble a video newscast or newsmagazine with content that is usable across various media platforms. Offered for 3 credit hours, maximum of 6 credit hours.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**MMJ 4973 Multimedia Journalism Capstone**

**Prerequisites:** MMJ 3553 and MMJ 4393 each with a grade of "C" or better; and pass proficiency review.

**Description:** Advanced principles and techniques for students specializing in both news and digital production. Students come together as teams to create multimedia news products.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm