MAJOR IN JOURNALISM

In a changing news media landscape, this much remains true: People still want to know what is going on in the world and local community around them. The basic skills of reporting and writing remain unchanged. What has changed are the expectations for journalists. SCSU’s Journalism Department recognizes that the new news media requires more than a journalist who specializes in one medium such as newspaper, television or magazines. The new news media requires a multimedia journalist capable of producing a full package of news via text, video, audio, still photos and graphics. The Journalism Department’s curriculum is geared toward providing students with a full range of the knowledge, tools and skills they will need to be successful in the field in this new news media landscape. Students who major in journalism at Southern have the option of studying for the B.A. or the B.S. degree. Both major programs offer the broad liberal arts background necessary for careers in the media and in allied fields, such as business and public service, and for further study in law or graduate school. The B.A. degree emphasizes writing and reporting, technical, and web-centric skills, and related studies in the liberal arts. The B.S. degree program, in addition to writing, reporting, technical and web-centric skills, includes videography, photography and internships. Both programs include a capstone course that requires a project and portfolio. Students may apply to the Journalism Department for acceptance as majors as freshmen or at any point throughout their academic career. Those who apply after beginning their classes at Southern must have a 2.0 minimum GPA.

Participation in a student activity involving the media, such as the student newspaper or the campus radio or television stations, is recommended beginning in the freshman year. This experience provides practical applications for academic studies and helps prepare students for internships.
Journalism Internship

Journalism students in the B.S. degree program are required to complete an internship. Internships are optional electives in the B.A. degree program. Application for internships are planned by the student and the student’s adviser and internship coordinator at the place of the internship. Most media agencies throughout the region have accepted journalism interns from the university.

Cognate Courses

The journalism department requires all students explore a secondary area of study through a cognate or minor, to meet the needs for professional preparation. The cognate courses, which are selected from other University departments, offer students the opportunity to broaden their liberal arts base and acquire specialized skills in areas such as photojournalism, television technology, and film studies. Cognate courses also prepare students for specialized writing in areas such as environmental science, urban studies, politics, economics, and theatre. Students may also develop a cognate to supplement journalism courses in preparation for careers in newswriting, editing and publishing, public relations, and specialized reporting.
The department offers the following:

Journalism, B.A.
Journalism, B.S.
Minor in Journalism
Minor in Drone Applications
Minor in Public Relations
JOURNALISM, B.A.

120 Overall Credits Required

LIBERAL EDUCATION PROGRAM AND WRITING REQUIREMENTS

Liberal Education Program

45 Credits Required

Students must complete a comprehensive three-tiered Liberal Education Program (LEP). View all requirements of the tiers on the Liberal Education Program.

While the choice of courses that fulfill the requirements is generally left up to students, some departments require that students select specific courses to complement their major. This major has specific Tier requirements/restrictions for the following:

Tier 1 — Technological Fluency (select one):
JRN 135 - Digital Media Skills
JRN 170 - Basic Drone Technology

Tier 2 — American Experience:
JRN 101 - The Media: Freedom and Power

Tier 3 — Capstone:
JRN 490 - Capstone Seminar in Journalism

Writing Requirements ("W-Courses")

Three W-courses are required. These may not be taken until after a student has passed ENG 112 — Writing Arguments. W-courses may count toward LEP, major, or cognate requirements, as well as free electives. Course sections that meet this requirement are designated by section numbers ending in “W”.

Transfer students who enter with 60 to 89 credits are required to pass two W-courses, while transfer students who enter with 90 credits or more must pass one W-course.

MAJOR REQUIREMENTS

30 Credits Required

Requirements:
JRN 200 — Basics of Journalism
JRN 220 — Digital Reporting and Writing
JRN 227 — Audio and Video Storytelling
JRN 300 — News Writing
JRN 301 — The News Media in America
JRN 351 — Media Law and Ethics

An additional 12 credits of JRN

COGNATE REQUIREMENTS

12 Credits Required

Select 12 credits outside of JRN, 9 of which must be at or above the 300-level. Select one of two patterns:

1. A sequence of three courses in one subject, plus one related course that may be in a different discipline.
2. Three related skills courses, such as courses in graphics, photography, or computer science, and one additional course related to a career goal.

FREE ELECTIVES

Remaining credits to reach Overall Credits Required (listed above).
MINOR IN PUBLIC RELATIONS

The minor in Public Relations will help prepare students for careers in media relations, publicity and promotion, public affairs and government relations, event planning, corporate communications, and crisis management. Building and maintaining positive relationships with external audiences is the core of public relations. Students will develop a combination of writing, social media, persuasive and technical skills, then apply them through tactics and media choices to create a favorable image for their clients. The minor draws from Journalism, Marketing, Professional Writing and Communication, Media & Screen Studies courses to help students learn about media relations and branding campaigns for corporate, governmental, and nonprofit clients. Course options in Art, Media Studies, Political Science, Public Health and Sport Management give students content-area context in the field.

18 Credits Required

Requirements:

JRN 230 - Fundamentals of Public Relations
MKT 200 - Principles of Marketing

Digital Media Course (Select 3 Credits)

ART 215 - Principles of Graphic Design
ART 216 - Typography
ART 264 - Introduction to Digital Photography
JRN 270 - Introduction to Photojournalism
JRN 306 - Digital News Design
JRN 370 - Drone Journalism
MDS 261 - Managing Social Media I
MDS 361 - Managing Social Media II

Electives (Select 9 credits from any of the following categories.)

Professional Writing
ENG 240 - Professional Writing: Theory and Practice
ENG 304 - Technical Writing and Communication
ENG 316 - Writing for Business and Industry
ENG 318 - Writing for the Web
JRN 200 - Basics of Reporting
JRN 305 - Precision Editing
JRN 307 - Reporting and Writing for Science
JRN 311 - Broadcast News Reporting I
JRN 330 - Advanced Integrated Public Relations

Advertising and Promotions
COM 101 - Public Speaking
COM 221 - Introduction to Advertising
COM 410 - Crisis in Communication
COM 472 - Advertising and Promotional Campaigns

Political Science
PSC 312 - Media and American Politics
PSC 322 - U.S. Political Parties and Elections
PSC 329 - Political Participation
PSC 350 - Public Leadership
JRN 332 - Public Relations, Politics and Public Affairs

Marketing
MKT 325 - Marketing Research
MKT 332 - Marketing Communication

Public Health
PCH 202 - Introduction to Public Health
PCH 275 - Introduction to Health Promotion
PCH 358 - Health Policy
PCH 362 - Public Health Management
JRN 331 - Public Relations Techniques for Health and Medicine

Sport Management
SMT 354 - Sport Communication and Promotion Internship

Internship
JRN 497 - Journalism Internship
PSC 497 - Political Science Internship
JOURNALISM, B.S.

120 Overall Credits Required

LIBERAL EDUCATION PROGRAM AND WRITING REQUIREMENTS

Liberal Education Program

45 Credits Required

Students must complete a comprehensive three-tiered Liberal Education Program (LEP). View all requirements of the tiers on the Liberal Education Program.

While the choice of courses that fulfill the requirements is generally left up to students, some departments require that students select specific courses to complement their major. This major has specific Tier requirements/restrictions for the following:

Tier 1 — Technological Fluency (select one):
JRN 135 - Digital Media Skills
JRN 170 - Basic Drone Technology

Tier 2 — American Experience:
JRN 101 - The Media: Freedom and Power

Tier 3 — Capstone:
JRN 490 - Capstone Seminar in Journalism

Writing Requirements (“W-Courses”)

Three W-courses are required. These may not be taken until after a student has passed ENG 112 — Writing Arguments. W-courses may count toward LEP, major, or cognate requirements, as well as free electives. Course sections that meet this requirement are designated by section numbers ending in “W”.

Transfer students who enter with 60 to 89 credits are required to pass two W-courses, while transfer students who enter with 90 credits or more must pass one W-course.

MAJOR REQUIREMENTS

36 Credits Required

Requirements:
JRN 200 — Basics of Journalism
JRN 220 — Digital Reporting and Writing
JRN 227 — Audio and Video Storytelling
JRN 300 — News Writing
JRN 301 — The News Media in America
JRN 351 — Media Law and Ethics
JRN 497 — Journalism Internship (3 credits)

Select one course from:

- JRN 211 — Broadcast Sports Journalism
- JRN 270 — Introduction to Photojournalism
- JRN 306 — Digital News Design
- JRN 311 — Television News Workshop
- JRN 370 — Drone Journalism

An additional 12 credits for JRN

COGNATE REQUIREMENTS

12 Credits Required

Requirements:
Select from one of the following two options - 12 credits outside of JRN, 9 of which must be at or above the 300-level:

1. A sequence of 3 courses in one subject and one related course that may be in another discipline.
2. Three related skills courses, such as courses in graphics, photography, or computer science, plus one course related to a career goal.

FREE ELECTIVES

Remaining credits to reach Overall Credits Required (listed above).
COURSES

JRN 101 - The Media: Freedom and Power
Analyzing how the media, including the Internet, provide news and information to the public with emphasis on the First Amendment, media power, ethics and taste. Develops skills in written and oral communication.
Last Offered: Spring 2020
3 credits

JRN 135 - Digital Media Skills
Learn how to use photo, video, audio, data, and web tools to become a multimedia storyteller. Understand the legal and ethical issues associated with digital publishing.
Last Offered: Spring 2020
3 credits

JRN 170 - Basic Drone Technology
Examine the emerging technology of drones for data acquisition in a multitude of forms, incorporating the video, still imaging, and remote sensing potential of this aerial platform. Learn the basics to start flying drones in addition to the legal, ethical and safety requirements for flying drones and getting licensed by the FAA. Imagery/data from student and faculty drone flights are used for multimedia storytelling and 3D mapping projects.
Last Offered: Spring 2020
3 credits

JRN 200 - Basics of Journalism
A survey of the print and broadcast media for an overview of the principles and techniques of journalistic processes. Development of basic skills in reporting, news and feature writing, editing and production.
Prerequisite(s): ENG 112 (JRN majors may take JRN 200 concurrent with ENG 112 with departmental permission.)
Last Offered: Spring 2020
3 credits

JRN 201 - Reporting and Writing
Intensive practice in news reporting and writing with critiques and discussions of technical and ethical problems.
Prerequisite(s): JRN 200.
Last Offered: Fall 2018
3 credits

JRN 210 - Broadcast News
Techniques of reporting and evaluating news, writing and editing for radio and television news programs, including documentaries and panel shows.
Prerequisite(s): ENG 112 and JRN 135 or JRN 170 or departmental permission.
Last Offered: Fall 2018
3 credits

JRN 211 - Broadcast Sports Journalism
Learn the skills and techniques of covering broadcast sports, including play-by-play, radio and tv reporting and writing. Students will get hands on experience in shooting, recording, and performing. Professionals from sports broadcasting will be invited guests in teh class, knowledge of video and audio editing software is recommended.
Last Offered: Spring 2020
3 credits

JRN 220 - Digital Reporting and Writing
Intensive practice in news reporting, writing and digital production. Students will learn to create digital news, sports, and feature packages, with critiques and discussions of technical and ethical problems.
Prerequisite(s): JRN 200.
Last Offered: Fall 2019
3 credits
JRN 225 - Multimedia Journalism
Intensive practice in online journalism. Students will learn to create online multimedia news packages for an online audience.
Prerequisite(s): JRN 201 and JRN 135 or JRN 170 or departmental permission.
Last Offered: Spring 2018
3 credits

JRN 226 - Sports Multimedia Reporting
Intensive practice in online and mobile reporting for sports. Students will learn to create online multimedia sports packages, analyze and report on sports data, and use social media to report live from sporting events.
Prerequisite(s): ENG 112.
Last Offered: Spring 2020
3 credits

JRN 227 - Audio and Video Storytelling
Intensive practice in the use of audio and video journalistic storytelling for web and mobile platforms. Students will develop technical and journalistic skills used in gathering and editing stories for news, public relations, sports and editorial content, with an emphasis on different audiences and media.
Prerequisite(s): JRN 200 and (JRN 135 or JRN 170).
Last Offered: Spring 2020
3 credits

JRN 228 - Big Data Storytelling
Explore how corporations, public agencies and news reporters use big data to communicate complex ideas to the public. Students will study how words paired with numbers can either augment or hinder understanding, as well as learn techniques to help readers visualize numbers through infographics. Students will read and analyze data journalism examples, as well as use real datasets to create their own stories.
Prerequisite(s): ENG 112 and Tier 1: Quantitative Reasoning.
Last Offered: Spring 2020
3 credits

JRN 230 - Fundamentals of Public Relations
Principles, practices, and techniques of public relations in business, industry, government, and social agencies.
Prerequisite(s): ENG 112.
Last Offered: Spring 2020
3 credits

JRN 240 - Race and the News
Examination of the role of race in American news media. Open to journalism and nonjournalism majors seeking understanding of how race affects the news process and the news process affects race.
Prerequisite(s): ENG 112.
Last Offered: Fall 2019
3 credits

JRN 260 - Anthropology of Media
An examination of myth, ritual, and kinship filtered through the lens of various forms of media in the United States. Explores films and case studies of movies, TV sitcoms, and dramas and news broadcasts.
Last Offered: Fall 2017
3 credits

JRN 270 - Introduction to Photojournalism
An introductory course to photojournalism using digital cameras. Students learn the roots and theory of photojournalism, as well as gain practical experience shooting and editing pictures for print and online news media.
Prerequisite(s): JRN 135 or JRN 170 or departmental permission.
Last Offered: Fall 2019
3 credits

JRN 298 - Special Topics
Examination of developments, issues, and/or creative work in the field of journalism.
Last Offered: Fall 2018
3 credits
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Prerequisites</th>
<th>Last Offered</th>
<th>Credits</th>
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<tbody>
<tr>
<td>JRN 300</td>
<td>News Writing</td>
<td>Practical aspects of news gathering, news writing, and copy editing.</td>
<td>Prerequisite(s): JRN 220 and JRN 227</td>
<td>Spring 2020</td>
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<td>JRN 301</td>
<td>The News Media in America</td>
<td>An examination of the relationship between the news media and American society covering the basic issues in journalism through case histories of print and electronic news coverage.</td>
<td>Prerequisite(s): ENG 112</td>
<td>Spring 2020</td>
<td>3</td>
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<td>JRN 302</td>
<td>Political Reporting</td>
<td>Practical training in the coverage of the decision-making process in state, local and campus government combined with an analysis of approaches to presenting news stories.</td>
<td>Prerequisite(s): JRN 200, history and/or political science courses recommended.</td>
<td>Fall 2016</td>
<td>3</td>
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<tr>
<td>JRN 303</td>
<td>Great Journalism</td>
<td>Explore extraordinary journalism in the United States. Read, watch, and listen to well-reported, well written, and produced work from the print, broadcast, and online press. Experienced reporters will visit the class.</td>
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<td>Spring 2020</td>
<td>3</td>
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<tr>
<td>JRN 304</td>
<td>Sports Reporting</td>
<td>Reporting sports events for the news media; writing, and preparing sports material for publication.</td>
<td>Prerequisite(s): ENG 112</td>
<td>Fall 2019</td>
<td>3</td>
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<tr>
<td>JRN 305</td>
<td>Precision Editing</td>
<td>Application of news editing concepts to all kinds of writing. Discussion and practice in news judgment, copy editing, headline writing, proofreading, typography and design for print, online and social media.</td>
<td>Prerequisite(s): ENG 112</td>
<td>Fall 2019</td>
<td>3</td>
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<td>JRN 306</td>
<td>Digital News Design</td>
<td>Principles and techniques of news design for print and online media based on editorial values, readership studies, and comparative studies of publications.</td>
<td>Prerequisite(s): JRN 135 or JRN 170</td>
<td>Fall 2019</td>
<td>3</td>
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<tr>
<td>JRN 307</td>
<td>Reporting and Writing for Science</td>
<td>Report and write about the physical and biological sciences, engineering and technology, either as a journalist or an institutional science writer. Special attention will be given to reading scientific/technical scholarly literature for news value, interviewing researchers in academia and industry about their work, determining how research and innovation benefits the public (or doesnt) and exploring the increasing role of science and technology in public policy discussions.</td>
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<td>Spring 2020</td>
<td>3</td>
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<tr>
<td>JRN 311</td>
<td>Broadcast News Reporting I</td>
<td>The techniques of reporting, writing, editing, and performing to create audio and video stories for radio, TV and online media.</td>
<td>Prerequisite(s): ENG 112 and JRN 135 or departmental permission.</td>
<td>Fall 2019</td>
<td>3</td>
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<tr>
<td>JRN 320</td>
<td>Writing Magazine Articles I</td>
<td>The process of writing and selling freelance articles and an analysis of the magazine market.</td>
<td>Prerequisite(s): ENG 112</td>
<td>Fall 2019</td>
<td>3</td>
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</table>
JRN 330 - Advanced Integrated Public Relations
Multidisciplinary and multimedia approach to Public Relations. A unique consortium of PR tactics including the areas of fashion, entertainment, sports, politics, business, and special events. Emphasis on how message structures change with audience and delivery systems. Prerequisite(s): ENG 112 and JRN 230. Last Offered: Spring 2018
3 credits

JRN 331 - PR Techniques for Health and Medicine
Using a Journalism storytelling approach, students will study public relations techniques - including using social media, analytical tools, multimedia press kits, press releases, speeches - used in the health and medical fields to create persuasive campaigns and then gain practice in effectively applying them in an ethical manner for internal and external audiences. Prerequisite(s): JRN 230 or PCH 202 or MKT 200. Last Offered: Spring 2020
3 credits

JRN 332 - Public Relations, Politics and Public Affairs
Using a journalism story telling approach, students will study public relations techniques - including using social media, analytical tools, multimedia press kits, press releases, speeches - used in government and politics to create persuasive campaigns and then gain practice in effectively applying them in an ethical manner for internal and external audiences. Prerequisite(s): JRN 230 or MKT 200 or PSC 260. Last Offered: Fall 2019
3 credits

JRN 350 - American Journalism History
The history of American journalism through the reading of key documents and the writings of major journalists, and through interviews with professionals. Prerequisite(s): ENG 112. Last Offered: Spring 2020
3 credits

JRN 351 - Media Law and Ethics
Legal and ethical problems of the mass media, First Amendment landmark decisions, and current issues concerning the gathering and dissemination of information. Prerequisite(s): JRN 101, JRN 200, or JRN 301. Last Offered: Fall 2019
3 credits

JRN 370 - Drone Journalism
Flying drones for the purposes of news gathering in both image and data applications. Includes the legal, ethical, and safety requirements for flying drones and reviewing necessary requirements for getting licensed by the FAA. Imagery/Data from student and faculty drone flights are used for multimedia storytelling and 3D mapping. Prerequisite(s): JRN 170 or GEO 170 or JRN 135. Last Offered: Spring 2020
3 credits

JRN 375 - Courts and Crime
Introduction to the knowledge and techniques for covering state and federal courts. Prerequisite(s): ENG 112. Last Offered: Spring 2020
3 credits

JRN 398 - Advanced Special Topics
An examination of developments, issues, and/or creative work in the field of journalism. Last Offered: Summer 2018
1 or 3 credits

JRN 410 - Broadcast News Reporting II
Advanced techniques for reporting, writing, editing and anchoring stories in video for TV and online media. Prerequisite(s): JRN 311 or departmental permission. Last Offered: Spring 2020
3 credits
JRN 470 - Advanced Drone Journalism

Utilizing the flying and imaging skills developed in JRN 370 this course emphasizes advanced techniques and projects using this aerial platform for a number of projects demonstrating their proficiency in both still imagery and video in a variety of news products.
Prerequisite(s): JRN 370
Last Offered: Spring 2020
3 credits

JRN 490 - Capstone Seminar in Journalism

The Journalism capstone project is the centerpiece and exclamation mark encapsulating the journalism theories and skills journalism majors have learned in their classes and in the field. Journalism students focus on a project of impact that can range from social, political, economic, educational, or other topics/issues centered on Southern's campus, greater New Haven, statewide, nationally, or globally. Students critically examine the topic/issue throughout the process.
Prerequisite(s): JRN 220 and JRN 227, 6 of 8 Tier 2 complete (Honors Coll.: 15 cr. HON and 45 cr. total), and prior or concurrent completion of all Tier 1 (Honors Coll.: T1MC and T1QR only).
Last Offered: Fall 2019
3 credits

JRN 497 - Journalism Internship

Practical experience working with participating publications, broadcast studios, advertising and public relations agencies, and government and community organizations, under supervision of media or agency representatives and a faculty member.
Prerequisite(s): Departmental permission.
Last Offered: Fall 2019
1 to 9 credits

JRN 499 - Independent Study

No Description Available
Prerequisite(s): Departmental permission.
Last Offered: Spring 2017
1 to 3 credits