Important policies about enrolling in courses

JOMC 181, 296, 421, 422, 423, 426, 451, 476, 480, 481, 482, 483, 484, 581, 582, 585, 586, and 691 require permission of the instructor. Students must go to the instructor’s office to get on the list for the course. **Students who cannot be enrolled in those courses because of time conflicts or course overloads will be contacted to adjust their schedules/indicate they are no longer interested.**

Many JOMC courses have **prerequisites** that are listed in the catalog. Students are responsible for completing prerequisites before they enroll in a course and will be required to drop courses if they have not completed the prerequisites.

In addition to the courses listed, graduate students may enroll for JOMC 900, 992, 993 and 994. JOMC majors normally have priority over other students for space in JOMC courses, but space is not guaranteed in all courses in any given semester.

Syllabi for JOMC courses are available on the Park Library website at [http://parklibrary.jomc.unc.edu/syllabi](http://parklibrary.jomc.unc.edu/syllabi).

JOMC students are expected to enroll in and complete at least 15 credit hours per semester. To register for more than 18 or fewer than 12 hours per semester, students must have permission from Sharon Jones (Carroll 158).

**It is the policy of the School of Journalism and Mass Communication that a teacher may deny enrollment to any registered student who does not attend the first meeting of a course unless the student has made a prior arrangement with the teacher.**

If you enroll for a course but decide later that you do not want to take it, you must initiate a drop procedure either online before the drop deadline or through the Student Records Office after that date. If you stop attending a course, you will not be automatically dropped, and a grade of AB or FA will be reported if you do not drop the course properly.

**JOMC 89**

The School of Journalism and Mass Communication is offering a first-year seminar during the Fall 2014 semester.
JOMC 89.1 Entrepreneurship in American Journalism (Professor of the Practice Ferrel Guillory). This course is a hybrid, fueled in part by the everyday practice of journalism and in part by the trends, issues and business decisions that have played a role in shaping the news media in the United States. It is about exploring how major figures in U.S. journalism used advances in technology and the capitalist system in their times to create ways and means of delivering information and analysis to the citizens of a democratic society. Throughout the course, you will read, think, talk and write about historical figures who transformed American journalism and exerted an influence on U.S. democracy. In this course we will focus mostly on the 20th and 21st centuries and how news has been delivered through various types of formats and technologies. We will look at newspapers and magazines, at radio and television, and at websites and other electronic media. The intent is to allow you to think creatively about the future of news reporting and analysis. This course seeks to give you a deeper appreciation for the entrepreneurism and creativity embedded in American journalism, and to prepare you to perform with confidence in developing your own creative and entrepreneurial skills.

JOMC 89.2 Science and Media in Public Life What role does science play in public controversies? What role does the public play in scientific controversies? How are media implicated in science and democracy? This seminar explores the place of media and science in public life through a series of case studies of current controversies, including fracking, e-cigarettes, and government surveillance. We will trace each controversy through newspapers, social media, films and other popular culture. Through class discussions and course assignments we will consider the sorts of stakeholders involved and how they communicate, critique, and justify public actions. We will also take advantage of the current elections and go outside the classroom to participate in public discussions, political campaigns, and social movements observing first-hand the role of media and science in public life.

JOMC 490, Proseminar in Mass Communication
This is a special-topics course, and students may enroll in it more than once, provided the topics are different. These usually are all 3-credit courses and may count as an immersion if the course is three hours and if it has no restrictions. Some 490s might be a 1-hour credit course.

The following topics will be offered in Fall 2014:

JOMC 490.1 The American Journalistic Mind. (Professor Donald Shaw). You must register for 3 hours for this course. This course asks what is it about the journalistic career that remains constant, regardless of the medium through which journalists work. Students will read up to four to five journalists’ autobiographies and seek answers to three questions. 1) How did the journalists view their responsibilities to the public? 2) How did these journalists view their profession as a profession? 3) What seems to have been the basis for their value system? Students, individually or in some cases in teams of two, will read autobiographies (in a few cases biographies). The goal of the course will be to explore the contours of the American journalistic mind, following the traditions of American intellectual history.
JOMC 491, Special Skills in Mass Communication
This number is for courses that fulfill a skills course requirement. None of these courses fulfills an immersion.

The following topics will be offered in Fall 2014:

**JOMC 491.1 Digital Marketing and Advertising.** (Professor JoAnn Sciarrino). **You must register for 3 hours for this course. Prerequisites are JOMC 279 and JOMC 475.** Contemporary digital advertising comprises owned, paid promoted and earned media, with the growth in earned media representing the most significant change in consumer media behavior in history. These seismic shifts have created new opportunities for marketers to communicate with and engage consumers. This course provides the practical knowledge and insights required to establish digital advertising and marketing objectives and strategies, properly select the earned and paid media platforms, and monitor and measure the results of those efforts. While the course provides a framework of how to evaluate and construct digital advertising marketing strategies and plans, its focus is on applying critical reasoning skills through case studies for future advertising and communications managers who will be the ultimate directors of digital advertising and marketing strategies and plans. Possessing the skills to evaluate and create digital advertising is valuable for students planning careers in communications, branding, marketing, or in consulting, and is a fundamental function across all industries and organizations. AD, SC

**JOMC 491.2 Market Intelligence.** (Professor JoAnne Sciarrino). **You must register for 3 hours for this course. Permission of instructor.** Market Intelligence helps students learn to make better business decisions by teaching contemporary analytical tools to solve brand and advertising problems. The course is specifically geared for future agency account executives, planners and marketing communications managers who will be the ultimate users of the data, and who will determine the scope and direction of research conducted. Possessing the skills to gather and use market intelligence is valuable for students planning careers in branding, marketing, or in consulting, and is a fundamental function in industries like consumer packaged goods, entertainment, and financial services and sports management. In order to lend realism to the material, the course will introduce research techniques and data used in large companies like Coca-Cola, AT&T, American Express and Merck. AD, SC

**JOMC 491.3 Design and Development of Mobile Apps.** (Assistant Professor Steven King). **You must register for 3 hours for this course. Prerequisite is JOMC 586 or similar experience.** Learn mobile app development through hands-on development of application deployed on multiple platforms. Class teaches design and coding with focus on user experience, interface design and content presentation. Apps will be built using web technologies and mobile frameworks. Strong understanding of HTML/CSS and JavaScript required. MM

**JOMC 491.4 Freelance Journalism (Adjunct Mike Ogle). You must register for 3 hours for this course.** You will learn how to make and follow up with contacts, how to catch the eye of a potential employer or assigning editor, how to pitch and work with editors and writers and how to build upon those fruitful relationships. The goal is to help
you become a master communicator and thus get your career to where you want it to go in an increasingly competitive workforce.

**JOMC 491.5 Media Sales and Management** (Staff). You must register for 3 hours for this course. Most media today is advertising supported. Even “development” associated with public media is a form of sales. This is a course that examines the role of sales in providing the economic support for all forms of media. Magazines, television and cable networks, sporting events and internet sites -- in one form or another -- need to sell advertising and sponsorships to survive and prosper. The class will cover the techniques for targeting, selling and marketing media to advertisers and sponsors. It will also delve into the notion of sales account executives acting as marketing experts for clients through the use of quantitative and qualitative audience research. The course will examine marketing approaches for legacy media as well as the emerging role of sales and marketing as the primary revenue stream for new media, including mobile. The career prospects for students will also be considered. **AD, SC**

**JOMC 491.6 International Advertising** (Staff). You must register for 3 hours for this course. Advertising is now a global business and cultural force. The class will look at the issues affecting the global advertising industry. These issues include the demands of selling a global brand across dozens of distinct countries and markets, the individualistic nature of the media business in every nation, and the transformation of technology inventing an interactive global community for the first time. **AD, SC**

**Graduate Courses**

**JOMC 701.1. Mass Communication Research Methods.** (Assistant Professor Dan Kreiss). This is an introduction to quantitative and qualitative scholarly research required of all JOMC grad students. The course provides an overview of the research methods used in mass communication research, including but not limited to content analysis, experimental design, survey research, focus group research, field research and framing analysis. Students will learn to evaluate the strengths and weaknesses of the methods, to critique how these methods have been used in published research and to design a research study using one of the methods.

**JOMC 702.1 Mass Communication Pedagogy.** (Associate Professor Rhonda Gibson). Investigation of college teaching and academic life, including course planning, syllabus preparation, interpersonal skills, presentational modes, evaluation and ways of balancing teaching with other expectations.

**JOMC 704.1 Statistics for Mass Communication Research.** (Associate Professor Francesca Carpentier). Prerequisite, JOMC 701. Statistics with emphasis on application to studies in mass communication. Prior knowledge of statistics and familiarity with computer software are NOT assumed.

**JOMC 705.1. Theories of Mass Communication.** (Associate Professor Francesca Carpentier). This course introduces students to classic theories of the process and effects of mass communication. Students read summaries of theoretical approaches to several issues, including how the structure of news organizations affects the news, how media
affect cultural norms and values and whether media can be used to change behavior and the role of the audience. Students serve as discussants for topics during the semester, write critical literature reviews on a particular theoretical stream of interest to them, and produce preliminary thesis, project or dissertation proposals.

**JOMC 711.965. Writing for Digital Media.** (Associate Professor Andy Bechtel). Offered online. New technologies have in some ways transformed human communication, creating new meanings and even entirely new media. This course aims to foster effective communication in digital and online environments, a goal predicated on learning and understanding the audience(s); knowing how different media work, as well as the unique limits and possibilities of these new media; and learning how to develop appropriate content for different formats and environments. Students analyze the technical and rhetorical elements necessary to create content for online environments, including interactivity, hyperlinking, spatial orientation and nonlinear storytelling. Note: Enrollment limited to students admitted to the Certificate in Technology and Communication program and JOMC graduate students. **See Rachel Lillis in CA 309 to sign up for this course.**

**JOMC 714.965. Database and Web Research.** (Ms. Genie Tyburski). Offered online. For many people, including journalists, online research means going to Google, entering a couple of search terms and hoping for the best. The information you want might be there, but how long is it taking you to find it? What about the authority and timeliness of that information? Are there other sources available online (or in print) that might provide you with better or additional information? What strategies might improve the efficiency and effectiveness of your research? This course will answer those questions and others. Note: Enrollment limited to students admitted to the Certificate in Technology and Communication program and JOMC graduate students. **See Rachel Lillis in CA 309 to sign up for this course.**

**JOMC 716.966 Research Methods and Applications.** (Professor Anne Johnston). This course is designed to help communication professionals make better and more informed research decisions given compelling research challenges and resource constraints.

**JOMC 720.966 Strategic Communication.** (Associate Professor Heidi Hennink-Kaminski). Underpinned by appropriate theory, this course examines strategic communication in today's cluttered information environment. While developing strategic communication programs, students will analyze case studies and research comprehensive digital-influence strategies.

**JOMC 721.966 Usability and Multimedia Design.** (Staff). This course will introduce students to five basic areas of excellent multimedia design and help students develop expertise in their application. This class is not about learning software. Some advanced design techniques will be covered, but a working knowledge of a graphic design, layout or animation program such as Photoshop, Illustrator, InDesign or Flash is necessary. (A selection of these programs will be introduced in JOMC 717: Information Visualization, a pre-requisite for JOMC 721.)

**JOMC 730.1. Public Relations Foundations.** (Professor Dulcie Straughan). The
foundations of public relations practice and theory are explored in this graduate-level course through the lens of classic and contemporary case studies. Students will learn through extensive case analysis and exploration of theories pertinent to public relations. Students will also do research, undertake critical thinking and develop creative problem-solving skills, all leading to completing course assignments, including researching and writing an original case study.

**JOMC 740.1 Media Law.** (Assistant Professor Tori Ekstrand). Students will examine the delicate balance that exists between freedom and control of the mass media in the United States. The First Amendment of the U.S. Constitution is, of course, the major guarantee of freedom of expression. Because the courts, especially the U.S. Supreme Court, are ultimately responsible for interpreting the First Amendment and maintaining the balance between freedom and control, the course focuses on judicial decisions and reasoning. The bulk of the readings and class discussions will involve analyzing and interpreting court opinions affecting the mass media. It is important to recognize, however, that other very significant sources of press privileges and controls exist. Therefore, the course also covers statutory law and executive and administrative actions. Each student will complete a take-home exam, an in-class midterm exam, a comprehensive final exam and a legal research paper.

**JOMC 753.1. Reporting and Writing News.** (Associate Professor Ryan Thornburg). Combines instruction in news writing and reporting in an accelerated, graduate-level course designed to satisfy print sequence basic competency requirements for graduate students. Students will learn the fundamentals of news writing along with beat and general assignment reporting and apply those skills to a variety of practical reporting and writing assignments. Topics include fundamentals of news writing, story forms and organization, interviewing, reporting techniques, general news writing, feature writing, ethics, law, and the culture of news organizations. Prerequisites: graduate standing, keyboarding skills. This course is for graduate students only.

**JOMC 782.1 Multimedia Storytelling.** (Associate Professor Laura Ruel). Telling stories is the basis of what we do as communicators. Learning how to do this well requires a thorough understanding of the tools available and the strengths and weaknesses of each one. The objective of this course is to introduce you to the theories and practices of multimedia content creation. We will read and view scholarly and professional works that address multimedia presentation methods. You will be expected to gain a critical understanding of the value of each one. Recognition of the benefits and drawbacks of the written word, photography, audio, video, animated graphics and interactive applications will be addressed in class discussions and assigned projects. You will acquire knowledge about how to choose multimedia presentation methods based on a project’s audience and communication goals. You also will learn how to apply this knowledge by creating a multimedia storytelling project that will unfold throughout the semester.

**JOMC 810.1 Seminar in the Psychology of Human–Computer Interaction.** (Associate Professor Sri Kalyanaraman). Examines effects of computers, the Internet and World Wide Web from a psychological perspective. Adopts an empirical approach to understand ways in which people respond to computers and new technologies.
JOMC 825.1. Seminar in Interdisciplinary Health Communication. (Associate Professor Seth Noar). This course is part of the new graduate-level Certificate in Interdisciplinary Health Communication. For course information, go to www.ihc.unc.edu.

JOMC 826.1. Interdisciplinary Health Communication Colloquium. (Instructor Joan Cates). This course is structured for interactive student/faculty discussion on health communication research and practice. Seminar and online discussion format.

JOMC 830.1. Seminar in Public Relations. (Assistant Professor Nori Comello). The purpose of this course is to expose graduate students to the theoretical bases of public relations and provide insight into the development of public relations theory and practice. Through readings and group discussion, students will gain greater understanding of scholarly work in public relations and related disciplines and the application of those works. A variety of research approaches (historical, legal and social science) are included. Readings, discussion and a term paper, which may be the preliminary work for a student's thesis, are required.

JOMC 840.1. Seminar in Mass Communication Law. (Professor Cathy Packer). In this seminar we will explore free expression theory and the research perspectives, approaches and methods used in the study of mass communication law. The main goals of the course are to 1) familiarize students with First Amendment theories and interpretations; 2) expose students to an array of legal research focusing on communication law; 3) teach students to critically read and evaluate such research; and 4) provide students with experience in generating and investigating legal research questions, writing research proposals, and writing and defending papers presenting their research findings. Each student will be required to identify a legal research question he or she will investigate, write a paper proposal, and produce a research paper. It is expected that all papers will be of high enough quality to be presented at a scholarly convention and/or published in a journal of scholarly research.

NOTE: This seminar is not designed to teach the content of mass communication law. All seminar participants are expected to have a thorough knowledge and understanding of the substance and principles of mass media law. JOMC 740 is a prerequisite to JOMC 840.

JOMC 847.1 Seminar in Communication for Social Change. (Professor Lucila Vargas). This course examines the role of media and communication in progressive social change. It surveys the literature on development communication and introduces students to recent approaches in the field. These approaches pay attention to grassroots communication in both developing nations and “Third World settings” of the United States.

JOMC 890.1 Seminar in Survey Research Methods. (Professor Dan Riffe). This course covers the theory and practice of survey research, including planning and design, choice of survey mode, sampling, opinion/attitude/behavior measurement, questionnaire construction, interviewing and analysis of data. Students will participate in the design and execution of field survey project(s). Prerequisite: JOMC 701.
JOMC 890.2 Media Processes and Production. (Professor Dan Riffe). Mass communicators are individuals with varying psychological, ideological, demographic, cultural and social characteristics; who, to varying degrees, adhere to professional conventions that define the practices and boundaries of their field; within organizations that have their own group and business dynamics and that interface with larger social structural, economic, legal and ideological forces. This seminar introduces the conceptual and empirical literature on these factors and how they influence the processes and production of mass communication.