

Perley Isaac Reed **SCHOOL OF JOURNALISM**  
at West Virginia University

The West Virginia University P.I. Reed School of Journalism traditionally offers the following courses, which have been approved by the University's Faculty Senate. Students should consult the Office of the Registrar's Schedule of Courses website ([www.arc.wvu.edu/courses](http://www.arc.wvu.edu/courses)) to verify course availability.

Courses in the School's Integrated Marketing Communications / Digital Marketing curriculum can be accessed by visiting [www.imc.wvu.edu/curriculum/courses.php](http://www.imc.wvu.edu/curriculum/courses.php) or <http://www.imc.wvu.edu/digital/courses.php>.

### **Advertising (ADV)**

ADV 201. Advertising and Society. (Open to all University students.) 3 Hr. As a social institution, advertising plays a critical role in our daily lives. The course will examine the social, economic, and legal aspects of advertising.

ADV 215. Principles of Advertising. 3 Hr. (Open to all University students.) An introduction to all sides of the advertising field and to the process, quantitative, strategic and aesthetic, by which the sales message is planned, produced and delivered. This is the first advertising course for advertising majors and must be taken as a pre-requisite for other courses in the sequence.

ADV 309. Advertising and Creativity. 3 Hr. PR: ADV 215 and JRL 101. *Advertising minors only.* Online course explores creativity in advertising through a process and variety of creative vehicles, including print, broadcast and interactive media.

ADV 315. Advertising Copywriting. 3 Hr. PR: ADV 215 and admission to School of Journalism. Writing advertising copy and designing effective layouts. Elements of effective advertising: creating strategies, building campaigns, writing and rewriting, and preparing roughs and comps. Developing a portfolio. Emphasis on print advertising. (Should be taken in combination with ADV 403.)

ADV 401. Retail Advertising. 3 Hr. PR: ADV 315 and ADV 403. Principles and practices of retail advertising. Planning and budgeting; copy preparation and layout, evaluation and selection of media; outdoor advertising, specialty advertising.

ADV 403. Advertising Media Analysis. 3 Hr. PR: ADV 215. Coreq: ADV 315. Theory, evaluation and selection of advertising media for a variety of market situations. Market analysis, media characteristics, sources of media data, and development of a media plan.

ADV 409. Advertising Research and Media. 3 Hr. PR: ADV 215 and JRL 101. *Advertising minors only.* Online course explores role of research throughout the communication process. Emphasis on media component through planning, buying and evaluation.

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ADV 419. Advertising Strategies. 3 Hr. PR: ADV 309 and ADV 409. *Advertising minors only.* Online course introduces the changing consumer marketplace. Analysis of actual advertising campaign strategies in terms of creative, media and research components.

ADV 421. (formerly JRL 421). Advertising Research. 3 Hr. PR: ADV 315 and ADV 403. A broad study of scientific and critical research methods; relevant sources of historical data gathering, relationship, and audience analysis; evaluation of marketing and public opinion research.

ADV 451. Direct Marketing. 3 Hr. PR: ADV 315 and ADV 403. An examination of the concepts, strategies and applications involved in direct marketing. Measurability, accountability, lists, data and the integration of direct marketing program into total marketing efforts are discussed.

ADV 459. Campaigns. 3 Hr. PR: ADV 315 and ADV 403 and JRL 421 and senior standing. The capstone course in the undergraduate advertising curriculum. The course is designed to give students the opportunity to integrate all prior learning and apply it to the development of an advertising campaign for a real-world client. The actual output of the course will be a written plans book and a formal campaign presentation. (Should be taken the final semester before graduation.)

ADV 521. (formerly JRL 521). Advertising Research. 3 Hr. PR: Consent. A broad study of advertising scientific, theory, and critical research methods. Graduate students will undertake additional projects, readings and research to gain a graduate-level understanding of advertising research.

ADV 559. Campaigns. 3 Hr. PR: Consent. Course integrates all prior advertising knowledge. Graduate students who take this course will do additional research and serve in a leadership capacity for advertising campaigns developed for real-world clients.

### **Journalism (JRL)**

JRL 101. Introduction to Mass Communication. 3 Hr. (Open to all University students.) Mass communicator's role in developing political, social, and economic fabrics of a democratic society. Organization and function of newspapers, magazines, broadcast stations, and other principal media, including the role of advertising and public relations.

JRL 115. Journalism Orientation. 1 Hr. PR: School of Journalism direct admissions status. Support first-year students to make successful transition from high school to college; introduce students to careers, majors in journalism develop a better understanding of the learning process; and acquire basic academic and personal "survival skills."

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JRL 215. Media Writing. 3 Hr. PR: ULIB 101 and ENGL 101 and ENGL 102 (or English 103) and JRL 101 with a grade of 'C' or better, passage of Journalism Qualifying Exam, and a cumulative WVU GPA of at least 2.0. Introduction to the fundamental writing and fact-gathering skills of journalism and public relations for the print and electronic media.

JRL 279. Documentary Film in America. 3 Hr. This course, through viewings, readings, lectures and speakers will survey the history of documentary film in America and the ever-growing diversity of documentaries, influenced by the political, economic and social forces of their day.

JRL 318. Reporting for Print Media. 3 Hr. PR: JRL 215 (C or better). Essentials of developing and covering a news beat. Students generate stories, cultivate sources, and discover their community. News and feature stories include police, courts, budgets, meetings, and speeches. A departmental honors section , available to students possessing superior writing skills, requires the instructor's course approval signature.

JRL 319. Copy Editing. 3 Hr. PR: JRL 318. Students develop the skills necessary for the modern newspaper copy desk, including copy editing, working with wire service copy, headline writing, page layout and desktop production.

JRL 361. Media Relations In Sport. 3 Hr. This online course provides an understanding of the role that effective public relations plays in sports organizations.

JRL 426 (*formerly NE 426*). Public Affairs Reporting. 3 Hr. PR: JRL 319 or TVJ 319 and admission to the School of Journalism. Students take skills learned in other News Editorial classes - writing, researching, and interviewing- and apply them to the agencies, structures, and programs that make society work. They also work with local newspapers to develop and publish stories public agencies, including circuit court, police.

JRL 428. (*formerly NE 428*). Law of the News Media. 3 Hr. (For Journalism senior and graduate students.) PR: Admission to the SOJ. The law as it affects the mass media. Considered are such areas as libel, privacy, public records, criminal pre-trial publicity, freedom of information, obscenity.

JRL 441. Internship. 3 Hr. PR: Journalism majors only and foundation courses in one of the sequences. Students must complete a contract, and work 100 hours for each hour of credit. (Graded Pass/Fail.)

JRL 442. Practicum. 1-2 Hr. Journalism majors only. PR: Foundation courses in one of the sequences. Students must complete a contract, and work 100 hours for each hour of credit. (Graded Pass/Fail.)

JRL 459. Multimedia Bureau Reporting. 3 Hr. PR: Consent. The capstone course in the undergraduate journalism curriculum. In this lab/workshop-style

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class, students will produce stories and multimedia packages for publication and broadcast at regional media outlets.

JRL 489. Media Issues and Ethics. 3 Hr. PR: JRL 215. In-depth study of contemporary media issues such as right of access to media and morality and ethics in news and advertising; new FTC and FCC regulations; media responsibility to society; social responsibility of media professionals.

JRL 528. (*formerly NE 528*). Law of the News Media. 3 Hr. (For Journalism seniors and graduate students.) PR: Consent. The law as it affects the mass media. Considered are such areas as libel, privacy, public records, criminal pre-trial publicity, freedom of information, obscenity. Graduate students will do additional readings and research.

JRL 555. Women and Minorities in the Media. 3 Hr. PR: Consent. Students explore the evolution of women and minorities in the media, from the 1960s to the present. Students critically examine how marginalized groups are depicted in mass media texts, such as television, movies, and magazines.

JRL 559. Multimedia Bureau Reporting. 3 Hr. PR: Consent. This is a capstone course in the undergraduate journalism curriculum. Graduate students will do intensive research as well as producing stories and multimedia packages for publication.

JRL 600. Introduction to Graduate Studies. 0 Hr. (Required of all graduate journalism students.) Designed to orient students to graduate study by addressing topics such as qualitative/quantitative research, methodologies, the need for theory in graduate research, etc.

JRL 604. Mass Media & Society. 3 Hr. (Required of all graduate journalism students.) Study of mass media and their role in and influence on society; includes analysis of the social, political, theological, and economic determinants of media content and character.

JRL 620. Advanced Journalistic Writing and Research. 3 Hr. (Required of all graduate journalism students.) Study of advanced journalistic writing and research methods. Students will practice the writing and research techniques on topics of their own choosing. Academic or popular topics may be selected.

JRL 689. Ethics Seminar. 3 Hr. PR: Consent. An advanced discussion of ethical, moral and philosophical principles and their function within mass media systems. The role of the individual and morality are particularly stressed.

JRL 690. Teaching Practicum. 1-3 Hr. PR: Consent. Supervised practice in college teaching of Journalism. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience.

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JRL 695. Independent Study. 1-6 Hr. PR: Consent. Faculty supervised study of topics not available through regular course offerings.

JRL 697. Research. 1-15 Hr. PR: Consent. Research activities leading to thesis, professional project, research paper or equivalent scholarly project. (Grading may be S/U.)

JRL 698. Thesis. 2-4 Hr. PR: Consent. Additional research and writing for the student's master's thesis. The student will be supervised by his or her thesis committee chair. (Grading may be S/U.)

JRL 699. Graduate Colloquium. 1-6 Hr. PR: Consent. For graduate students not seeking coursework but who wish to meet residence requirements, use the University's facilities, and participate in its academic and cultural programs. (Grading may be S/U).

### **Public Relations (PR)**

PR 215. Introduction to Public Relations. 3 Hr. (Open to all University students.) Introduces the student to the principles of public relations. Definition and historical development, opportunities and challenges, techniques and management of public relations are included.

PR 301. Writing for Public Relations. 3 Hr. *Public relations minors only.* PR: JRL 101 and PR 215. Basic writing techniques and tools for public relations practitioners, including news writing, AP style, news releases, media advisories, media lists, pitching stories, presentations, and publications.

PR 319. PR Editing and Design. 3 Hr. PR: 215. Co-req: JRL 318. Editing and production techniques for public relations media (brochures, reports, newsletters, etc.,) including copy preparation, typography, graphic design, layout, and desktop publishing.

PR 324. Public Relations Writing and Applications. 3 Hr. PR: PR 319 or JRL 319. Writing, design, graphics, and desktop publishing as major tools of public relations practitioners and planners.

PR 333. Introduction to Web Design. 3 Hr. PR: JRL 215 or Consent. Using the web in PR campaigns, hand-coding HTML, design concepts, layout, hyperlinks, images, tables, web-production software, establishing and maintenance of web server account, uploading files.

PR 401. Applied Public Relations. 3 Hr. *Public relations minors only.* PR: JRL 101 and PR 215. Focuses on case studies and strategic campaign planning. Students produce a campaign.

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PR 410. Integrated Marketing Communications for PR. 3 Hr. PR: PR 301 and PR 401. Provides comprehensive look at PR's role IMC process. Advertising, Internet marketing, sales promotion and direct marketing also discussed.

PR 422. Research and Case Studies. 3 Hr. PR: PR 324 or consent. This course familiarizes students with common PR research methods and their respective strengths and weaknesses. A wide range of actual campaigns, including government, corporate, IMC, international, investor, crisis, and non-profit, are examined and critiqued.

PR 458. Public Health Relations. 3 Hr. PR: PR 422 or consent. In-depth research, study, and development of active PR campaigns in the healthcare field. Students serve as the PR agency for a healthcare-related organization.

PR 459. Public Relations Campaigns. 3 Hr. PR: PR 422 or consent. The capstone course in the undergraduate public relations curriculum. Designed to give students the opportunity to integrate prior to learning in developing a PR campaign for an actual client.

PR 512. Fundraising and Foundation Management. 3 Hr. PR: Consent. An intensive study into the methodology, history and processes involved with public relations fundraising and the management of non-profit foundations.

PR 522. Research and Case Studies. 3 Hr. PR: Consent. This course familiarizes students with common PR research methods and their respective strengths and weaknesses. Graduate students will do additional case studies and research into various topics.

PR 559. 3 Hr. PR: Consent. Graduate students taking this course will take a leadership role in developing a campaign for an actual client.

### **Print Journalism (PRNJ)**

PRNJ 418. (*formerly NE 418*). Advanced Reporting. 3 Hr. PR:JRL 318 and admission to the School of Journalism or Consent. Students write carefully researched stories using writing, reporting, and interviewing skills they have acquired in previous classes while applying techniques of literary journalism. The class emphasizes immersion reporting; students spend extended time with one subject to develop skills in storytelling, interviewing, and organization.

PRNJ 420. (*formerly NE 420*). Feature Writing. 3 Hr. PR:JRL 318 and admission to the School of Journalism or consent. Developing, writing, and editing news features, personality profiles, color pieces, issue oriented articles and human impact stories for news, public relations and film. The course emphasizes narrative, descriptive, analytic and story-telling skills. One-on-one professor/student conferences stress story building and revision.

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PRNJ 425. (*formerly NE 425*). High School Publications Advising. 3 Hr. PR: JRL 319 and JRL 215. (For students seeking journalism certification.) Emphasizes writing styles, newspaper/yearbook layout, rights and responsibilities of the teacher, students, and school system. Enrollees will construct instructional portfolios based on research and classroom discussion concepts.

PRNJ 427. (*formerly NE 427*). American Journalism History. 3 Hr. PR: JRL 101 and HIST 152 and HIST 153 or consent. Development of media from seventeenth-century England and the American colonies; great names in journalism; freedom of the press and its implications and impact on the nation.

PRNJ 430. (*formerly NE 430*). Editorial & Critical Writing. 3 Hr. PR: JRL 319. Students will analyze news issues, write editorials, and write editorial page columns. Students will also analyze the role and content of the editorial page in contemporary newspapers.

PRNJ 518. (*formerly NE 518*). Advanced Reporting. 3 Hr. PR: Consent. Students write carefully researched stories using writing, reporting, and interviewing skills they have acquired in previous classes while applying techniques of literary journalism. Graduate students taking this course will do additional stories and research into various forms of storytelling, interviewing, etc.

PRNJ 527. (*formerly NE 527*). American Journalism History. 3 Hr. PR: Consent. Development of media from seventeenth-century England and the American colonies; great names in journalism; freedom of the press and its implications and impact on the nation. Graduate students will do additional readings, research and presentations.

### **Television Journalism (TVJ)**

TVJ 215. (*formerly BN 215*). Electronic Media & Society. 3 Hr. (Open to all University students.) Survey of the electronic media industry with an emphasis on the role of broadcast journalism in society. Covers historical development, regulation, industry standards, ethics, international media, and contemporary issues.

TVJ 319. (*formerly BN 319*). Broadcast News Writing. 3 Hr. PR: Admission to School of Journalism and JRL 215. Gathering, researching, and evaluating facts; reporting and writing news for radio and television; editorial decision making and responsibility; broadcast news ethics.

TVJ 386. (*formerly BN 386*). Beginning Television Reporting. 3 Hr. PR: TVJ 319. Reporting, writing and producing stories for television news using digital video technology: emphasis on visual storytelling, editorial decision making, and ethical and legal considerations.

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TVJ 487. (*formerly BN 487*). Advanced TV Reporting & Producing. 3 Hr. PR: TVJ 386. Reporting, writing and producing television news stories using advanced production techniques; producing stories for cable or broadcast television. Work may be aired on local or regional broadcast or cable stations.

TVJ 488. (*formerly BN 488*). Video Production. 1 Hr. PR: TVJ 386. This course is designed to teach broadcast journalism students advanced digital video and audio techniques for news productions, including field reports, newscasts, and studio-based programs; principles and theories of news production.

TVJ 587. (*formerly BN 587*). Advanced TV Reporting & Producing. 3 Hr. PR: Consent. Reporting, writing and producing television news stories using advanced techniques. Graduate students will do additional research or projects to gain a deeper understanding of TV journalism.

### **Visual Journalism (VISJ)**

VISJ 210. (*formerly JRL 210*). Visual Journalism and New Media. 3 Hr. PR: JRL 101 or consent. Theory and principles of visual communication and image culture. Visual literacy, critical thinking, and ethics by visual journalists in digital media. Software applications for photography, graphic design, video and web publishing.

VISJ 220. (*formerly JRL 220*). Introduction to Photojournalism. 3 Hr. Basic techniques of journalistic photography, digital imaging and editing. Students must have access to a film or digital camera. A lab fee will be assessed to non-majors.

VISJ 320. (*formerly JRL 320*). Advanced Photojournalism. 3 Hr. PR: VISJ 220 or consent. Introduction to advanced techniques and concepts in visual journalism for print and electronic media. Color, lighting, studio and digital camera techniques.

VISJ 431. (*formerly JRL 431*). Multimedia Reporting. 3 Hr. PR: VISJ 220 or consent. Reporting/production for online media. Ethics and role of visual journalists. Software basics and use of audio video and still photography in online reporting.

VISJ 440. (*formerly JRL 440*). Visual Storytelling For Media. 3 Hr. PR: VISJ 220 or Consent. Development of advanced practical and analytical skills in digital photojournalism, photo editing and cross-media design. Analysis of images, visual narratives, new media storytelling, digital imaging, media asset management, and ethical and social issues.