Journalism, M.S.J.

Degree Offered

- Master of Science in Journalism

Nature of the Program

The master of science in journalism (M.S.J.) program in the Reed College of Media is designed to help persons involved in various aspects of mass communication to better understand and to cope not only with the increased complexity of their own majors but also with fields outside mass communications.

The program, created to assist each student in reaching his/her potential as a worker, teacher, or scholar in mass communications, prepares a master’s candidate not only for a first job but also for long-term and productive career development through the study of mass communications and related fields. Students who obtain the M.S.J. degree should excel in professional skills.

The M.S.J. program is intended to afford liberal arts graduates an opportunity to concentrate on advanced study in mass communications; to provide intensive study for persons who have undergraduate journalism training and who wish to pool their journalistic skills with extensive knowledge in another substantive area or areas (e.g., political science, economics, science); and to give persons who have had considerable professional experience an opportunity to broaden their academic bases through carefully selected advanced studies.

Assistantships and Tuition Waivers

A limited number of graduate assistantships are available in the College of Media each academic term. Graduate assistants may manage equipment, teach laboratories, and/or assist professors with their courses and research. Interns work in mass communications-related jobs on- or off-campus to obtain solid professional experience.

Students may receive stipends for the academic term and may apply for tuition remission for the entire year. Although sometimes renewed for a second or third term, assistantships and internships are granted for one academic term. Graduate assistants and interns work an average of twenty hours per week during the academic year.

Persons who wish to be considered for assistantships or internships should have their applications on file with the Director of Graduate Studies before March 1 of the same year.

Tracks

The College of Media offers two tracks—the teaching/research track and the professional track—within the M.S.J. program. In either track, the M.S.J. program offers five Areas of Emphasis (AOEs) that students may pursue, if desired, to obtain additional focus in a specific curricular area. AOE's are available in Advocacy & Public Interest Communications, Media Innovation, Digital Publishing, Visual Journalism, Reporting & Writing, and Television.

Teaching/Research

The teaching/research track is generally a program for persons who wish to pursue a Ph.D., to teach at the college/university level, and to conduct research in areas of mass communications. Persons in this track normally take research and theory courses both inside and outside the College of Media, as well as social science courses. The program culminates in a thesis, which is a scholarly theoretical study of an important aspect of mass communications.

Professional

The professional track is designed primarily for persons who wish to become excellent practitioners in some field of mass communications and who have less desire to teach or to become mass communications researchers. Persons in the professional track normally take communication and outside area courses that will help them to become better practitioners. The program culminates in a professional project, which helps a student to extend his/her practical and theoretical knowledge about a given aspect of mass communications and should be a non-routine project on which the student could work as a professional.

Time Limitation

Students must complete all graduate degree requirements, including either a thesis or a professional project, within eight years of beginning the initial coursework of the program. After this period, courses must be revalidated according to the procedures set forth in the WVU Graduate Catalog.

Maintenance of Scholarship

A journalism graduate student must maintain satisfactory progress toward the M.S.J degree. The candidate’s graduate record begins with the first course credited toward the master’s and includes all subsequent courses. Every graduate student must maintain at least a 2.75 grade point average and
complete all requirements within eight years. Anyone who fails to meet this standard will be subject to academic probation and possible dismissal from the program.

Each person working toward the M.S.J. should register for at least one hour during every regular (fall and spring) term. This enrollment may be in coursework or in research.

**International Students**

Believing that mutual benefit is derived when scholars from other countries study in the Reed College of Media, the faculty welcomes international students. At the same time the faculty recognizes that journalism, more than any other field, requires language skills. To profit from journalism study, international students must have a ready understanding of English. International students, for whom English is not their official language, must include TOEFL scores. The minimum TOEFL scores needed for consideration at WVU are 550 (paper test), 213 (computer test), or a 79 (internet test). A minimum IELTS score of 6.5 also is required.

**FACULTY**

**PROFESSORS**

- Joel Beeson - Ph.D. (Union College)
  Visual Journalism
- Diana Martinelli - Ph.D. (University of North Carolina at Chapel Hill)
  Dean, Widmeyer Professor in Public Relations
- Maryanne Reed - M.S. (Northwestern University)
  Provost, Television Journalism
- John Temple - M.F.A. (University of Pittsburgh)
  Print and Narrative Journalism

**ASSOCIATE PROFESSORS**

- Alison Bass - M.L.A. (Harvard University)
  Print Journalism
- Dana Coester - M.A. (University of Missouri-Columbia)
  Media Innovation
- Rita Colistra - Ph.D. (University of North Carolina at Chapel Hill)
  Public Relations, Strategic Communications, Community Branding
- Sang Lee - Ph.D. (Pennsylvania State University)
  Advertising and Strategic Communications
- Geah Pressgrove - Ph.D. (University of South Carolina)
  Public Relations, Strategic Communications, Advocacy
- Steve Urbanski - Ph.D. (Duquesne University)
  Graduate Director; Print Journalism, Media Ethics and Law

**TEACHING ASSOCIATE PROFESSORS**

- Robert Britten - Ph.D. (University of Missouri-Columbia)
  Print and Experimental Journalism
- Elizabeth Oppe - Ph.D. (Ohio University)
  Mass Communications, Service Learning, Public Relations

**ASSISTANT PROFESSORS**

- Julia Fraustino - Ph.D. (University of Maryland)
  Public Interest Communications, Strategic Communications
- Jennifer Harker - Ph.D. (University of North Carolina at Chapel Hill)
  Public Relations and Sports Communications

**VISITING ASSISTANT PROFESSOR**

- Jasper Fessman - Ph.D. (University of Florida)
  Public Interest Communications, Public Relations, Strategic Communications
Admissions

Admission to the M.S.J. program is limited to recipients of baccalaureate or equivalent degrees from institutions of higher learning. Applicants should have combined verbal and quantitative Graduate Record Examination (GRE) Aptitude Test scores of 153 Verbal and 144 Quantitative and should have earned at least a 3.0 cumulative grade point average (GPA) on a 4.0 scale. Each applicant should submit to the College of Media Director of Graduate Studies a detailed statement of purpose explaining why the student wishes to undertake graduate study in journalism, what the student hopes to glean from the graduate journalism program, what his/her long-term goals are, and how graduate education in journalism can help achieve those goals.

An applicant who does not meet the minimum GRE and/or GPA requirement(s) may be accepted only if the low GPA or GRE scores are offset by extraordinary factors. Excellent recommendations, unusual grading patterns (e.g., a steady rise of grades), an outstanding statement of purpose, or examples of professional accomplishment sometimes can offset low GRE scores or a low GPA.

Students applying for admission to the M.S.J. program are encouraged to send nonreturnable supporting written/multimedia work products/samples to the College of Media Director of Graduate Studies. All other materials (e.g., transcripts, GRE scores, application forms) should be sent to the Office of Admissions.

Students may also apply online at: https://graduateadmissions.wvu.edu/how-to-apply (https://graduateadmissions.wvu.edu/how-to-apply/).

Admission Requirements 2023-2024

The Admission Requirements above will be the same for the 2023-2024 Academic Year.

Major Code: 4942

Degree Requirements

<table>
<thead>
<tr>
<th>University Requirements</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Science in Journalism Major Requirements</td>
<td>25</td>
</tr>
<tr>
<td>Total Hours</td>
<td>30</td>
</tr>
</tbody>
</table>

University Requirements

| General Electives | 5 |
| Total Hours | 5 |

Master of Science in Journalism Major Requirements

A minimum GPA of 3.0 is required in all courses toward the major.

| JRL 600 | Introduction to Graduate Studies | 1 |
| JRL 604 | Mass Media and Society | 3 |
| JRL 620 | Advanced Journalistic Writing and Research | 3 |
| JRL 689 | Ethics of Mass Communication | 3 |
| JRL 697 | Research | 6 |
| Select one of the following: | 9 |
| Area of Emphasis | |
| College of Media Electives | |
| Total Hours | 25 |

* Students who choose to write either a thesis or a professional project must register for at least 6 credits of Research (JRL 697).

** Excluding the research hours, a minimum of 18 credit hours must be earned in the College of Media. Students may choose either an Area of Emphasis or College of Media electives.

Suggested Plan of Study

<table>
<thead>
<tr>
<th>First Year</th>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 600</td>
<td>1</td>
<td>JRL 620</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>JRL 604</td>
<td>3</td>
<td>JRL 689</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
### Electives

<table>
<thead>
<tr>
<th></th>
<th>Fall Hours</th>
<th>Spring Hours</th>
<th>Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 697**</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Electives*</td>
<td>6</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>**</td>
<td></td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>

Total credit hours: 34

* Various electives. In both programs, sixty percent of the graduate credits submitted for the degree (eighteen credits) must be in courses numbered 500–799.

** Students who choose to write either a thesis or a professional project must register for at least 6 credits of Research (JRL 697).

Students should note that the majority of credits submitted for the degree must be in courses numbered 500 or above.

The thesis or professional project will be graded as an S or U (satisfactory or unsatisfactory).

Except for thesis, professional project, and internship courses, no student may take a course on a P/F or S/U grade basis without prior approval of the Director of graduate studies.

## THESIS/PROFESSIONAL PROJECT

Each student must complete a thesis or a professional project involving original work in his/her area of interest. The master’s candidate should have a thesis or professional project proposal written by the end of the academic term in which the first nineteen hours of coursework are completed.

Each student is responsible for developing ideas for the thesis or professional project. Through consultations with journalism faculty, the student can determine faculty interests and areas of expertise; he/she then refines a preliminary idea to a significant, feasible thesis/project topic.

Normally students will enroll for six credit hours of research courses. The Director of Graduate Studies must approve any deviations from this norm.

In addition to this six-hour limit, no graduate student will be permitted to enroll in more than six hours of research courses without approval from the director of graduate studies.

### ADVISORY COMMITTEE

The student, with approval of the director of graduate studies, selects a journalism graduate faculty member who would be best able to chair his/her Advisory Committee, subject to the agreement of the faculty member. If questions arise about a faculty member’s interest or knowledge, the student should consult the director of graduate studies. With the chairperson, the student further refines the topic to a “preliminary proposal” stage, in which concepts and appropriate methodology are on paper but not necessarily in formal proposal form.

After the student has written a preliminary proposal and selected a faculty chairperson, the student should select other members of his/her committee, subject to their willingness to serve. The committee must consist of no fewer than four members (including the chair) and at least two persons must be members of the WVU faculty; others may be from other departments at WVU. Committee chairs must be members of the College of Media graduate faculty. The fourth member of all thesis committees must be affiliated with the graduate program at an accredited university (or another department at WVU). The fourth member of professional project committees may be from the professional realm.

### PROPOSALS

At this point, students in the thesis/professional track must submit proposals to their committee, which must approve all topics (but not research methods, specific research questions, or hypotheses, etc.). After securing committee approval, students schedule a proposal defense date. Proposal defenses are required of all students.

Working under the committee’s guidance, each student revises the thesis or project proposal, extended from the preliminary proposal. Guidance for designing a proposal is available from the Director of Graduate Studies.

Once the committee agrees that the proposal is ready, a proposal defense is scheduled.

### FINAL THESIS/PROJECT APPROVAL

After the thesis/project proposal defense, the committee votes to accept (often with revisions) or to reject a proposal. The student whose proposal is approved works closely with the committee chair to complete his/her final thesis or project. A master’s candidate must inform his/her committee and consult its members for advice (as needed and as desired by them) as the thesis or project develops.
After each advisory committee member is satisfied with the thesis or project, a final defense is scheduled. Announcements of the defense should be posted in Martin Hall. (Interested students and faculty may attend the presentation portion.) Students also should make certain that they file their thesis/project signature form with the director of graduate studies (and the University Libraries) two weeks before their defense date.

Only committee members may vote on acceptance or rejection of a thesis. Although someone may cast a recorded dissenting vote, a majority vote is sufficient to approve a thesis/project. Furthermore, at least three signatures (two of which must belong to College of Media faculty members) must appear on the approval sheet. Often, only small changes are required prior to final submission to the committee chair and then to the Electronic Thesis and Dissertation system.

Master’s candidates should follow APA (or another chair-approved stylebook) during preparation of a thesis or professional project.

Each committee chairperson will ultimately decide whether the candidate has properly made the requested corrections (after the final defense); that chairperson also will check the style and form of the final version. Every graduate student is responsible for delivering a copy of a final thesis or professional project to the director of graduate studies; he/she also must file a thesis or professional project electronically (to the University Library) before the academic term’s deadline.

### Areas of Emphasis Offered:

- Advocacy and Public Interest Communication (p. 5)
- Digital Publishing (p. 5)
- Media Solutions and Innovation (p. 5)
- Reporting and Writing (p. 6)
- Television (p. 6)
- Visual Journalism (p. 6)

### Advocacy and Public Interest Communication Area of Emphasis Requirements

Students are expected to maintain at least a 2.75 GPA

Select three of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 458S</td>
<td>Interactive Media and Audience Building</td>
</tr>
<tr>
<td>PR 524</td>
<td>Crisis Communication</td>
</tr>
<tr>
<td>PR 526</td>
<td>Advocacy Communication</td>
</tr>
<tr>
<td>PR 528</td>
<td>Public Interest Communication</td>
</tr>
<tr>
<td>PR 593</td>
<td>Special Topics (Audience Development/Engagement)</td>
</tr>
<tr>
<td>JRL 695</td>
<td>Independent Study (must be approved by grad director)</td>
</tr>
</tbody>
</table>

Total Hours 9

### Digital Publishing Area of Emphasis Requirements

Students are expected to maintain at least a 2.75 GPA

Select three of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 451</td>
<td>Interactive Marketing Commctns</td>
</tr>
<tr>
<td>JRL 411</td>
<td>Experimental Journalism</td>
</tr>
<tr>
<td>JRL 431</td>
<td>Multimedia Storytelling</td>
</tr>
<tr>
<td>JRL 440</td>
<td>Visual Storytelling for the Media</td>
</tr>
<tr>
<td>JRL 448S</td>
<td>Digital Publication: Social Video</td>
</tr>
<tr>
<td>JRL 493</td>
<td>Special Topics (Data Journalism for a Better Story)</td>
</tr>
<tr>
<td>JRL 593</td>
<td>Special Topics (Ethics in an AI Society)</td>
</tr>
<tr>
<td>JRL 559S</td>
<td>Multimedia News Publication</td>
</tr>
<tr>
<td>JRL 695</td>
<td>Independent Study (must be approved by grad director)</td>
</tr>
</tbody>
</table>

Total Hours 9

### Media Solutions and Innovation Area of Emphasis Requirements

Students are expected to maintain at least a 2.75 GPA

Select three of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 451</td>
<td>Interactive Marketing Commctns</td>
</tr>
<tr>
<td>JRL 411</td>
<td>Experimental Journalism</td>
</tr>
</tbody>
</table>

Total Hours 9
**JRL 431** Multimedia Storytelling

**JRL 440** Visual Storytelling for the Media

**JRL 458S** Interactive Media and Audience Building

**JRL 493** Special Topics (Data Journalism for a Better Story)

**JRL 593** Special Topics (Ethics in an AI Society)

**JRL 593** Special Topics (Audience Development/Engagement)

**JRL 559S** Multimedia News Publication

**JRL 695** Independent Study (must be approved by grad director)

**Total Hours** 9

**REPORTING AND WRITING AREA OF EMPHASIS REQUIREMENTS**

Students are expected to maintain at least a 2.75 GPA

Select three of the following:

**JRL 424** Adventure Travel Writing & Photography

**JRL 412** Sport Journalism

**JRL 426S** Investigative Reporting

**JRL 493** Special Topics (e.g. Science/Health Journalism; Nonfiction Storytelling)

**JRL 695** Independent Study (must be approved by grad director)

**Total Hours** 9

**TELEVISION AREA OF EMPHASIS REQUIREMENTS**

Students are expected to maintain at least a 2.75 GPA

Select three of the following:

**JRL 435S** Live Sports Video Production

**JRL 493** Special Topics (e.g. Digital Publication; Social Media Video)

**JRL 587** Advanced Video Reporting and Producing

**JRL 559S** Multimedia News Publication

**JRL 593** Special Topics (e.g. Audience Development/Engagement)

**JRL 695** Independent Study (must be approved by grad director)

**Total Hours** 9

* WVU News requires JRL 488 as a prerequisite.

**VISUAL JOURNALISM AREA OF EMPHASIS REQUIREMENTS**

Students are expected to maintain at least a 2.75 GPA.

Select three of the following:

**JRL 431** Multimedia Storytelling

**JRL 440** Visual Storytelling for the Media

**JRL 445S** International Media 1

**JRL 458S** Interactive Media and Audience Building

**JRL 493** Special Topics (e.g. Digital Publication; Social Media Video)

**JRL 587** Advanced Video Reporting and Producing

**JRL 559S** Multimedia News Publication

**JRL 695** Independent Study (must be approved by grad director)

**Total Hours** 9

* WVU News requires JRL 488 as a prerequisite
### Accelerated Bachelor's/Master's Programs

- B.S.J. in Advertising and Public Relations/M.S.J. in Journalism (p. 7)
- B.S.J. in Journalism/M.S.J in Journalism (p. 9)

### BSJ - Advertising and Public Relations Degree Requirements

#### General Education Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE 1, 2, 3, 5, 6, and 7</td>
<td>General Education</td>
<td>22</td>
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</table>

#### Non-Journalism/Media Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 200</td>
<td>Survey of Economics</td>
<td>3</td>
</tr>
<tr>
<td>BCOR 350</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>HIST 153</td>
<td>Making of Modern America: 1865 to the Present</td>
<td>3</td>
</tr>
<tr>
<td>POLS 102</td>
<td>Introduction to American Government</td>
<td>3</td>
</tr>
<tr>
<td>STAT 111</td>
<td>Understanding Statistics</td>
<td>3</td>
</tr>
</tbody>
</table>

- English literature or Creative Writing course 3
- Two semesters of any foreign language/computer coding course or one language/coding course + study abroad 6

Select one of the following: 3

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH 105</td>
<td>Introduction to Anthropology</td>
</tr>
<tr>
<td>PSYC 101</td>
<td>Introduction to Psychology</td>
</tr>
<tr>
<td>SOC 101</td>
<td>Introduction to Sociology</td>
</tr>
</tbody>
</table>

#### Media College Core

A grade of C- or higher must be earned in all major courses.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDIA 101</td>
<td>Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 215S</td>
<td>Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 225S</td>
<td>Media Tools &amp; Applications</td>
<td>3</td>
</tr>
<tr>
<td>JRL 528</td>
<td>Media Ethics and Law</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Advertising & Public Relations Core

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADPR 215</td>
<td>Introduction to Advertising and Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 421S</td>
<td>Advertising &amp; PR Audience Insights &amp; Analysis</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose a capstone:

- ADPR 457S  Martin Hall Agency Experience 3
- ADPR 559S  Advertising and Public Relations Campaigns 3

Select one of the following Areas of Emphasis (details below): 12

#### Advertising (ADV)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 315S</td>
<td>Advertising Copywriting</td>
</tr>
</tbody>
</table>

Choose three 300- or 400-level Advertising, STCM or advisor-approved electives:

- ADPR 450  Audience Psychology and Behavior
- ADV 401S  Creative 1
- ADV 403  Media Planning/Strategy
- ADV 451  Interactive Marketing Communications
- ADV 493  Special Topics
- ADV 593  Special Topics
- ADPR 452  Strategic Communication Strategy and Management
- STCM 493  Special Topics
- STCM 593  Special Topics

#### Public Relations (PR)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR 324S</td>
<td>Public Relations Writing and Applications</td>
</tr>
</tbody>
</table>

Choose of the following:

- ADPR 319S  Creative Design and Strategy
- PR 333S  Web Development

Choose two 300- or 400-level PR, STCM or advisor-approved electives:

- PR 410  Integrated Marketing Communications for Public Relations
PR 412 IMC for Sport
PR 455S Strategic Event Planning and Promotion
PR 493 Special Topics
PR 522 Public Relations Case Studies
PR 593 Special Topics
ADPR 438 Branded Content and Narrative
ADPR 439 Strategic Social Media

Required Minor 15
General Electives 15
Total Hours 114

MSJ Degree Requirements

A minimum GPA of 3.0 is required in all courses toward the major.

JRL 500 Introduction to Graduate Studies (A minimum GPA of 3.0 is required in all co) 1
JRL 504 Mass Media and Society 3
JRL 520 Advanced Journalistic Writing and Research 3
JRL 689 Ethics of Mass Communication 3
JRL 697 Research 6
Total Hours 16

Suggested Plan of Study

First Year

Fall | Hours | Spring | Hours
---|---|---|---
ENGL 101 (GEF 1) | 3 | ENGL Literature or Creative Writing course | 3
ADPR 215 | 3 | GEF 3 | 3
MDIA 101 (GEF 4) | 3 | MDIA 215S | 3
Language Course | 3 | Language Course | 3
MDIA 191 | 2 | Select one of the following: ANTH 105, PSYC 101, SOC 101 | 3

Total 14 15

Second Year

Fall | Hours | Spring | Hours
---|---|---|---
GEF 2B | 4 | STAT 111 | 3
GEF 5 | 3 | GEF 6 | 3
MDIA 225S | 3 | HIST 153 | 3
ENGL 102 (GEF 1) | 3 | PR 324S or ADV 315S | 3
ECON 200 | 3 | Elective | 2

Total 16 14

Third Year

Fall | Hours | Spring | Hours
---|---|---|---
GEF 7 | 3 | 400-Level AOE Course | 3
POLS 102 | 3 | BUSA 330 | 3
ADPR 319S or PR 333S (or ADV AOE Elective) | 3 | Minor Course | 3
Minor Course | 3 | Elective | 6
Elective | 3 | | 

Total 15 15

Fourth Year

Fall | Hours | Spring | Hours
---|---|---|---
ADPR 421S | 3 | ADPR 559S | 3
### BSJ Degree Requirements

**First-Year Seminar**  
MDIA 191  

**General Education Requirements**  
GEF 1, 2, 6, and 7  

**Non-Journalism/Media Requirements**  
HIST 153  
ECON 200  
BCOR 350  
POLS 102  
STAT 111  

English literature or Creative Writing course  
Two semesters of any foreign language/computer coding course or one language/coding course + study abroad  

Select one of the following:  
ANTH 105  
PSYC 101  
SOC 101  

**College of Media Core**  
A grade of C- or higher must be earned in all major courses.  

MDIA 101  
MDIA 215S  
MDIA 225S  
JRL 528  

Choose one capstone course:  

JRL 531  
JRL 587  
JRL 559S  

Take 3 one-credit-hour skills classes:  

JRL 236S  
JRL 237S  
JRL 238S  
JRL 240S  

Take each of the following:  

JRL 318S  
JRL 319S  
JRL 341S  

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*These electives should be at the 500- or 600-level and may come from within or external to the College of Media.*
Select two "track" electives from the following or from other advisor-approved upper-level JRL electives:

- JRL 320S: Advanced Photojournalism
- JRL 321: Media Design
- JRL 426S: Investigative Reporting
- JRL 331: Infographics and Data Visualization
- JRL 335S: Video and Audio News Writing
- JRL 340: Advanced Video Storytelling
- JRL 386S: Beginning Video Reporting
- JRL 430S: Social Media and Journalism
- JRL 440: Visual Storytelling for the Media
- JRL 593: Special Topics

**Suggested Plan of Study**

**First Year**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 191</td>
<td>1</td>
<td>2 ENGL Literature or Creative Writing course</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 101</td>
<td>3</td>
<td>3 Language Course</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 215S</td>
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<td>3 GEF 2B</td>
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<td>ENGL 101</td>
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<td>Language Course</td>
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<td>ANTH 105</td>
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<td>PSYC 101</td>
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<td>SOC 101</td>
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<td>General Elective</td>
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**Second Year**

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<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
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<tbody>
<tr>
<td>One-credit-hour JRL Skills course</td>
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<td>JRL 318S</td>
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<td>MDIA 225S</td>
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<td>3 GEF 6</td>
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<tr>
<td>Elective</td>
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<td>3 HIST 153</td>
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<tr>
<td>ENGL 102</td>
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<td>3 General Elective</td>
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<td>BCOR 350</td>
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<td>3 Minor Course</td>
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**Third Year**

<table>
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<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
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<tr>
<td>JRL 319S</td>
<td>3</td>
<td>3 STAT 111</td>
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GEF 7 3 Minor Course 3
JRL 341S 3 Electives 3
POLS 102 3 ECON 200 3
Minor Course 3 JRL “track” elective 3
One credit-hour-hour JRL Skills Course 1

Fourth Year
Fall Hours Spring Hours
JRL 458S 3 JRL Capstone Course 3
JRL 528 3 Minor Course 3
Minor Course 3 Elective 2
JRL 500 1 JRL 520 3
JRL 504 3 JRL “track” elective 3
Elective 3

16 15

Fifth Year
Fall Hours Spring Hours
Elective 3 JRL 689 3
Elective 3 JRL 697 or 698 3
JRL 697 3 Elective 3

9 9

Total credit hours: 138

* These electives should be at the 500- or 600-level and may come from within or external to the College of Media.

Major Learning Outcomes

JOURNALISM

Whether students in the M.S.J. program are interested in teaching and research or strictly professional pursuits, upon completing the program, they will be able to:

1. Understand economic, ethical, historical, legal, political, social and technological forces that shape the roles and structures of the media.
2. Employ writing, researching and editing skills to be a professional in the graduate’s chosen field.
3. Articulate journalistic concepts, values and skills.
4. Understand methodology used in historical, legal, cultural and other types of qualitative and quantitative research.
5. Conduct original research that contributes to knowledge in the field.
6. Effectively communicate orally, through writing, and through various media.
7. Understand and critically evaluate public opinion polls and other types of quantitative and qualitative research.

COURSES

JRL 500. Introduction to Graduate Studies. 1 Hour.
(Open only to accelerated masters program students.) Designed to orient students to graduate study.

JRL 504. Mass Media and Society. 3 Hours.
(Open only to accelerated masters program students.) Study of mass media’s role in society.

JRL 518. Advanced Reporting. 3 Hours.
Students write carefully researched stories using skills they acquired in previous classes while applying literary journalism techniques. Course emphasizes immersion reporting - spending extended time with one subject as well as peripheral theoretical readings. (Lab fees.).

JRL 520. Advanced Journalistic Writing and Research. 3 Hours.
(Open only to accelerated masters program students.) Study of advanced journalistic writing and research techniques.

JRL 527. American Journalism History. 3 Hours.
An intensive look at the development of media from seventeenth-century England and the American Colonies. Press freedom and its implications to the nation and world are considered on theoretical, economic, and cultural levels.
JRL 528. Media Ethics and Law. 3 Hours.
PR: Consent. How ethics and law work together to help create and maintain the media environment. Examines ethical paradigms within a legal framework, with special emphasis on morality.

JRL 530. Social Media and Journalism. 3 Hours.
PR: Consent. This lab course identifies and applies the principles behind social media applications such as blogs and networking sites.

JRL 531. Multimedia Reporting. 3 Hours.
PR: JRL 220 or consent. Reporting/production for online media. Ethics and role of visual journalist. Software basics and use of audio, video and still photography in online reporting.

JRL 540. Visual Storytelling. 3 Hours.
Development of advanced analytical skills in digital photojournalism, photo editing and cross-media design. Graduate students connect the theoretical and technical realms of the visual story to appreciate its broader scope.

JRL 545. International Media 1. 1-3 Hours.
PR: Consent. A combination of classroom theory and practical application of the function of media in an international setting.

JRL 546. International Media 2. 1-6 Hours.
PR: Consent. Centers around a trip that involves the study of media in the country students are visiting. Usually a continuation of International Media 1.

JRL 555. Women and Minorities in the Media. 3 Hours.
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 556. West Virginia Uncovered. 3 Hours.
PR: Consent. Student teams will work with the instructor and editors at a regional publication to report and produce multimedia news-feature packages.

JRL 559S. Multimedia News Publication. 3 Hours.
PR: Admission to MSJ program and JRL 428 and JRL 489. In this lab/workshop style class, graduate students will produce stories and write a paper based on information from editors/producers.

JRL 587. Advanced Video Reporting and Producing. 3 Hours.
Reporting, writing and producing television news stories using advanced production techniques; producing stories for cable or broadcast television. Additional theoretical research and writing into the organizational structures of broadcasting. (Lab fees).

JRL 591. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 593. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

JRL 594. Seminar. 1-6 Hours.
PR: Consent. Advanced study of methodological techniques. Research project chosen from area of student's major interest. A written report of the study undertaken is required.

JRL 595. Independent Study. 1-9 Hours.
Faculty-supervised study of topics not available through regular course offerings.

JRL 600. Introduction to Graduate Studies. 1 Hour.
(Required of all graduate journalism students; accelerated master's program students must take JRL 500.) Designed to orient students to graduate study.

JRL 601. Research Methods. 3 Hours.
(Required of all graduate journalism students.) Study of quantitative methods common to research in communications. An introduction to sampling, measurement, analytic procedures, and data.

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

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

JRL 689. Ethics of Mass Communication. 3 Hours.
PR: Open to graduate journalism students; Consent. Introduction to ethical principles and their application in the development of mass media systems and societal changes; professional codes; case studies; current problems.

JRL 690. Teaching Practicum. 1-3 Hours.
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 also provides a mechanism for students not on assistantships to gain teaching experience. (Grading may be S/U.).
JRL 691. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 692. Directed Study. 1-6 Hours.
Directed study, reading, and/or research.

JRL 693. Special Topics. 1-6 Hours.
A study of contemporary topics selected from recent developments in the field.

JRL 694. Seminar. 1-6 Hours.
Special seminars arranged for advanced graduate students.

JRL 695. Independent Study. 1-9 Hours.
Faculty supervised study of topics not available through regular course offerings.

JRL 696. Graduate Seminar. 1-3 Hours.
PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

JRL 697. Research. 1-9 Hours.
PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.)

JRL 698. Thesis or Dissertation. 1-6 Hours.
PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

JRL 699. Graduate Colloquium. 1-6 Hours.
PR: Consent. For graduate students not seeking coursework but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

JRL 930. Professional Development. 1-6 Hours.
Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g. education, community health, geology.) These tuition-waived, continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.