Journalism

Degree Offered

- Bachelor of Science in Journalism

Journalism

The journalism major at the College of Media prepares students for careers as journalists working in the fields of broadcast, video production, multimedia, internet, newspaper or magazine journalism. All students in the journalism major must complete a series of shared core requirements (12 credit hours) and a shared capstone experience (3 credit hours). In addition, students will take courses of their own choosing across three skills areas: writing, creating, and engaging (15 credit hours), and an elective course (3 credit hours).

Journalism majors have the opportunity to participate in such immersion journalism courses as Visual Storytelling, Experimental Journalism, Audience Engagement, WVU News and Adventure Travel Writing and Photography and numerous other special topics classes. The College houses student chapters of the Society of Professional Journalists; National Association of Black Journalists; WVU Film Club; Association for Women in Sports Media; Radio, Television, Digital News Association; and Ed on Campus (All Things Magazine). Journalism majors who wish to pursue law school or other graduate study have a solid basis in writing and research on which to build.

FACULTY

PROGRAM COORDINATOR

- Gina Martino Dahlia - M.S.J. (West Virginia University)
  Teaching Associate Professor, Television Journalism

PROFESSORS

- Maryanne Reed - M.S. (Northwestern University)
  Dean, 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
- Joel Beeson - Ph.D. (Union College)
  Visual Journalism
- Dana Coester - M.A. (University of Missouri-Columbia)
  Media Innovation Center, Creative Director
- Stephen Urbanski - Ph.D. (Duquesne University)
  Print Journalism, Media Ethics and Law

ASSISTANT PROFESSOR

- Lois Raimondo - M.A. (University of Missouri-Columbia)
  Shott Chair of Journalism, Visual Journalism

TEACHING ASSOCIATE PROFESSORS

- Robert Britten - Ph.D. (University of Missouri-Columbia)
  Print and Experimental Journalism
- Emily Hughes Corio - M.S.J. (West Virginia University)
  Television Journalism
- Gina Martino Dahlia - M.S.J. (West Virginia University)
  Television Journalism

TEACHING ASSISTANT PROFESSORS

- Mary Kay McFarland - M.S. (University of Missouri-Columbia)
  Visual Journalism
- Clifton (David) Smith - M.A. (West Virginia University)
  Multimedia and Experimental Journalism
GENERAL EDUCATION FOUNDATIONS

Please use this link to view a list of courses that meet each GEF requirement, (http://registrar.wvu.edu/gef)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

General Education Foundations

<table>
<thead>
<tr>
<th>F1 - Composition &amp; Rhetoric</th>
<th>3-6</th>
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<tbody>
<tr>
<td>ENGL 101</td>
<td>Introduction to Composition and Rhetoric</td>
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<tr>
<td>&amp; ENGL 102</td>
<td>and Composition, Rhetoric, and Research</td>
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<tr>
<td>or ENGL 103</td>
<td>Accelerated Academic Writing</td>
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F2A/F2B - Science & Technology | 4-6
F3 - Math & Quantitative Skills | 3-4
F4 - Society & Connections | 3
F5 - Human Inquiry & the Past | 3
F6 - The Arts & Creativity | 3
F7 - Global Studies & Diversity | 3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree) | 9

Total Hours 31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements

JRL 191 First-Year Seminar 3

General Education Requirements

GEF 1, 2, 3, 5, 6, and 7 22

Non-Journalism/Media Requirements

For all students in the major, required non-major courses include:

BUSA 201 Survey of Economics 3
BUSA 330 Survey of Marketing 3
HIST 153 Making of Modern America: 1865 to the Present 3
POLS 102 Introduction to American Government 3
STAT 111 Understanding Statistics 3

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:

PSYC 101 Introduction to Psychology 3
SOCA 101 Introduction to Sociology 3
SOCA 105 Introduction to Anthropology 3

Journalism Major Core

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

JRL 101 Media and Society (may fulfill GEF 4) 3
JRL 215 Media Writing (fulfills Writing and Communication Skills Requirement) 3
JRL 225 Media Tools & Applications 3
JRL 428 Media Ethics and Law 3

Select one of the following capstones:

JRL 411 Experimental Journalism 3
JRL 459 Multimedia News Publication 3
### Writing Courses
Select two of the following:  
- JRL 318 Beat Reporting
- JRL 418 Advanced Reporting
- JRL 420 Feature Writing
- JRL 426 Investigative Reporting
- JRL 429 Opinion Writing
- JRL 335 Video and Audio News Writing

### Creating Courses
Select two of the following:  
- JRL 386 Beginning Video Reporting
- JRL 424 Adventure Travel Writing & Photography
- JRL 487 Advanced Video Reporting and Producing
- JRL 220 Introduction to Photojournalism
- JRL 320 Advanced Photojournalism
- JRL 321 Media Design
- JRL 431 Multimedia Storytelling

### Engaging Courses
Select one of the following:  
- JRL 319 Editing and Curation
- JRL 322 Gaming Design and Digital Narrative
- JRL 430 Social Media and Journalism
- JRL 458 Interactive Media and Audience Building
- JRL 440 Visual Storytelling for the Media

### Major Electives
Any 300 or 400 level ADV, JRL, PR, or STCM course

### Required Minor
15

### General Electives
20

**Total Hours** 120

### English Literature or Creative Writing Courses

#### English Literature

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<th>Course</th>
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<tr>
<td>ENGL 131</td>
<td>Poetry and Drama</td>
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<tr>
<td>ENGL 132</td>
<td>Short Story and Novel</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 139</td>
<td>Contemporary African Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 154</td>
<td>African American Literature</td>
<td>3</td>
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<tr>
<td>ENGL 156</td>
<td>Literature of Native America</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 225</td>
<td>Western World Literature</td>
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<tr>
<td>ENGL 226</td>
<td>Non-Western World Literature</td>
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</tr>
<tr>
<td>ENGL 232</td>
<td>Poetry</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 233</td>
<td>The Short Story</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 234</td>
<td>Drama</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 235</td>
<td>Novel</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 236</td>
<td>The Bible as Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 241</td>
<td>American Literature 1</td>
<td>3</td>
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<tr>
<td>ENGL 242</td>
<td>American Literature 2</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 251</td>
<td>American Folklore and Culture</td>
<td>3</td>
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<tr>
<td>ENGL 252</td>
<td>Appalachian Fiction</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 253</td>
<td>Southern Writers</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 254</td>
<td>African American Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 257</td>
<td>Science Fiction and Fantasy</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 258</td>
<td>Popular American Culture</td>
<td>3</td>
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</table>
ENGL 261  British Literature 1  3
ENGL 262  British Literature 2  3
ENGL 263  Shakespeare 1  3
ENGL 272  Modern Literature  3
ENGL 273  Contemporary Literature  3
ENGL 285  Images of Women in Literature  3
Creative Writing
ENGL 111  Introduction to Creative Writing  3
ENGL 212  Creative Writing: Fiction  3
ENGL 213  Creative Writing: Poetry  3
ENGL 214  Creative Writing: Non-Fiction  3

* Students must complete an officially sanctioned minor outside the College of Media. However, students may pursue the Sport Communication
minor, which is offered jointly by the College of Media and the College of Physical Activity and Sport Sciences, or the Interactive Media and
Design minor, which is offered jointly by the College of Media and the College of Creative Arts. Students completing a dual-degree are exempt
from the requirement to complete a minor. Students should consult their advisor before starting a minor. Some minors require 18 hours of
coursework instead of 15 hours.

** General Education and Elective Credits can vary - students must have a minimum of 120 credit hours total to complete the degree.
College of Media students must take a minimum of 72 credit hours outside of the College of Media in non journalism/mass communications
courses.

Suggested Plan of Study

First Year
Fall Hours Spring Hours
ENGL 101 (GEF 1) 3 ENGL Literature or Creative Writing Course 3
JRL 101 (GEF 4) 3 Language Course 3
JRL 191 3 GEF 3 3
JRL 215 3 GEF 5 3
GEF or Language Course 3 Select one of the following:

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<table>
<thead>
<tr>
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<tbody>
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</tbody>
</table>

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Second Year
Fall Hours Spring Hours
ENGL 102 (GEF 1) 3 HIST 153 3
BUS 201 3 JRL Major Writing Category Course 3
JRL 225 3 Minor Course 3
JRL Major Writing Category Course 3 Elective 2
GEF 2B 4 GEF 6 3

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Third Year
Fall Hours Spring Hours
POLS 102 3 BUSA 330 3
JRL Major Creating Category Course 3 STAT 111 3
Minor Course 3 JRL Major Creating Category Course 3
Elective 3 Minor Course 3
GEF 7 3 Elective 3

15 15

Fourth Year
Fall Hours Spring Hours
JRL 428 3 JRL 459 3
JRL Major Engaging Category Course 3 300/400 JRL, STCM, ADV, or PR Course 3
Minor Course 3 Minor Course 3
Elective 6 Electives 6

Total credit hours: 120

**BSJ - Journalism Degree Requirements**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>JRL 191</td>
<td>First-Year Seminar</td>
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<tr>
<td><strong>General Education Requirements</strong></td>
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<td>22</td>
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<tr>
<td>GEF 1, 2, 3, 5, 6, and 7</td>
<td>Survey of Economics</td>
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<td><strong>Non-Journalism/Media Requirements</strong></td>
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<td>3</td>
</tr>
<tr>
<td>BUSA 201</td>
<td>Survey of Economics</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 330</td>
<td>Survey of Marketing</td>
<td>3</td>
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<tr>
<td>HIST 153</td>
<td>Making of Modern America: 1865 to the Present</td>
<td>3</td>
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<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>
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<tr>
<td>English literature or Creative Writing course</td>
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<td>3</td>
</tr>
<tr>
<td>Two semesters of any foreign language/computer coding course or one language/coding course + study abroad</td>
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<td>Select one of the following:</td>
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<td>PSYC 101</td>
<td>Introduction to Psychology</td>
<td>3</td>
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<td>SOCA 101</td>
<td>Introduction to Sociology</td>
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<tr>
<td>SOCA 105</td>
<td>Introduction to Anthropology</td>
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<td><strong>Journalism Major Core</strong></td>
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<tr>
<td>JRL 101</td>
<td>Media and Society</td>
<td>3</td>
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<tr>
<td>JRL 215</td>
<td>Media Writing (fulfills Writing and Communication Skills Requirement)</td>
<td>3</td>
</tr>
<tr>
<td>JRL 225</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>
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<tr>
<td>JRL 559</td>
<td>Multimedia News Publication</td>
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<td><strong>Writing Courses</strong></td>
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<tr>
<td>JRL 318</td>
<td>Beat Reporting</td>
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<td>JRL 335</td>
<td>Video and Audio News Writing</td>
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<td>JRL 418</td>
<td>Advanced Reporting</td>
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<td>JRL 420</td>
<td>Feature Writing</td>
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<td>JRL 426</td>
<td>Investigative Reporting</td>
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<td>JRL 429</td>
<td>Opinion Writing</td>
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<td><strong>Creating Courses</strong></td>
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<td>JRL 220</td>
<td>Introduction to Photojournalism</td>
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<tr>
<td>JRL 320</td>
<td>Advanced Photojournalism</td>
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<td>JRL 321</td>
<td>Media Design</td>
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<td>JRL 386</td>
<td>Beginning Video Reporting</td>
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<td>JRL 424</td>
<td>Adventure Travel Writing &amp; Photography</td>
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<td>JRL 431</td>
<td>Multimedia Storytelling</td>
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<td>JRL 487</td>
<td>Advanced Video Reporting and Producing</td>
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<tr>
<td><strong>Engaging Course</strong></td>
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<td>JRL 319</td>
<td>Editing and Curation</td>
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<td>JRL 322</td>
<td>Gaming Design and Digital Narrative</td>
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<tr>
<td>JRL 430</td>
<td>Social Media and Journalism</td>
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<td>JRL 440</td>
<td>Visual Storytelling for the Media</td>
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<tr>
<td>JRL 458</td>
<td>Interactive Media and Audience Building</td>
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</table>
Major Elective
Any 300 or 400 level ADV, JRL, PR, or STCM course 3

Required Minor
15

General Electives
14

Total Hours 113

MSJ Degree Requirements
A minimum GPA of 3.0 is required in all courses

JRL 500 Introduction to Graduate Studies 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 3
JRL 698 Thesis or Dissertation 3

Electives (Internal or External to College of Media) 9

Total Hours 25

Suggested Plan of Study

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<tr>
<td>ENGL 101 (GEF 1)</td>
<td>3</td>
<td>ENGL Literature or Creative Writing course</td>
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<td>JRL 101 (GEF 4)</td>
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<td>JRL Writing Course</td>
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<td>JRL 215</td>
<td>3</td>
<td>Language Course</td>
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<td>Language Course</td>
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<td>2 Select one of the following:</td>
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<tr>
<td>JRL 191</td>
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<td>PSYC 101</td>
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<tr>
<td>SOCA 101</td>
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<td>SOCA 105</td>
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Second Year

<table>
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<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
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<tr>
<td>GEF 2B</td>
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<td>JRL Writing Course</td>
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<td>JRL 225</td>
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<td>Language Course</td>
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<td>ENGL 102 (GEF 1)</td>
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<td>JRL Creating Course</td>
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<td>BUSA 201</td>
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Third Year

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<th>Fall</th>
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<td>GEF 7</td>
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<td>POLS 102</td>
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<td>Elective</td>
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Fourth Year

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<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
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<tr>
<td>JRL 528</td>
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<td>JRL 559</td>
<td>3</td>
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<tr>
<td>JRL Engaging Course</td>
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<td>JRL Elective</td>
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<td>Minor Course</td>
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<td>JRL 500</td>
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<td>Elective</td>
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<td>JRL 520</td>
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**Fifth Year**

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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.

**Major Learning Outcomes**

**JOURNALISM**

The Reed College of Media states as its learning goals the values and competencies of its national accrediting body, the Accrediting Council for Education in Journalism and Mass Communications, which appear under information about the B.S. in Journalism degree. In addition, the College faculty have set other specific educational outcomes deemed critical for success as professional communicators. These additional educational outcomes for journalism majors are:

1. Journalism graduates will demonstrate proficiency in critical thinking skills, writing and reporting, and an understanding of basic production skills, allowing them to produce news stories and multimedia projects. Graduates will be adequately prepared to either work in the field or pursue advanced educational opportunities.
2. Journalism graduates will demonstrate a mastery of written and spoken communications, an understanding of the technologies of print, television and digital media, and knowledge and applications of these skills in their chosen careers.
3. Journalism graduates will demonstrate an understanding of how to serve diverse publics in their reporting and producing.
4. Journalism graduates will demonstrate knowledge of media ethics, law and regulation.
5. Journalism graduates will demonstrate specialized knowledge of news media interactions with various critical publics, including but not limited to: government at all levels; educational entities; law enforcement; medical, social and humanitarian services; and religious and secular organizations within the community.
6. Journalism graduates will learn to work as collaborative teams to solve problems, create strategies and produce content across media platforms.
7. Journalism graduates demonstrate the ability to engage an audience using social media networking and analytics tools.

**JRL 101. Media and Society. 3 Hours.**
Examines the relationship between media, culture and society, with emphasis on the history, structure, and organization of the mass media.

**JRL 116. Academic Success Seminar. 1 Hour.**
This course is designed to help College of Media students who have experienced academic difficulties to understand their academic status and to help them identify strategies, techniques and resources that can assist them in overcoming their particular performance challenges. Applicable College and WVU services, policies and procedures also are discussed.

**JRL 119. Reed College Multidisciplinary Orientation. 3 Hours.**
This course offers an orientation to the Reed College of Media's MDS program, including program requirements, departmental resources, curriculum options, student responsibilities and opportunities.

**JRL 191. First-Year Seminar. 1-3 Hours.**
Engages students in active learning strategies that enable effective transition to college life at WVU. Students will explore school, college and university programs, policies and services relevant to academic success. Provides active learning activities that enable effective transition to the academic environment. Students examine school, college and university programs, policies and services.

**JRL 210. Visual Journalism and New Media. 3 Hours.**
PR: College of Media major or minor. Theory and principles of visual communication and image culture.

**JRL 215. Media Writing. 3 Hours.**
PR: Minimum cumulative GPA of C. Introduction to the fundamental reporting and storytelling skills that are the foundation of all media writing: print, radio, television, public relations, advertising and social media.

**JRL 220. Introduction to Photojournalism. 3 Hours.**
Basic techniques of journalistic photography, digital imaging and editing. Students must have access to a film or digital camera.
JRL 225. Media Tools & Applications. 3 Hours.
Intended for College of Media majors and Interactive Media Design minors, this lecture/lab course covers fundamental principles and practices of multimedia content gathering and editing in preparation for upper-level courses with the College of Media.

JRL 235. Electronic Media and Society. 3 Hours.
(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.

JRL 262. Coding for Media Applications. 3 Hours.
Introduces the principles and best practices of code development for visual interactive applications. The course covers the basics of interactive and programming code structures by introducing students to a variety of markup and interactive coding languages. Students will gain confidence with working with code through skill and knowledge based hands-on lessons and assignments.

JRL 279. Documentary Film in America. 3 Hours.
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 293. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 298. Honors. 1-3 Hours.
PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.

JRL 318. Beat Reporting. 3 Hours.
PR: JRL 215. Essentials of developing and covering a news beat. Students generate stories, cultivate sources, and discover their community.

JRL 319. Editing and Curation. 3 Hours.
PR: JRL 215. Students develop the skills necessary to edit and design content for online and print media outlets.

JRL 320. Advanced Photojournalism. 3 Hours.

JRL 321. Media Design. 3 Hours.

JRL 322. Gaming Design and Digital Narrative. 3 Hours.
This course covers an introduction to the principles and practice of game design as a tool for interactivity, database storytelling, and audience building within journalism. The course will analyze case studies and provide hands-on development and application of game mechanics and game dynamics within journalism and strategic media across web, mobile, tablet and emergent augmented reality platforms.

JRL 330. Sports and Adventure Media Writing. 3 Hours.
PR: JRL 215 and JRL 225 with a minimum grade of C- in each. Focuses on writing media content about sports and adventure activities for journalism and strategic communications purposes. Attention is given to writing styles used for different mediums as well as strategies to incorporate audience insight and engagement.

JRL 331. Infographics and Data Visualization. 3 Hours.
PR: JRL 215. Students practice data-driven journalism, a field that includes finding, compiling, cleaning, extrapolating from, and visualizing data, as well as using graphics software and basic coding languages.

JRL 335. Video and Audio News Writing. 3 Hours.
PR: JRL 215. Gathering, researching, and evaluating facts; reporting and writing news for radio and television; editorial decision making and responsibility; broadcast news ethics.

JRL 361. Media Relations In Sport. 3 Hours.
PR: ADV 201 or ADV 215 or PR 215 or STCM 215. Provides an in-depth understanding of how effective public relations plays an integral role in any sports organization via a myriad of communication efforts used in the dissemination of information to the media and the public.

JRL 362. User Experience Design for Media Applications. 3 Hours.
PR: JRL 262. Covers the skills and knowledge necessary to develop mobile application technology (Apps) on Android and iOS platforms. Allows the student to explore creative, commercial, and entrepreneurial opportunities in the mobile app marketplace.

JRL 380. Sports and Adventure Media Video Storytelling. 3 Hours.
PR: JRL 330 with a minimum grade of C-. Focuses on creating sports and adventure media video stories for journalism and strategic communications purposes. Attention is given to video storytelling techniques. Involves direct practice covering sporting events, producing video content and applying audience insight and engagement techniques.

JRL 385. Audio Reporting. 3 Hours.
PR: JRL 335 or TVJ 319. Writing and reporting news for radio and other digital audio sources. Lec/lab.

JRL 386. Beginning Video Reporting. 3 Hours.
PR: JRL 335 or 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.
JRL 408. The Community Newspaper. 2 Hours.
(Open to all University students.) Fundamental problems and techniques in operation of community newspapers.

JRL 411. Experimental Journalism. 3 Hours.
PR: Senior status or departmental permission. A project-based, immersion course in experimental journalism using new technology such as virtual reality, augmented reality, sensors, drones and other experimental storytelling methods.

JRL 412. Sport Journalism. 3 Hours.
PR: ADV 201 or ADV 215 or PR 215 or JRL 215 or STCM 215. Develops critical thinking skills in reporting and writing stories. Students examine the value of sport journalism; the way sport functions in society, and gain an understanding of ethics in sport journalism.

JRL 418. Advanced Reporting. 3 Hours.
PR: JRL 215. Students write carefully researched stories using writing, reporting, and interviewing skills they have acquired in previous classes while applying techniques of literary journalism.

JRL 419. Entertainment Reporting. 3 Hours.
PR: JRL 101 and (STCM 215 or PR 215). This course is an examination of the issues facing the field of entertainment reporting. Students will cover beats, produce reporting and examine the entertainment industry.

JRL 420. Feature Writing. 3 Hours.
PR: JRL 215. Developing writing, and editing news features, personality profiles, color pieces, issue oriented articles and human impact stories for news, public relations and film.

JRL 424. Adventure Travel Writing & Photography. 3 Hours.
PR: JRL 215 and JRL 225. Best practices and ethical considerations of travel and adventure journalism, including photography and point-of-view videography, and appropriate use of digital platforms, blogging and social media for journalistic purposes. Includes a travel component.

JRL 426. Investigative Reporting. 3 Hours.
PR: JRL 318 or JRL 386 or TVJ 386. Reporting on the agencies, structures, and programs that make society work, including circuit court and police.

JRL 427. American Journalism History. 3 Hours.

JRL 428. Media Ethics and Law. 3 Hours.
PR: JRL 215. 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 429. Opinion Writing. 3 Hours.
PR: JRL 215. Students will analyze news issues and write opinion-based pieces.

JRL 430. Social Media and Journalism. 3 Hours.
PR: JRL 215. This lab course identifies and applies the principles behind social media applications such as blogs and networking sites.

JRL 431. Multimedia Storytelling. 3 Hours.
PR: JRL 225 with a minimum grade of C-. Online media storytelling/production techniques for journalists and advertising and public relations practitioners. Includes software basics and use of audio, video and still photography to engage and inform audiences. Ethical and legal issues related to visual communications also are discussed.

JRL 432. Social Media Strategy. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 201 or ADV 215 or STCM 215). This online course examines how social media channels can be utilized to meet the goals of corporate, non-profit, political and issue based outreach messaging.

JRL 433. Social Media Applications. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 201 or ADV 215 or STCM 215). This online course examines how messages can be crafted for maximum success and reach in the social media landscape. Students will explore different methods for monitoring and measurement, explore current trends in social media and examine case studies of successful social media integration across multiple platforms.

JRL 434. Social Media Campaigns. 3 Hours.
PR: (PR 215 or ADV 201 or ADV 215 or STCM 215) and PR or CONC: JRL 101. This online course examines case studies where social media was used successfully in instances of promotion, outreach and crisis communication.

JRL 435. Live Sports Video Production. 3 Hours.
PR: JRL 380 with a minimum grade of C-. Production and coverage of live sporting events, including television terminology, camera operation, live directing, live technical directing, digital signage execution, instant replay, work ethic, and promptness. Involves direct practice with over ten of WVU's Division 1 sports.

JRL 440. Visual Storytelling for the Media. 3 Hours.
PR: JRL 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.

JRL 441. Internship. 3 Hours.
PR: JRL 215. Full-time employment for a minimum of 10 weeks under a signed contract detailing the terms of the experience. (Graded pass/fail.).
JRL 442. Practicum. 1-2 Hours.
PR: JRL 215 and consent. Students must have a signed contract detailing terms of the learning experience. 8 to 20 hours per week for a minimum of 10 weeks while taking other courses. (Graded on a pass/fail basis.).

JRL 445. International Media 1. 1-3 Hours.
PR: JRL 215. A combination of classroom theory and practical application of the function of media in an international setting.

JRL 446. 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 450. Writing for Health Promotion. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 215). A writing-intensive course that examines the evolving field of health communication. Students write health messages for distinct audiences. Some topics include: provider-patient communication and persuasive messages for social networks, social influence, and social support.

JRL 452. Applied Health Promotion. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 215). Primarily examines in-depth case studies of health communication messages with an emphasis on understanding how audiences are targeted and influenced by these messages.

JRL 454. Health Promotion Campaigns. 3 Hours.
PR: JRL 101 and (PR 215 or ADV 215). Applies IMC principles, theories, and techniques to multifaceted health promotion and disease prevention campaigns. Examines non-profit and public organizations that utilize IMC strategies to promote issues such as HIV/AIDS awareness, cancer screening, and child vaccinations.

JRL 457. Adventure Media Capstone: Advanced Adventure Media Production. 3 Hours.
PR: JRL 380 with a minimum grade of C-. Focuses on advanced video production for journalism or strategic communications purposes. Attention is given to in-depth story development and audience insight and engagement techniques associated with the story production. Involves direct practice of adventure sports or travel location-based video storytelling and audience building.

JRL 458. Interactive Media and Audience Building. 3 Hours.
Online class introduces students to the latest and evolving attributes of media entrepreneurship, new economic models for media, and audience building across emergent platforms.

JRL 459. Multimedia News Publication. 3 Hours.
PR: Any 300-level College of Media course and advisor/instructor consent. In this lab/workshop-style capstone class for journalism majors, students will produce stories and multimedia packages for publication and broadcast.

JRL 472. Advanced Interactive Design. 3 Hours.
PR: JRL 322 and ART 372. Multimedia studio art course addressing core principles of interactivity, non-linear narration and interaction design.

JRL 484. Advanced Sports Video Production. 3 Hours.
PR: JRL 380 with a minimum grade of C-. Focuses on sports video reporting and production for a broadcast sports magazine show. Production of the sports magazine show includes in-the-field reporting, in-the-studio camera operations, live directing and producing, work ethic and promptness. Attention is given to sports reporting and production industry standards.

JRL 485. Reed College Multidisciplinary Capstone. 3 Hours.
PR: JRL 119. Instructs students on the methods and advantages of multidisciplinary education. Includes an experimental project with real world relevance.

JRL 487. Advanced Video Reporting and Producing. 3 Hours.
PR: JRL 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. (Lab fees will be assessed for this course.).

JRL 488. Video Editing. 1 Hour.
PR: JRL 215. 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.

JRL 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practice as a tutor or assistant. (Graded on a pass/fail basis.).

JRL 491. Professional Field Experience. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours). Prearranged experiential learning program, to be planned; supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development. (Graded on a pass/fail basis.).

JRL 493. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 494. Seminar. 1-3 Hours.
PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

JRL 495. Independent Study. 1-3 Hours.
Faculty supervised study of topics not available through regular course offerings.
JRL 496. Senior Thesis. 1-3 Hours.
PR: Consent.

JRL 498. Honors. 1-3 Hours.
PR: Students in Honors Program and consent by the honors director. Independent reading, study, or research.