Journalism, B.S.J.

Degree Offered

• Bachelor of Science in Journalism

Nature of the Program

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; Online News Association; 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 CHAIR

• Emily Hughes Corio - M.S.J. (West Virginia University)
  Teaching Associate Professor, Television Journalism

PROFESSORS

• Joel Beeson - Ph.D. (Union College)
  Visual Journalism
• Maryanne Reed - M.S. (Northwestern University)
  Provost, Television Journalism
• John Temple - M.F.A. (University of Pittsburgh)
  Print and Narrative Journalism

ASSOCIATE PROFESSORS

• Dana Coester - M.A. (University of Missouri-Columbia)
  Media Innovation Center, Creative Director
• Lois Raimondo - M.A. (University of Missouri-Columbia)
  Visual Journalism
• Stephen Urbanski - Ph.D. (Duquesne University)
  Print and Narrative Journalism

TEACHING PROFESSOR

• Gina Martino Dahlia - M.S.J. (West Virginia University)
  Assistant Dean, Television Journalism

TEACHING ASSOCIATE PROFESSORS

• Robert Britten - Ph.D. (University of Missouri-Columbia)
  Print and Experimental Journalism
• Mary Kay McFarland - M.S. (University of Missouri-Columbia)
  Visual Journalism

TEACHING ASSISTANT PROFESSORS

• Heather Cole - M.F.A. (Goddard College)
  Interactive Design for Media
• Ashton Marra - M.S. (West Virginia University)
  Multimedia Journalism
• Chuck Scatterday - M.S.J. (West Virginia University)
  Shott Teaching Assistant Professor, Sport and Adventure Media
2 Journalism, B.S.J.

- Clifton (David) Smith - M.A. (West Virginia University)
  Multimedia and Experimental Journalism

VISITING ASSISTANT PROFESSOR
- Jim Iovino - B.A. (The Pennsylvania State University)
  Ogden Newspapers Visiting Assistant Professor of Media Innovation

PRACTITIONER-IN-RESIDENCE
- Jesse Wright - B.S.J. (West Virginia University)
  Multimedia

Admissions
- Admission to the College of Media (http://catalog.wvu.edu/undergraduate/perleyisaacreedschoolofjournalism/#Admission_to_the_College)
- Scholarships (http://catalog.wvu.edu/undergraduate/perleyisaacreedschoolofjournalism/#Scholarships)
- Choosing a Major (http://catalog.wvu.edu/undergraduate/perleyisaacreedschoolofjournalism/#Choosing_a_Major)
- Accelerated Bachelor's/Master's Program (http://catalog.wvu.edu/undergraduate/perleyisaacreedschoolofjournalism/#Accelerated_Bachelors_Masters_Program)

Admission to the College of Media

For specific information regarding the admissions requirements for First Time Freshmen to the Reed College of Media, please visit http://catalog.wvu.edu/undergraduate/perleyisaacreedschoolofjournalism/#admissionstext.

Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.25 or higher may also qualify for direct admission into the College of Media irrespective of standardized test scores. Students who do not meet these criteria will automatically be enrolled in a pre-media major and advised by WVU's Center for Learning, Advising and Student Success (CLASS). Students advised in CLASS may declare a major in the College of Media once they have earned a cumulative GPA of 2.25 at WVU. Or, if a student has a 2.0 cumulative GPA at WVU, they may enroll in MDIA 215 (space permitting) or they may declare the College's Multidisciplinary Studies major after earning at least 29 credit hours. If the student earns a C- or better in MDIA 215 and maintains a 2.0 overall GPA at WVU, then the student may then declare a major in the College of Media.

Scholarships

In addition to financial aid from West Virginia University, the College of Media offers a number of scholarships each year to eligible students. All students applying for scholarships must file a FAFSA form by the deadline, even if they are not eligible for need-based aid.

Choosing a Major

The College of Media offers six majors: advertising and public relations, integrated marketing communication, interactive media design, journalism, sports and adventure media and multidisciplinary studies.

Direct admission students are admitted to the College upon admission to the University and declare their majors at that time. However, to declare a multidisciplinary studies major, students must have earned 29 college credit hours and have a minimum 2.0 overall GPA.

Accelerated Bachelor's/Master's Program

Students in the advertising and public relations or journalism BSJ programs in the College of Media with a minimum cumulative GPA of 3.5 are eligible for this program. The accelerated MSJ program allows students to customize a research project that is relevant to their interests, whether they are Advertising and Public Relations or Journalism majors. Interested students are identified during their initial year or two at the College, and, if interested, must meet with Dr. Steve Urbanski, Director of Graduate Studies, by the fall of their junior year. Freshmen and sophomores are welcome to stop by to discuss the program as well. Information is posted on the College's website.

Due to Covid-19 – Admission requirements may differ from what is listed on this page. Please review the most up-to-date program admission requirements for the Reed College of Media (http://reedcollegeofmedia.wvu.edu).

Click here to view the Suggested Plan of Study (p. 5)

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>
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<tr>
<th>Category</th>
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<td>Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research</td>
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<td>F3 - Math &amp; Quantitative Reasoning</td>
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<td>F6 - The Arts &amp; Creativity</td>
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<td>F7 - Global Studies &amp; Diversity</td>
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<td>F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)</td>
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**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

### University Requirements

- General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)
- Outstanding GEF Requirements 1, 2, 6, and 7: 16
- MDIA 191 First-Year Seminar: 2
- General Electives: 24
- **Total Hours:** 42

### Non-Journalism/Media Requirements

- POLS 102 Introduction to American Government: 3
- STAT 111 Understanding Statistics (GEF 3): 3
- HIST 153 Making of Modern America: 1865 to the Present (GEF 5): 3
- ECON 200 Survey of Economics: 3
- BCOR 350 Principles of Marketing: 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: 3
  - PSYC 101 Introduction to Psychology
  - SOC 101 Introduction to Sociology
  - ANTH 105 Introduction to Anthropology
- **Total Hours:** 27

### College of Media Core Requirements

A minimum grade of C- is required in College of Media Core Requirements.

- MDIA 101 Media and Society (may fulfill GEF 4): 3
- MDIA 215 Media Writing (fulfills Writing and Communication Skills Requirement): 3
- MDIA 225 Media Tools & Applications: 3

- **Total Hours:** 30
Journalism Major Requirements

A minimum grade of C- is required in Journalism Major Requirements.

Select three one-credit-hour JRL skills courses, which include, but are not limited to, the following options: 3

- JRL 236 Podcast Producing
- JRL 237 Adobe Video Editing
- JRL 238 Voice Performance for Broadcasting
- JRL 240 Immersive Storytelling: AR/VR
- JRL 488 Video Editing

Take each of the following: 3

- JRL 318 Beat Reporting
- JRL 319 Editing and Curation
- JRL 341 Data and Design
- JRL 458 Interactive Media and Audience Building

Select one of the following capstones: 3

- JRL 411 Experimental Journalism
- JRL 431 Multimedia Storytelling
- JRL 459 Multimedia News Publication
- JRL 487 Advanced Video Reporting and Producing

Select two advisor-approved "track" electives from the following or from other advisor-approved upper-level JRL electives: 6

- JRL 320 Advanced Photojournalism
- JRL 340 Advanced Video Storytelling
- JRL 440 Visual Storytelling for the Media
- JRL 331 Infographics and Data Visualization
- JRL 430 Social Media and Journalism
- JRL 426 Investigative Reporting
- JRL 335 Video and Audio News Writing

NOTE: JRL 488 must be taken concurrently with JRL 335 and counts as a required one-credit JRL skills course

Required Minor 15

Upper-Division Journalism (JRL) Courses

Total Hours 39

English Literature or Creative Writing Courses

English Literature

ENGL 131 Poetry and Drama 3
ENGL 132 Short Story and Novel 3
ENGL 139 Contemporary African Literature 3
ENGL 154 African American Literature 3
ENGL 156 Literature of Native America 3
ENGL 226 Non-Western World Literature 3
ENGL 232 Poetry 3
ENGL 233 The Short Story 3
ENGL 234 Drama 3
ENGL 235 Novel 3
ENGL 236 The Bible as Literature 3
ENGL 241 American Literature 1 3
ENGL 242 American Literature 2 3
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<td>ENGL 252</td>
<td>Appalachian Fiction</td>
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<tr>
<td>ENGL 254</td>
<td>African American Literature</td>
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<tr>
<td>ENGL 257</td>
<td>Science Fiction and Fantasy</td>
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<td>ENGL 258</td>
<td>Popular American Culture</td>
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</tr>
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<td>ENGL 261</td>
<td>British Literature 1</td>
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<td>ENGL 262</td>
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<td>ENGL 263</td>
<td>Shakespeare 1</td>
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<td>ENGL 273</td>
<td>Contemporary Literature</td>
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<td>ENGL 285</td>
<td>Images of Women in Literature</td>
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<td>Introduction to Creative Writing</td>
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<td>Creative Writing: Fiction</td>
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<td>ENGL 213</td>
<td>Creative Writing: Poetry</td>
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<tr>
<td>ENGL 214</td>
<td>Creative Writing: Non-Fiction</td>
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* 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, and some minor courses are offered online primarily during summer terms.

** 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

<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>
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<td>3 ENGL Literature or Creative Writing Course</td>
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<td>MDIA 101 (GEF 4)</td>
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<td>3 Language Course</td>
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<td>MDIA 215</td>
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<td>3 MDIA 225</td>
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<td>MDIA 191</td>
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<td>2 GEF 2B</td>
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<td>Language Course</td>
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<td>3 General Elective</td>
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14 16

#### Second Year

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<td>ENGL 102 (GEF 1)</td>
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<td>3 JRL 318</td>
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<td>ECON 200</td>
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<td>3 HIST 153</td>
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<td>SOC 101</td>
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<tr>
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#### Third Year

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<tr>
<td>POLS 102</td>
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<td>3 BCOR 350</td>
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<td>MDIA 328</td>
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<td>3 STAT 111</td>
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<td>Minor Course</td>
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<td>3 JRL 458</td>
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16 16
JRL 341  3  300- or 400-level JRL "track" Elective  3
GEF 7   3  General Elective   3
Select a one-credit-hour JRL Skills Course   1

Fourth Year

<table>
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<td>9 General Elective</td>
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15 12

Total credit hours: 120

Accelerated Bachelor's/Master's Program
• B.S.J. in Journalism/M.S.J in Journalism (p. 6)

BSJ Degree Requirements

MDIA 191  First-Year Seminar  2

General Education Requirements

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

Non-Journalism/Media Requirements

HIST 153  Making of Modern America: 1865 to the Present  3
ECON 200  Survey of Economics  3
BCOR 350  Principles of Marketing  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:  3

ANTH 105  Introduction to Anthropology
PSYC 101  Introduction to Psychology
SOC 101  Introduction to Sociology

College of Media Core

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

MDIA 101  Media and Society (GEF 4)  3
MDIA 215  Media Writing (fulfills Writing and Communication Skills Requirement)  3
MDIA 225  Media Tools & Applications  3
JRL 528  Media Ethics and Law  3

Choose one capstone course:  3

JRL 531  Multimedia Reporting
JRL 587  Advanced Video Reporting and Producing
JRL 559  Multimedia News Publication

Take 3 one-credit-hour skills classes:  3

JRL 236  Podcast Producing
JRL 237  Adobe Video Editing
JRL 238  Voice Performance for Broadcasting
JRL 240  Immersive Storytelling: AR/VR

Take each of the following:  3

JRL 318  Beat Reporting
JRL 319  Editing and Curation
JRL 341  Data and Design
JRL 458  Interactive Media and Audience Building

Select two "track" electives from the following or from other advisor-approved upper-level JRL electives:  6
### MSJ Degree Requirements

A minimum GPA of 3.0 is required in all courses.

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<td>JRL 504</td>
<td>Mass Media and Society</td>
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<td>JRL 520</td>
<td>Advanced Journalistic Writing and Research</td>
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<td>JRL 689</td>
<td>Ethics of Mass Communication</td>
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<td>JRL 697</td>
<td>Research</td>
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<td>JRL 698</td>
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### Suggested Plan of Study

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#### Second Year

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#### Third Year

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Minor Course 3 Electives 3
JRL 319 3 ECON 200 3
JRL 341 3 JRL "track" elective 3
One credit-hour-hour JRL Skills Course 1

**Fourth Year**

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**Fifth Year**

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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**

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, reflect and engage diverse publics in their reporting and producing.
4. Journalism graduates will demonstrate knowledge of media ethics, law and regulation, including a full understanding of the First Amendment within the context of artificial intelligence and social media.
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 all media platforms using the principles of human-centered design.
7. Journalism graduates demonstrate the ability to engage an audience using social media networking and analytics tools.
8. Journalism graduates will demonstrate an understanding of the history of technology and Silicon Valley in the context of media and its impact on acquisition, production, distribution and the economic models of media.
9. Journalism graduates will learn methods for data mining, evaluating sources, and investigating algorithms.
10. Journalism graduates will be introduced to programming for media in one or more modern languages.
COURSES

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 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 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 236. Podcast Producing. 1 Hour.
Open to all College of Media majors, this one-credit-hour skills-based course involves significant reporting and production roles to teach students how to produce professional podcasts through a class podcast series as well as through reading, listening and critique assignments.

JRL 237. Adobe Video Editing. 1 Hour.
PR: JRL 215 or MDIA 215 with a minimum grade of C-. This class builds upon the basic skills of Adobe After Effects video editing. Students will use this software to create and align full-page graphics, to animate images and texts, and to render proper code, as well as other related skills.

JRL 238. Voice Performance for Broadcasting. 1 Hour.
Open to all College of Media majors, this one-credit-hour skills-based course focuses on students’ development of vocal mechanics and interpretative performance for announcers, newscasters, interviewers and narrators of various broadcasting and announcing situations. Students work on delivery, cadence, diction and on-air presence in both recorded and live situations.

JRL 240. Immersive Storytelling: AR/VR. 1 Hour.
Open to all College of Media majors, this one-credit-hour production-oriented course allows students to explore new forms of storytelling through immersive, interactive technologies such as virtual and augmented reality. Students use design thinking and emerging tools and platforms to create 360-degree video, 3d models, volumetric video and interactive augmented reality.

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 or MDIA 215 with a minimum grade of C-. 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 or MDIA 215 with a minimum grade of C-. Students develop the skills necessary to edit and design content for online and print media outlets.

JRL 320. Advanced Photojournalism. 3 Hours.
PR: JRL 220 with a minimum grade of C-. Introduction to advanced techniques and concepts in visual journalism for print and electronic media. Color, lighting, studio and digital camera techniques.

JRL 321. Media Design. 3 Hours.
PR: JRL 215 or MDIA 215 with a minimum grade of C-. An introduction to the design of newspapers, magazines and internet publications.

JRL 328. Media Law and Ethics. 3 Hours.
PR: JRL 215 of MDIA 215 with a minimum grade of C-. This course is an in-depth exploration of the complex ethical and legal media landscape, with an emphasis on key historical precedents, new cases and challenges related to emerging technology, digital disinformation, artificial intelligence, new problems in social media and other current issues in journalism, public relations and advertising.

JRL 330. Sports and Adventure Media Writing. 3 Hours.
PR: (JRL 215 or MDIA 215) and (JRL 225 or MDIA 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 or MDIA 215 with a minimum grade of C-. 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 or MDIA 215 with a minimum grade of C-. Gathering, researching, and evaluating facts; reporting and writing news for radio and television; editorial decision making and responsibility; broadcast news ethics.

JRL 340. Advanced Video Storytelling. 3 Hours.
PR: JRL 220 or JRL 225 or MDIA 225 with a minimum grade of C-. Students in this course will learn advanced video shooting and editing techniques and gain video storytelling experience. Specifically, students will learn about video composition, lighting and shot sequencing. They also will learn about video editing and production, including: digital project organization and management, and editing using various types of video software programs.

JRL 341. Data and Design. 3 Hours.
PR: JRL 215 or MDIA 225 with a minimum grade of C-. This course involves gaining comfort with data and spreadsheets and using them to reveal news stories that could not be fully told or grasped through traditional text alone. Students will learn basic coding to be able to collect, clean, and visualize data, as well as use coding to perform informational tasks.

JRL 361. Media Relations In Sport. 3 Hours.
PR: ADV 201 or ADPR 215 or ADV 215 or JRL 215 or MDIA 215 PR 215 or STCM 215 with a minimum grade of C-. 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 380. Sports and Adventure Media Video Storytelling. 3 Hours.
PR: (JRL 330 or JRL 335) and PR or CONC: JRL 488 with a minimum grade of C- in each. 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 with a minimum grade of C-. Writing and reporting news for radio and other digital audio sources. Lec/lab.

JRL 386. Beginning Video Reporting. 3 Hours.
PR: JRL 335 and PR or CONC: JRL 488 with a minimum grade of C- in each. Reporting, writing and producing sports stories for television using digital video technology; emphasis on sports writing, visual storytelling, editorial decision making, and ethical and legal considerations.

JRL 393. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

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: JRL 215 or MDIA 215 with a minimum grade of C- and 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 ADPR 215 or ADV 215 or JRL 215 or MDIA 215 or PR 215 or STCM 215 with a minimum grade of C-. 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 or MDIA 215 with a minimum grade of C-. 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 or MDIA 101) and (ADPR 215 or PR 215 or STCM 215) with a minimum grade of C-. 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 or MDIA 215 with a minimum grade of C-. 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 or MDIA 215) and (JRL 225 or MDIA 225) with a minimum grade of C-. 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.
PR: JRL 101 or MDIA 101 with a minimum grade of C-. 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.

JRL 429. Opinion Writing. 3 Hours.
PR: JRL 215 or MDIA 215 with a minimum grade of C-. Students will analyze news issues and write opinion-based pieces.

JRL 430. Social Media and Journalism. 3 Hours.
PR: JRL 215 or MDIA 215 with a minimum grade of C-. 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 or MDIA 225) and (JRL 318 or JRL 320) with a minimum grade of C- in each. This capstone course explores digital narrative storytelling, employing the wide variety of media and interactive applications that online publishing makes possible. However, emphasis is on visual media. Students will learn to facilitate audience comprehension and engagement while educating and informing about contemporary societal issues.

JRL 432. Social Media Strategy. 3 Hours.
PR: (JRL 101 or MDIA 101) and (ADV 201 or ADPR 215 or ADV 215 or PR 215 or STCM 215) with a minimum grade of C- in each. 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 or MDIA 101) and (ADV 201 or ADPR 215 or ADV 215 or PR 215 or STCM 215). This online course examines case studies where social media was used successfully in instances of promotion, outreach and crisis communication.

JRL 434. Social Media Campaigns. 3 Hours.
PR: (JRL 101 or MDIA 101) and (ADV 201 or ADPR 215 or ADV 215 or PR 215 or STCM 215) with a minimum grade of C- in each. 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.
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 with a minimum grade of C- 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 or MDIA 215) with a minimum grade of C-. 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 or MDIA 215) with a minimum grade of C- 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 101 or MDIA 101) with a minimum grade of C-. 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 448. Digital Publication: Social Video. 3 Hours.
PR: (JRL 215 or MDIA 215) and (JRL 225 or MDIA 225) with a minimum grade of C- in both. This course teaches students how to engage an audience by curating content and video and producing and packaging this information in "explainer and short social videos for a professional digital publication called "100 Days." In addition, students obtain first-hand experience producing "mobile-first" content.

JRL 450. Writing for Health Promotion. 3 Hours.
PR: (JRL 101 or MDIA 101) and (PR 215 or ADV 215) with a minimum grade of C-. 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 or MDIA 101) and (ADV 215 or PR 215) with a minimum grade of C-. 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 Campaings. 3 Hours.
PR: (JRL 101 or MDIA 101) and (ADV 215 or PR 215) with a minimum grade of C-. 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 467. Public Affairs Show-Morgantown Today. 3 Hours.
PR: (JRL 380 or JRL 386) with a minimum grade of C-. This course is run as an actual public affairs television show. This course will address matters of public policy and interest including topics on education, culture and politics. Students will learn how to produce, gather and report on public affairs issues. Students serve as the reporters, hosts and/or technical crew during show tapings at the Waterfront TV Studio.

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 487. Advanced Video Reporting and Producing. 3 Hours.
PR: JRL 380 or JRL 386 with a minimum grade of C-. This course is run as an actual newsroom to teach students how to produce, gather and report news. Students are assigned “beats,” and work individually and in teams to produce news for local broadcast. Students serve as the talent and/or technical crew during newscast tapings and learn how to promote their work and engage audiences via professional social media use.

JRL 488. Video Editing. 1 Hour.
PR: (JRL 215 or MDIA 215) with a minimum grade of C-. 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.

JRL 499. Global Service Learning. 1-3 Hours.
PR: Consent. Theory and practice of global service-learning. The main objective will be to pair the experiential aspects of meaningful and sustained service in the host community with work from the student's anchor course by offering a methodological framework for cultural immersion and community service as well as adding to the content of the anchor course.