Sports and Adventure Media

Degree Offered

• Bachelor of Science in Journalism

Nature of the Program

The Sports and Adventure Media Major includes two core foundational areas of study: one focused on media and content creation delivered by the Reed College of Media; the other focused on sport psychology and management and adventure sport skills, delivered by the College of Physical Activity and Sport Sciences. Students in the major select an Area of Emphasis (AOE) in either Sports Media or Adventure Media.

The Sports Media Area of Emphasis offers courses that focus on video production for the sports industry and journalism purposes and requires two College of Media electives, which offer students flexibility to further tailor their specific interests and skill sets.

The Adventure Media Area of Emphasis offers courses on multi-platform content production for advertising, public relations and journalism purposes. The Adventure Media Area of Emphasis includes PE courses in adventure sports, which provide students with necessary technical skills to work as media professionals in the industry.

Students in both AOEs will be prepared to enter an ever-changing digital media landscape by taking innovative courses that utilize the latest storytelling technology and audience engagement tactics, while instilling fundamental storytelling principles and media ethics. Graduates of this degree will stand out in sports media, adventure sports media, and adventure tourism and travel industries.

FACULTY

PROGRAM CHAIR

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

TEACHING ASSOCIATE PROFESSOR

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

VISITING ASSISTANT PROFESSOR

• Jay Gilmore - B.S. (Middle Tennessee State University)
  Radio Television

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>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 101</td>
<td></td>
</tr>
<tr>
<td>or ENGL 102</td>
<td></td>
</tr>
<tr>
<td>or ENGL 103</td>
<td></td>
</tr>
<tr>
<td>Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing</td>
<td></td>
</tr>
</tbody>
</table>

| F2A/F2B - Science & Technology | 4-6 |
| F3 - Math & Quantitative Reasoning | 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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 191</td>
<td>First-Year Seminar</td>
<td>2</td>
</tr>
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</table>

**General Education Requirements**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>GEF 1, 2B, 3, 5, 6, 7 and 8</td>
<td></td>
<td>31</td>
</tr>
</tbody>
</table>

**Non-Journalism/Media Requirements**

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADRC 102</td>
<td>Adventure in Society</td>
<td>3</td>
</tr>
<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>STAT 111</td>
<td>Understanding Statistics</td>
<td>3</td>
</tr>
<tr>
<td>PSYC 101</td>
<td>Introduction to Psychology</td>
<td>3</td>
</tr>
<tr>
<td>or SOCA 101</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSYC 251</td>
<td>Introduction to Social Psychology</td>
<td>3</td>
</tr>
<tr>
<td>or SOCA 320</td>
<td>Social Psychology</td>
<td></td>
</tr>
<tr>
<td>English literature or Creative Writing Course</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**College of Media 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>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>Media and Society</td>
<td>3</td>
</tr>
<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 328</td>
<td>Media Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>JRL 330</td>
<td>Sports and Adventure Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>JRL 380</td>
<td>Sports and Adventure Media Video Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>JRL 488</td>
<td>Video Editing</td>
<td>1</td>
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</table>

**College of Physical Activity and Sport Sciences Core**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEP 271</td>
<td>Sport in American Society</td>
<td>3</td>
</tr>
<tr>
<td>SEP 272</td>
<td>Psychological Perspectives of Sport</td>
<td>3</td>
</tr>
<tr>
<td>ACE 265</td>
<td>Diversity and Sport</td>
<td>3</td>
</tr>
<tr>
<td>or SEP 373</td>
<td>African Americans in Sports</td>
<td></td>
</tr>
<tr>
<td>or SM 375</td>
<td>Sport in the Global Market</td>
<td></td>
</tr>
<tr>
<td>Or Advisor-approved Study Abroad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SM 380</td>
<td>History and Philosophy of Sport</td>
<td>3</td>
</tr>
<tr>
<td>SM 486</td>
<td>Sport Marketing &amp; Sales</td>
<td>3</td>
</tr>
<tr>
<td>or RPTR 472</td>
<td>Tourism System and Destination Management</td>
<td></td>
</tr>
</tbody>
</table>

**Required Area of Emphasis**

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

- Sports Media
- Adventure Media

**General Electives***

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Branded Content and Narrative</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours**

120

*General Elective and Elective Credits can vary - students must have a minimum of 120 credit hours total to complete the degree

**Adventure Media Area of Emphasis**

A grade of C- or higher must be earned in all Adventure Media Area of Emphasis courses.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 424</td>
<td>Adventure Travel Writing &amp; Photography</td>
<td>3</td>
</tr>
<tr>
<td>JRL 457</td>
<td>Adventure Media Capstone: Advanced Adventure Media Production</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 441</td>
<td>Sports and Adventure Media Internship</td>
<td>2</td>
</tr>
<tr>
<td>STCM 438</td>
<td>Branded Content and Narrative</td>
<td>3</td>
</tr>
</tbody>
</table>
### Adventure Skills Courses

#### Whitewater Paddling
- **ADRC 111**: Introduction to Whitewater Rafting
- **ADRC 112**: Whitewater Rafting Techniques
- **ADRC 211**: Introduction to Whitewater Raft Guiding
- **ADRC 212**: Swiftwater Rescue
- **ADRC 311**: Whitewater Raft Trip Leadership

#### Rock Climbing
- **ADRC 121**: Introduction to Rock Climbing
- **ADRC 122**: Rock Climbing Techniques
- **ADRC 221**: Lead Climbing
- **ADRC 222**: Climbing Rescue Techniques
- **ADRC 321**: Rock Climbing Instructor Development

#### Aerial
- **RPTR 325**: Challenge Course Facilitation
- **RPTR 326**: Canopy Tour Facilitation

#### Mountain Biking
- **ADRC 131**: Introduction to Mountain Biking

### Total Hours: 17

* Students who choose MDIA 441 would be required to complete one hour less of free electives as the AOE would be 18 hours.
** Adventure Media Area of Emphasis Majors must take six credit hours of adventure skills courses in at least two skill areas. Additionally, at least three credit hours must be in the same skill area.
*** Either RPTR 325 or RPTR 326 can be substituted for three one-credit hour courses to fulfill half of the adventure skills requirement for the degree.

### Suggested Plan of Study for Adventure Media Area of Emphasis

#### First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>3</td>
<td>ENGL 101 (GEF 1)</td>
<td>3</td>
</tr>
<tr>
<td>JRL 191</td>
<td>2</td>
<td>JRL 225</td>
<td>3</td>
</tr>
<tr>
<td>JRL 215</td>
<td>3</td>
<td>PSYC 101 or SOCA 101</td>
<td>3</td>
</tr>
<tr>
<td>SEP 271</td>
<td>3</td>
<td>SEP 272</td>
<td>3</td>
</tr>
<tr>
<td>GEF 2B</td>
<td>4</td>
<td>GEF 3</td>
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<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
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</table>

#### Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 102 (GEF 1)</td>
<td>3</td>
<td>ECON 200</td>
<td>3</td>
</tr>
<tr>
<td>JRL 330</td>
<td>3</td>
<td>JRL 380</td>
<td>3</td>
</tr>
<tr>
<td>JRL 488</td>
<td>1</td>
<td>SM 380</td>
<td>3</td>
</tr>
<tr>
<td>PSYC 251 or SOCA 320</td>
<td>3</td>
<td>PE Adventure Skills Course</td>
<td>1</td>
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<tr>
<td>ADRC 102</td>
<td>3</td>
<td>PE Adventure Skills Course</td>
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<tr>
<td>PE Adventure Skills Course</td>
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<td>General Elective</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
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</table>

#### Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>JRL 328</td>
<td>3</td>
<td>ACE 265, SEP 373, or SM 375</td>
<td>3</td>
</tr>
<tr>
<td>STCM 438</td>
<td>3</td>
<td>BCOR 350</td>
<td>3</td>
</tr>
<tr>
<td>STAT 111</td>
<td>3</td>
<td>MDIA 441</td>
<td>2</td>
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<tr>
<td>PE Adventure Skills Course</td>
<td>1</td>
<td>SM 486 or RPTR 472</td>
<td>3</td>
</tr>
<tr>
<td>General Elective</td>
<td>2</td>
<td>PE Adventure Skills Course</td>
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</table>
Sports and Adventure Media

GEF 6 3 GEF 8 Focus 3

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Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 424</td>
<td>3 JRL 457</td>
<td>3</td>
</tr>
<tr>
<td>ENGL Literature or Creative Writing Course</td>
<td>3 General Elective</td>
<td>3</td>
</tr>
<tr>
<td>General Elective</td>
<td>3 General Elective</td>
<td>3</td>
</tr>
<tr>
<td>GEF 5</td>
<td>3 GEF 7</td>
<td>3</td>
</tr>
<tr>
<td>GEF 8 Focus</td>
<td>3 GEF 8 Focus</td>
<td>3</td>
</tr>
</tbody>
</table>

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Total credit hours: 120

Sports Media Area of Emphasis Requirements

A grade of C- or higher must be earned in all Sports Media Area of Emphasis courses.

JRL 361 Media Relations In Sport 3
JRL 435 Live Sports Video Production 3
JRL 484 Advanced Sports Video Production 3
MDIA 441 Sports and Adventure Media Internship 2
Advisor-approved JRL or STCM Elective 3
Advisor-approved JRL or STCM Elective 3

Total Hours 17

Suggested Plan of Study for Sports Media Area of Emphasis

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 101</td>
<td>3 JRL 225</td>
<td>3</td>
</tr>
<tr>
<td>JRL 215</td>
<td>3 SEP 272</td>
<td>3</td>
</tr>
<tr>
<td>JRL 191</td>
<td>2 PSYC 101 or SOCA 101</td>
<td>3</td>
</tr>
<tr>
<td>SEP 271</td>
<td>3 General Elective</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 101 (GEF 1)</td>
<td>3 GEF 3</td>
<td>3</td>
</tr>
<tr>
<td>General Elective</td>
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<td>1</td>
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Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>JRL 330</td>
<td>3 JRL 380</td>
<td>3</td>
</tr>
<tr>
<td>JRL 488</td>
<td>1 SM 380</td>
<td>3</td>
</tr>
<tr>
<td>ADRC 102</td>
<td>3 ECON 200</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 102 (GEF 1)</td>
<td>3 GEF 2B</td>
<td>4</td>
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<tr>
<td>GEF 5</td>
<td>3 General Elective</td>
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<tr>
<td>General Elective</td>
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Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JRL 361</td>
<td>3 JRL 435</td>
<td>3</td>
</tr>
<tr>
<td>ACE 265, SEP 373, or SM 375</td>
<td>3 JRL 328</td>
<td>3</td>
</tr>
<tr>
<td>STAT 111</td>
<td>3 PSYC 251 or SOCA 320</td>
<td>3</td>
</tr>
<tr>
<td>Approved JRL or STCM Elective</td>
<td>3 Approved JRL or STCM Elective</td>
<td>3</td>
</tr>
<tr>
<td>ENGL Literature or Creative Writing Course</td>
<td>3 GEF 8 Focus</td>
<td>3</td>
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</table>

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Fourth Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM 486 or RPTR 472</td>
<td>3 JRL 484</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 441</td>
<td>2 BCOR 350</td>
<td>3</td>
</tr>
<tr>
<td>GEF 7</td>
<td>3 GEF 6</td>
<td>3</td>
</tr>
<tr>
<td>GEF 8 Focus</td>
<td>3 GEF 8 Focus</td>
<td>3</td>
</tr>
<tr>
<td>General Elective</td>
<td>3 General Elective</td>
<td>3</td>
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<tr>
<td>General Elective</td>
<td>1</td>
<td></td>
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<tr>
<td></td>
<td><strong>15</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

Total credit hours: 120

Major Learning Outcomes

SPORTS AND ADVENTURE MEDIA

The goal of the blended WVU Reed College of Media and College of Physical Activity and Sport Sciences major in Sports and Adventure Media is to provide students with a foundation of knowledge and critical thinking and a depth of skills and understanding that will prepare them for professions in the sports and adventure media industries and/or for further education and research pursuits in sports and adventure media. We will achieve this goal by meeting the following objectives, which will culminate in a B.S.J. degree:

1. Provide knowledge of the sports and adventure media industries so students have a foundational understanding and the necessary context for their future academics and profession in the industry.
2. Through the major’s blended approach with the WVU College of Physical Activity and Sport Sciences, students will learn about the history, theory and current trends in sport management and adventure recreation, which will deepen their understanding of and applied learning in sports and adventure media.
3. Provide students with a foundation in media ethics so they understand the importance of adhering to ethical guidelines and incorporate real-world experiences that allow students to apply their professional ethics knowledge.
4. Teach students about the importance of diversity in the sports, sports management, and adventure media and recreation industries and provide hands-on experiences that require them to produce work that is about, and also serves, a diverse society.
5. Provide students with skills and knowledge in sports and adventure media content creation – through writing, photography and videography – through live and pre-produced programming, dissemination and audience engagement.
6. Provide students with field experiences in sports and adventure media.
7. Assist students in securing professional internships in their field of study.
8. Expose students to emerging technologies and guide their appropriate use/application of them.

COURSES

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 141A. . 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141B. . 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141C. . 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141D. . 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141E. . 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.
JRL 141F. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141G. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141H. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141I. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141J. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141K. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141L. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141M. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141N. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141O. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141P. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141Q. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141R. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141S. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141T. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141U. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141V. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141W. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141X. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141Y. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

JRL 141Z. 1-6 Hours.  
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

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 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 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 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 328. Media Law and Ethics. 3 Hours.
PR: JRL 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 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 340. Advanced Video Storytelling. 3 Hours.
PR: JRL 220 or JRL 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 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 341A. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341B. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341C. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341D. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341E. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341F. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341G. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341H. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341I. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341J. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341K. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341L. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341M. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341N. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341O. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341P. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341Q. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341R. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341S. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341T. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341U. . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.
JRL 341V . 1-6 Hours.
PR: Consent. Student works independently of classroom setting. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341W . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341X . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341Y . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

JRL 341Z . 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

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 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. 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 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 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 425. 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 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: (PR 215 or ADV 201 or ADV 215 or STCM 215) and PR or CONC: JRL 101. 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: PR 215 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: JRL 101 and (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 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 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 448. Digital Publication: Social Video. 3 Hours.
PR: JRL 215 and JRL 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 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 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. 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.