
Walter Cronkite School of Journalism and Mass Communication

cronkite.asu.edu

Stephen K. Doig, BA, Interim Director

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PURPOSE AND PHILOSOPHY

The faculty of the Walter Cronkite School of Journalism and Mass Communication offer a strong professional program that values applied scholarship. Faculty members combine excellent professional experiences with outstanding records as productive scholars.

The primary mission of the school is to

1. prepare students for careers in journalism and related fields;
2. examine mass communication through research and teaching, thereby preparing informed life-long consumers of the mass media; and
3. develop new approaches to practicing journalism in a university setting, providing ample opportunities for students and faculty to serve audiences beyond the classroom.

To that end, the school offers classroom instruction in a blend of conceptual courses (such as media law, media ethics, media history and media management) and professional skills courses (such as print and broadcast writing, editing, reporting, and production techniques). The school also offers on-campus media work experiences, including the campus newspaper *The State Press*; The Blaze radio station; "Newswatch," a weekly student-produced cable television news magazine; "ASU Web Devil"; and "Channel 2," the student-run campus cable station. Off-campus work experience opportunities include internships at newspapers, magazines, and television and radio stations. Other off-campus options include: public relations, visual journalism, sales and promotions, and media analysis and criticism.

ADMISSION

Preprofessional Admission

Students admitted to ASU may also be admitted to the Walter Cronkite School of Journalism and Mass Communication with preprofessional status. Preprofessional admission to the school does not guarantee admission to the upper-division professional program. All preprofessional students enrolling in courses in the school must complete a minimum of 12 semester hours with a minimum 2.50 GPA before they are permitted to enroll in school courses at the

200-level. All preprofessional students who intend to take courses beyond the 100-level must pass an English proficiency examination administered by the school.

Professional Program Admission

Admission to the Walter Cronkite School of Journalism and Mass Communication professional program, which enrolls students in their junior and senior years, is competitive and based on available resources. Once a student is granted admission, the upper-division professional program may require two years to complete.

A separate application procedure is required for entry to the upper-division professional program. To be eligible to apply for admission to the professional program, students must

1. be admitted to ASU as a classified student;
2. have completed at least 56 semester hours by the close of the semester in which the application is submitted;
3. have completed lower-division courses or their equivalents, as specified below;
4. have completed, with a passing score, the English proficiency examination administered by the school; and
5. have at least a 2.50 cumulative and major GPA.

Preprofessional status students must complete the following courses:

JMC 201 Journalism Newswriting L	3
MCO 110 Introduction to Mass Communication SB	3
or MCO 120 Media and Society SB (3)	
Total	6

To be considered for admission to the school's upper-division professional program, students must obtain an application form from the school office in STAUF A231, or online at cronkite.asu.edu. Precise application procedures and submission deadlines are outlined on the form. *Completion of the minimum requirements for eligibility does not guarantee admission to the upper-division professional program.* The admissions committee considers a variety of criteria, including major and cumulative GPA, media experience, writing ability, and commitment to the field. Students may apply twice.

ADVISING

Students should follow the sequence of courses outlined on school curriculum check sheets, their online degree audit, and the advice of the school's academic advisors.

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Students who enroll as preprofessional or who seek and ultimately gain professional status should meet regularly with their Walter Cronkite School of Journalism and Mass Communication academic advisor. Conscientious, careful planning and early advising are crucial to students who desire to progress through the program in a timely fashion.

DEGREES

The school offers a program leading to the Bachelor of Arts degree in Journalism and Mass Communication. Students select one of five concentrations: journalism, media analysis and criticism, media management, media production, or strategic media and public relations.

The school offers a program leading to the graduate degree Master of Mass Communication.

TRANSFER STUDENTS

Transfer students must be formally admitted to ASU to be considered for admission to the professional program in the Walter Cronkite School of Journalism and Mass Communication.

Students completing their first two years of course work at a community college or four-year institution other than ASU should consult the school's academic advisors at least one full semester before they hope to be considered for admission to the school's professional program. Transfer student admission to ASU does not guarantee admission to the upper-division professional program.

PROGRAM REQUIREMENTS

Because the Walter Cronkite School of Journalism and Mass Communication is accredited by the Accrediting

Council on Education in Journalism and Mass Communication, its students are required to take a minimum of 80 semester hours in courses outside the major of Journalism and Mass Communication, with no fewer than 65 semester hours in liberal arts and sciences. This requirement ensures that students receive a broad academic background.

At least 18 semester hours of major courses required by the school, including one writing course, must be taken at ASU. A student must receive a grade of "C" (2.00) or higher in all courses taken in the major and in the required related area.

BA REQUIREMENTS

All students are required to demonstrate proficiency in a language other than English (a spoken language or American Sign Language). Proficiency is defined as completing the second semester intermediate level, or higher, of a language other than English with a grade of "C" (2.00) or higher.

The undergraduate major in Journalism and Mass Communication consists of a minimum of 30 semester hours in Walter Cronkite School of Journalism and Mass Communication courses.

Required core courses (12 of the 30 to 39 hours are required of all students in all five concentrations):

JMC 201 Journalism Newswriting <i>L</i>	3
MCO 110 Introduction to Mass Communication <i>SB</i>	3
or MCO 120 Media and Society <i>SB</i> (3)	
MCO 302 Media Research Methods	3
MCO 402 Mass Communication Law <i>L</i>	3
Total	12



The San Pablo residence hall on Tempe campus

Tim Trumble photo

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Students complete the required core courses of the major (12 semester hours), plus the required courses of one concentration area (15 semester hours), and elective courses (from three to 12 hours) from other areas in the major.

These courses are in addition to other degree requirements. See "University Graduation Requirements," page 88.

Related Area. Each student is required to complete a 12-semester-hour related area to complement the courses taken in the major and concentration areas.

GENERAL STUDIES REQUIREMENTS

Students must satisfy the university General Studies requirement found in "General Studies," page 92. Students are advised to review carefully the appropriate school curriculum check sheet to ensure that courses taken move the student toward graduation with the least amount of delay and difficulty. Note that all three General Studies awareness areas are required.

General education requirements for the Walter Cronkite School of Journalism and Mass Communication follow.

Students are required to take one course in each of the following areas: communication (applied speech), computer science, economics, English composition (beyond the freshman level), English literature, history, mathematics (numeracy requirement), two natural science lab courses, philosophy, political science (either POS 110 or 310), and psychology.

MINOR IN MASS COMMUNICATION

The Walter Cronkite School of Journalism and Mass Communication offers a minor in Mass Communication consisting of the required course MCO 120 Media and Society and 12 additional semester hours (nine of which must be upper-division hours) of Tempe campus resident credit taken from a list of approved courses. The following courses are included:

JMC 200 Introduction to Electronic Media.....	3
JMC 270 Public Relations Techniques.....	3
MCO 240 Media Issues in American Pop Culture.....	3
MCO 418 History of Mass Communication <i>SB, H</i>	3
MCO 430 International Mass Communication <i>G</i>	3
MCO 435 Emerging Media Technologies.....	3
MCO 450 Visual Communication <i>HU</i>	3
MCO 456 Political Communication <i>SB</i>	3
MCO 460 Race, Gender, and Media <i>C</i>	3
MCO 473 Sex, Love, and Romance in the Mass Media <i>SB</i>	3
MCO 494 Special Topics.....	3

To take upper-division courses, the student must be at least a sophomore (25 semester hours). To pursue the minor in Mass Communication, the student must maintain a minimum 2.00 overall GPA, obtain a minimum grade of "C" (2.00) in each course in the minor, and have a major other than Journalism and Mass Communication.

BIS CONCENTRATION

A concentration in mass communication is available under the Bachelor of Interdisciplinary Studies (BIS) degree, a program intended for the student who has academic interests that might not be satisfied with existing majors. Building on two academic concentrations (or one double concentration) and an interdisciplinary core, stu-

dents in the BIS program take active roles in creating their educational plans and defining their career goals. For more information, see "School of Interdisciplinary Studies," page 124.

COLLEGE OF EXTENDED EDUCATION

The university-wide College of Extended Education provides an interactive link between ASU and the diverse communities it serves. The college assesses lifelong learning requirements and works in partnership with campuses, other colleges, and the community to serve learners, using a network of locations, programs, schedules, and technologies.

For more information, see "College of Extended Education," page 703, or access the Web site at www.asu.edu/xed.

GRADUATE PROGRAM

Master of Mass Communication. The curriculum for the MMC degree is designed to help students achieve intellectual and professional growth, to prepare students for positions in the mass media, and to enable those currently in the media to advance their careers. For more information, see the *Graduate Catalog*.

Walter Cronkite School of Journalism and Mass Communication

www.cronkite.asu.edu

480/965-5011

STAUF A231

Stephen K. Doig, Interim Director

Professors: Craft, Cronkite, Doig, Godfrey, Goldstein, Merrill, Sylvester, Watson

Associate Professors: Allen, Barrett, Bramlett-Solomon, Galician, Matera, Russell, Russomanno

Assistant Professors: Gavrilos, Schwalbe, Silcock

Clinical Professors: Itule, Leigh

Lecturer: Casavantes

Senior Administrative Professional: Leigh

JOURNALISM AND MASS COMMUNICATION (JMC)

JMC 200 Introduction to Electronic Media. (3)

fall, spring, summer

Surveys electronic media in the United States: history, regulation, organization, programming, and effects. Prerequisites: MCO 110 (or 120); successful completion of English proficiency exam; JMC major.

JMC 201 Journalism Newswriting. (3)

fall, spring, summer

Writing news for the print media. Fee. Prerequisites: ENG 101 (or 105); MCO 110 (or 120); successful completion of English proficiency exam; JMC major.

General Studies: L

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JMC 202 Radio-Television Writing. (3)

fall and spring

Writing for electronic media, news, and continuity. Fee. Prerequisites: MCO 110 (or 120); successful completion of English proficiency exam; JMC major.

General Studies: L

JMC 235 Electronic Media Production. (3)

fall and spring

Introduces basic concepts of audio and video production. Introduces operation of portable cameras, recorders, microphones, lights, editing, and postproduction equipment. Prerequisites: MCO 110 (or 120); successful completion of English proficiency exam; JMC major.

JMC 270 Public Relations Techniques. (3)

fall, spring, summer

Theory and practice of publicity, public relations, and related techniques and procedures. Prerequisite: MCO 110 or 120.

JMC 300 Advanced Broadcast Newswriting. (3)

fall and spring

Technique and practice in newswriting for broadcast and cable applications. Fee. Prerequisites: JMC 201; JMC professional status.

JMC 301 Reporting. (3)

fall and spring

Fundamentals of news gathering, interviewing, and in-depth reporting. Fee. Prerequisites: JMC 201; JMC professional status.

General Studies: L

JMC 313 Introduction to Editing. (3)

fall and spring

Copyediting and headline writing. Electronic editing on personal computer terminals. Fee. Prerequisites: JMC 301; JMC professional status.

JMC 315 Broadcast News Reporting. (3)

fall and spring

News and information practices of networks, stations, and industry. Practice in writing, reporting, and editing with emphasis on audio. Prerequisites: JMC 301; JMC professional status.

General Studies: L

JMC 330 Advanced Broadcast Reporting. (3)

fall and spring

News and information practices of networks, stations, and industry. Advanced practice in writing, reporting, and editing with emphasis on video. Prerequisites: JMC 300, 301; JMC professional status.

JMC 332 Electronic Media Programming. (3)

fall and spring

Programming theory and evaluation, regulation, ethics, and responsibilities and basics of audience psychographics and effects. Prerequisites: JMC 200; JMC professional status.

JMC 345 Videography. (3)

fall and spring

Develops an understanding of visual storytelling and how to craft a good, compelling story with pictures and sound. Lecture, lab. Fee. Prerequisites: JMC 235; JMC professional status.

JMC 351 Photojournalism I. (3)

fall and spring

Basic camera, lighting, and scanning skills. Discusses ethics. Emphasizes shooting pictures for newspaper assignments on deadline. Students should have a 35mm (film) camera. Fee. Prerequisite: JMC 201 or instructor approval.

JMC 401 Advanced Public Relations. (3)

fall and spring

Advanced theory and practice of publicity, public relations, and related techniques and procedures. Prerequisites for undergraduates: JMC 270; JMC professional status.

JMC 412 Editorial Interpretation. (3)

selected semesters

The press as an influence on public opinion. Role of the editorial in analyzing and interpreting current events. Prerequisites for undergraduates: JMC 301; JMC professional status.

JMC 413 Advanced Editing. (3)

fall and spring

Theory and practice of newspaper editing, layout and design, picture and story selection. Fee. Prerequisites for undergraduates: JMC 313; JMC professional status.

JMC 414 Electronic Publication Design. (3)

fall and spring

Theory, organization, and practice of layout, typography, and design in traditional and multimedia publishing. Fee. Prerequisites for undergraduates: JMC 270; JMC professional status.

JMC 415 Writing for Public Relations. (3)

fall and spring

Development of specific writing techniques for the practitioner in public relations agencies and divisions of major organizations. Fee. Prerequisites for undergraduates: JMC 270; JMC professional status.

JMC 417 Public Relations Campaigns. (3)

fall and spring

Theory, principles, and literature of public relations and how they relate to audiences, campaigns, and ethics. Prerequisite: JMC 401. Prerequisite for undergraduates: JMC professional status.

JMC 420 Reporting Public Affairs. (3)

fall and spring

Instruction and assignments in reporting the courts, schools, government, city hall, social problems, and other areas involving public issues. Prerequisites for undergraduates: JMC 301; JMC professional status.

JMC 425 Online Media. (3)

fall and spring

Focuses on the Internet from the perspective of the journalist—the best way to tell a story using words, photos, video, and audio. Lecture, lab. Fee. Prerequisites: JMC 201 (or its equivalent); JMC professional status.

JMC 433 Media Sales and Promotion. (3)

fall and spring

Basics of electronic media marketing practices, including commercial time sales techniques and radio/TV promotion fundamentals. Prerequisites for undergraduates: JMC 200; JMC professional status.

JMC 437 Documentary Production. (3)

fall and spring

Emphasizes individual production projects of the student's own conception and design utilizing studio, field, and postproduction techniques. Prerequisites for undergraduates: JMC 235; JMC professional status.

JMC 440 Magazine Writing. (3)

fall and spring

Writing and marketing magazine articles for publication. Prerequisites for undergraduates: JMC 301; JMC professional status.

JMC 445 Science Writing. (3)

once a year

Develops writing, interviewing, reporting skills, and an understanding of key concepts in science. Lecture, lab. Fee. Prerequisites: student in BA in Journalism and Mass Communication or MMC in Mass Communication; instructor approval.

JMC 451 Photojournalism II. (3)

fall

Emphasizes shooting and Photoshop skills for newspaper and magazine assignments. Film and digital photography, flash and studio lighting. Fee. Prerequisite: JMC 351. Prerequisite for undergraduates: JMC professional status.

JMC 452 Photojournalism III. (3)

spring

Continued practice in shooting (film and digital) and Photoshop skills for newspapers and magazines. Emphasizes single images, picture stories, editorial illustrations, and portfolio development. 2 hours lecture, 2 hours lab. Fee. Prerequisite: JMC 451. Prerequisite for undergraduates: JMC professional status.

JMC 465 Precision Journalism. (3)

fall and spring

Advanced reporting methods using Internet research and data analysis tools for beat and investigative stories. Lecture, lab. Fee. Prerequisites for undergraduates: JMC 301; JMC professional status.

L literacy and critical inquiry / MA mathematics / CS computer/statistics/ quantitative applications / HU humanities and fine arts / SB social and behavioral sciences / SG natural science—general core courses / SQ natural science—quantitative / C cultural diversity in the United States / G global / H historical / See "General Studies," page 92.

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

JMC 470 Depth Reporting. (3)

fall and spring

Introduces strategies for writing in-depth newspaper or magazine articles. Lecture, lab. Fee. Prerequisites for undergraduates: JMC 301; JMC professional status; instructor approval.

JMC 472 Media Management. (3)

fall, spring, summer

Management principles and practices, including organization, procedures, policies, personnel problems, and financial aspects of station management. Pre- or corequisites for undergraduates: JMC 332; JMC professional status.

JMC 475 Television Newscast Production. (3)

fall and spring

Writing, reporting, and production of the television newscast. Prerequisite: instructor approval. Prerequisite for undergraduates: JMC professional status.

JMC 494 Special Topics. (1–4)

selected semesters

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 63.

MASS COMMUNICATION (MCO)

MCO 110 Introduction to Mass Communication. (3)

fall and spring

Organization, function, and responsibilities of the media and adjunct services. Primary emphasis on newspapers, radio, television, and magazines. Credit is allowed for only MCO 110 or 120. Prerequisite: ENG 101 or 105 or 107.

General Studies: SB

MCO 120 Media and Society. (3)

fall, spring, summer

Role of newspapers, magazines, radio, television, and motion pictures in American society. Credit is allowed for only MCO 120 or 110. Designed for nonmajors.

General Studies: SB

MCO 240 Media Issues in American Pop Culture. (3)

fall and spring

Examines the production and consumption of popular culture as disseminated by the mass media with emphasis on the societal implications. Lecture, discussion.

MCO 302 Media Research Methods. (3)

fall, spring, summer

Surveys research methods used in the social sciences, with a focus on mass communication. Prerequisite: JMC professional status.

MCO 402 Mass Communication Law. (3)

fall, spring, summer

Legal aspects of the rights, privileges, and obligations of the press, radio, and television. Prerequisites: 87 earned hours; JMC professional status.

General Studies: L

MCO 418 History of Mass Communication. (3)

fall and spring

American journalism from its English and colonial origins to the present day. Development and influence of newspapers, magazines, radio, television, and news gathering agencies.

General Studies: SB, H

MCO 421 Media Problems. (3)

fall and spring

Trends and problems of the mass media, emphasizing editorial decisions in the processing of information. Prerequisite: JMC professional status.

MCO 430 International Mass Communication. (3)

fall and spring

Comparative study of communication and media systems. Information gathering and dissemination under different political and cultural systems.

General Studies: G

MCO 435 Emerging Media Technologies. (3)

once a year

Surveys new telecommunication technologies in a convergent environment.

MCO 440 Applied Media Research. (3)

fall and spring

Design, conduct, and analysis of applied media research. Students participate in the Cactus State Poll. Lab setting. Prerequisite: JMC professional status.

MCO 450 Visual Communication. (3)

fall, spring, summer

Theory and tradition of communication through the visual media with emphasis on the continuity of traditions common to modern visual media.

General Studies: HU

MCO 453 American Political Film. (3)

fall and spring

Studies the depiction of the American political process, especially the electoral process, through film. Lecture, discussion.

MCO 456 Political Communication. (3)

fall and spring

Theory and research related to political campaign communication. The persuasive process of political campaigning, the role of the media, the candidate, and image creation.

General Studies: SB

MCO 460 Race, Gender, and Media. (3)

spring and summer

Reading seminar designed to give a probing examination of the interface between AHANA Americans and the mass media in the United States. Lecture, discussion. Cross-listed as AFR 460. Credit is allowed for only AFR 460 or MCO 460.

General Studies: C

MCO 464 Media and Politics: The Fourth Estate. (3)

fall and spring

Understanding and articulation of the place of the press as the Fourth Estate in the political life of the U.S.

MCO 470 Issues Management and Media Strategy. (3)

selected semesters

Strategic aspects of media planning and management in public relations, public affairs, crisis communication lobbying, media ethics, and government relations. Seminar. Prerequisite: JMC professional status.

MCO 473 Sex, Love, and Romance in the Mass Media. (3)

fall, spring, summer

The role of the mass media in constructing and/or reinforcing unrealistic mythic and stereotypic images of sex, love, and romance. Lecture, discussion. Prerequisites for nonmajors: 24 hours; 2.00 GPA. Prerequisites for majors: 40 hours; 2.50 GPA.

General Studies: SB

MCO 494 Special Topics. (3)

selected semesters

Omnibus Courses. For an explanation of courses offered but not specifically listed in this catalog, see "Omnibus Courses," page 63.

Graduate-Level Courses. For information about courses numbered from 500 to 799, see the *Graduate Catalog*, or access www.asu.edu/aad/catalogs on the Web. In some situations, undergraduate students may be eligible to take these courses; for more information, see "Graduate-Level Courses," page 62.