

PART II

SUPPLEMENTARY INFORMATION

1. Complete and attach here in the main body of the self-study report the following tables:

Table 1, "Students"

Table 2, "Full-time Faculty"

Table 3, "Part-time Faculty"

Table 1

Students (Spring 2014, taken from UNC-CH Registrar)

Specializations	Number of Students				Degrees Conferred 2013 - 14	
	Juniors	Seniors	Master's	Total Students	Bachelor's	Master's
Advertising	67	103		170	80	
Broadcast and Electronic Communication	27	40		67	34	
Business Journalism	10	12		22	8	
Editing and Graphic Design	28	44		72	31	
Multimedia	6	18		24	12	
Photojournalism	9	16		25	14	
Public Relations	122	133		255	118	
Reporting	51	64		115	46	
Strategic Communication	17	14		31	13	
Residential Master's			33	33		19
Online MATC			42	42		17
Total Students	337	444	75	856	356	36

This totals 781 current undergraduates and 75 master's students.

Table 2
47 Full-Time Faculty Members (As of October 1, 2014)

	Years Full-time Professional Experience	Years Full-time College Teaching	Years on This Faculty	Years at Present Rank	Highest Earned Degree	Tenured	Credit hours Taught per semester	% of time teaching/research/service
Unit Administrator (1)								
Susan King	44	1	2	2	Master's	Y	3	5/5/85 admin
Professors (14)								
Penny Abernathy	35	6	6	6	Master's	Y	6	50/30/20
Pat Davison	17	13	13	1	Master's	Y	6-9	50/25/25
Anne Johnston	3	28	28	9	Ph.D.	Y	6	35/35/30
Tom Linden	14	17	17	17	M.D.	Y	6	60/20/20
Seth Noar	0	12	12	1	Ph.D.	Y	6	20/60/20
Cathy Packer	5	32	26	5	Ph.D.	Y	6	60/20/20
Daniel Riffe	10	33	7	7	Ph.D.	Y	6	40/40/20
Chris Roush	13	13	13	1	Master's	Y	6	30/10/10/50 admin
JoAnn Sciarrino	29	2	2	2	Master's	Y	6	50/30/20
Dulcie Straughan	4	33	29	6	Ph.D.	Y	6	60/20/20
John Sweeney	7	32	32	12	Master's	Y	6-9	60/20/20
Charlie Tuggle	16	18	15	6	Ph.D.	Y	6	50/20/20/10 admin
Lucila Vargas	0	25	20	5	Ph.D.	Y	6	40/30/30
Jan Yopp	9	37	37	14	Master's	Y	3	5/5/10/80 admin
Associate Professors (13)								
Deb Aikat	13	20	19	14	Ph.D.	Y	6	40/40/20
Andy Bechtel	10	15	10	3	Master's	Y	6-9	50/25/25
Lois Boynton	15	14	13	7	Ph.D.	Y	6	50/40/10
Francesca Dillman Carpentier	4	10	10	3	Ph.D.	Y	6	40/30/20/10 admin
Paul Cuadros	15	8	8	1	Master's	Y	6-9	50/25/25

Barbara Friedman	6	10	10	4	Ph.D.	Y	6	40/40/20
Heidi Hennink-Kaminski	15	8	8	1	Ph.D.	Y	6	30/20/20/ 30 admin
Joe Bob Hester	7	22	13	7	Ph.D.	Y	6	40/40/20
Rhonda Gibson	4	20	12	11	Ph.D.	Y	6	40/40/20
Michael Hoefges	6	10	10	6	Ph.D.	Y	6	40/40/20
Terence Oliver	25	15	3	1	Master's	Y	6-9	50/25/25
Laura Ruel	14	13	10	3	Master's	Y	6-9	50/25/25
Ryan Thornburg	10	8	8	1	Master's	Y	6-9	50/25/25
Assistant Professors (10)								
Spencer Barnes	4	7	2	2	Ed.D.	N	6-9	40/40/20
Nori Comello	8	4	4	4	Ph.D.	N	6	40/40/20
Tori Ekstrand	11	12	2	2	Ph.D.	N	6	40/40/20
Daniel Kim	6	0	0	0	Ph.D.	N	6	40/40/20
Steven King	6	2	2	1	Master's	N	6-9	50/25/25
Daniel Kreiss	5	3	3	3	Ph.D.	N	6	40/40/20
Trevy McDonald	10	7	4	4	Ph.D.	N	6	40/40/20
Adam Saffer	2	0	0	0	Ph.D.	N	6	40/40/20
Chad Stevens	10	4	4	4	Master's	N	6-9	50/25/25
Lisa Villamil	14	10	0	10	Master's	N	6-9	50/25/25
Instructors/Lecturers and Professors of Practice (9)								
Joan Cates	29	0	5	5	Ph.D.	N	3	
John Clark	12	4	4	4	Master's	N	3	
David Cupp	27	10	8	2	Master's	N	6-9	
Val Fields	17	1	1	1	D.Th	N	9	
Ferrel Guillory	25	17	17	2	Master's	N	6-9	
Jim Hefner	35	6	6	6	Master's	N	10	
Paul Jones*	18	15	15	2	M.F.A.	N	3	
Jock Lauterer	21	23	13	3	Bachelor's	N	6	
Dana McMahan	7	7	7	7	Bachelor's	N	6-9	

* Paul Jones is a dual appointment with the School of Information and Library Science (SILS). He was at SILS for 18 years before joining the School 15 years ago. Since then, Jones has taught one class a semester for the School.

Table 3
Part-Time Faculty Members

Spring 2014	Years Full-time Professional Experience	Years Full-time College Teaching	Highest Earned Degree	Working Full-Time as Professional	Credit Hours Teaching This Semester
Amanda Adams	6	0	M.A.	Y	3
Delphine Andrews	5	0	M.A.	Y	3
Daniel Bernard	11	0	M.A.	Y	6
Steve Bouser	32	0	B.A.	Y	6
Linda Brinson	41	0	M.F.A.	N	3
Winston Cavin *	34	15	B.A.	N	6
Esther Campi	18	0	M.S.	Y	3
Josh Carlton	9	0	M.A.	Y	3
William Cokas	26	0	B.A.	Y	3
Richard Cole	5	15	Ph.D.	N	3
Tim Crothers	16	0	B.A.	N	3
Bruce Curran	29	0	M.A.	Y	3
Christina Dodson	5	0	Ph.D.	Y	3
Cristina Fletes	8	0	M.A.	Y	9
Christa Gala	20	0	M.A.	Y	3
Adam Hochberg	29	0	M.A.	Y	6
Jeremy Holden	25	0	B.A.	Y	3
Melissa Hudgens	18	0	B.F.A	Y	3
Gary Kayye	27	0	B.A.	Y	3
Kevin Kearns	21	0	M.A.	Y	3
Keith King	28	0	B.A.	Y	3
Chris Kirkman	13	0	B.A.	Y	6
Teresa Kriegsman	26	0	M.A.	Y	3
Mandy Locke	13	0	B.A.	Y	3
Stephanie Mahin	13	0	M.S.	Y	3
John McCann	15	0	B.A.	Y	3
Paul O'Connor**	38	26	M.A.	N	6
Sara Peach	7	0	M.A.	Y	3
David Radanovich	17	0	M.S.	Y	3
John Robinson	35	0	B.A.	Y	6
Merrill Rose	32	0	B.A.	Y	6
Donald Shaw	5	46	Ph.D.	Retired	3
Genie Tyburski	22	0	M.S.	Y	3
Jessica Willoughby	13	2	Ph.D.	Y	3
Michael Yopp	37	0	No degree	N	6

Fall 2014	Years Full-time Professional Experience	Years Full-time College Teaching	Highest Earned Degree	Working Full-Time as Professional	Credit Hours Teaching This Semester
Steve Bouser	32	0	B.A.	Y	6
Roderick Boyd	15	0	B.A.	Y	3
Linda Brinson	41	0	M.F.A.	N	3
Brian Carroll	11	11	Ph.D.	Y	3
Winston Cavin*	34	15	B.A.	N	6
Tim Crothers	16	0	B.A.	N	1
Bruce Curran	29	0	M.A.	Y	3
Laura Fiorilli-Crews	16	0	M.A.	Y	3
Christa Gala	20	0	M.A.	Y	3
Amanda Gallagher	2	9	Ph.D.	Y	6
Gary Galloway	19	0	M.S.	Y	3
Adam Hochberg	29	0	M.A.	Y	6
Jeremy Holden	25	0	B.A.	Y	6
Melissa Hudgens	18	0	B.F.A.	Y	3
Maggie Hutaff	5	0	B.A.	Y	3
Gary Kayye	27	0	B.A.	Y	6
HyoSun Kim	10	0	M.A.	Y	3
Chris Kirkman	13	0	B.A.	Y	6
Kevin Nathanson	20	0	B.A.	N	3
Paul O'Connor**	38	26	M.A.	N	9
Mike Ogle	12	0	B.A.	Y	3
Sara Peach	7	0	M.A.	Y	3
David Radanovich	17	0	M.S.	Y	6
John Robinson	35	0	B.A.	Y	6
Merrill Rose	32	0	B.A.	Y	6
Donald Shaw	5	46	Ph.D.	Retired	6
Walter Storholt	8	0	B.A.	Y	3
Ross Taylor	8	1	B.A.	N	9
Genie Tyburski	22	0	M.S.	Y	3
Marshelle Waddell	30	0	M.A.	Y	6
Michael Yopp	37	0	No degree	N	6

* Winston Cavin is a ¾ time permanent lecturer. He taught one class per semester for seven years as an adjunct before being hired into his current position in 2006 in which he teaches five classes per year.

** Paul O'Connor is a ¾ time permanent lecturer. He taught one class per semester for 21 years as an adjunct before being hired into his current position in 2006 in which he teaches five classes per year.

2. Describe the history of the unit in no more than 500 words.

The first course in journalism at UNC-CH was taught in the Department of English by Edward Kidder Graham in 1909. The Department of Journalism was formed in 1924. In 1950 the department became a school, and in 1990 it was renamed the School of Journalism and Mass Communication. The School is a free-standing unit, and the dean reports to the provost. The School is one of six professional schools in the Division of Academic Affairs at the university. The School's master's program was established in 1955 and the Ph.D. program in 1965.

The School has been nationally accredited since 1958. In 1978, the School was the first in the country to receive unit-wide accreditation awarded by ACEJMC.

The School is a special place where all students are encouraged to excel and are challenged to be their best. The School constantly strives to serve all its students and to advance the field of journalism and media.

3. Describe the environment in which the unit operates, its goals and plans, budgetary considerations, and the nature of the parent university.

The University of North Carolina was the first public university in the United States to open its doors when the first class was admitted in 1793.

Today the University of North Carolina at Chapel Hill is one of 16 constituent institutions that grant baccalaureate degrees in the University of North Carolina System. The UNC Board of Governors is the policy-making body.

UNC-CH is considered to be one of the finest public institutions in the country. The university belongs to the select group of 60 U.S. and two Canadian universities forming the Association of American Universities. UNC-CH is accredited by the Southern Association of Colleges and Schools.

The university offers bachelor's, master's, doctoral and professional degrees. Seventy-seven bachelor's, 110 master's and 77 doctoral degree programs are available.

The fall 2014 enrollment for UNC-CH was 29,135. Of those, 18,350 were undergraduate students, 8,211 were in graduate programs, and 2,574 were in professional programs.

Students are admitted to UNC-CH on a competitive basis, which has resulted in a bright and talented student body. No more than 18 percent of each entering first-year class can be

from outside North Carolina. The Office of Undergraduate Admissions can admit only about 800 out-of-state students from a pool of more than 10,000 annually.

Along with units throughout the UNC-CH campus, the School experienced reductions in its state funding allocation as a result of the Great Recession. The worst cuts came in 2011-12, when the School's recurring annual allocation was reduced by \$468,000. Through the campus-wide budget process, the School has been largely protected from the most severe state budget cuts. In the past two fiscal years, the provost's office has provided the School with supplemental funding for adjunct instructors to increase course offerings and has added support for new faculty positions. In 2013-14, the School was absolved of prior-year deficits due to overspending of state funds.

4. *Describe any recent major changes in the mission, goals, or programs and activities of the unit.*

During 2012-13, a task force was appointed by the dean to explore the future of the School. That task force encouraged a number of changes, including focusing efforts on core areas, such as health communication, media law and the business of media. The task force also encouraged the School to consider major changes in its curriculum.

During 2013-14, the administration of the School began to implement some of the task force recommendations. One major change was the appointment of a senior leadership team that included, for the first time, not only top administrators but also three faculty members who were not administrators. That senior leadership team, called the Dean's Cabinet, meets every two weeks with the dean to discuss issues facing the School. Important curriculum changes have been proposed for implementation in 2015-16.

While the goals and missions of the School remain the same, the School is undergoing some rapid changes in its curriculum to better serve students, the industry and the public. For example, incoming professional-track master's students are now advised to take the required JOMC 740, "Media Law," course in the fall of their second year, rather than in the fall of their first year, so students can take classes in their area of study earlier in the School. We have also begun to allow residential master's students with more than three years of professional experience to enroll in select online MATC courses. This provides an opportunity for residential master's students to take more courses comprised of only graduate students. This opportunity was offered for the first time in fall 2014 to incoming first-year and second-year residential M.A. students in the professional track. At the undergraduate level, we are adding a major that allows students to build their own curriculum, and we are pushing more multimedia education and training into our curriculum.

We believe that the curriculum must be examined constantly. More information on these curriculum changes can be found in Standard 2 of this self-study.

- 5. If the unit was previously accredited, summarize each deficiency noted in the previous accreditation report, followed by a response to each, explaining actions taken to address the problems and the results. If the unit was in noncompliance in the same standard(s) on the previous two visits, identify these standard(s), the reasons cited, and how these problems have been addressed.*

The School was found in noncompliance on Standard 9: Assessment during its last accreditation visit in 2009. As a result, the School undertook a rigorous assessment program that includes examination of learning across the curriculum.

The issue has been addressed by a number of additions to our assessment policies. The biggest is an assessment exam that is given to all graduating seniors, as well as to incoming first-years, to assess what they have learned. In addition, assessment is now being evaluated in JOMC 153, formerly known as “Newswriting” and now as “Writing and Reporting,” as well as in JOMC 340, “Introduction to Media Law.”

The data from these assessment measures are now being used to influence what is being taught across the curriculum. Much more information can be found in Standard 9 of this self-study.

- 6. Describe the process used to conduct the self-study, including the roles of faculty members, students and others. Describe the strengths and weaknesses of the program discovered during the process, and describe any changes undertaken or planned as a result.*

The self-study was compiled by the senior associate dean of undergraduate studies, but a number of faculty and staff members contributed heavily to the process. The dean wrote Standard 1. The senior associate dean for undergraduate studies wrote standards 2, 4 and 9 as well as the introductory material. A former senior associate dean wrote Standard 3. Senior faculty members in research and creative activities combined to write Standard 5. The head of our international programs wrote Standard 6. The director of research development and foundation relations wrote Standard 7. The senior associate dean for graduate studies wrote Standard 8. A former dean edited several drafts of the whole document and provided some material throughout.

While these Standards were assigned to specific individuals, dozens of faculty and staff members contributed to the Standards based on their expertise and work assignments. As an example, the head of the School's Park Library and the School's director of information technology contributed to Standard 7. The senior associate dean for graduate studies contributed to areas involving the graduate program in Standards 2, 4 and 9.

Strengths and Weaknesses Realized in the Self-Study

In examining the School in order to write the self-study, the School administration and faculty realize that we are fortunate in many ways. Over the years, the School has been regarded nationally as one of the top journalism-mass communication entities in the field. We are proud of that reputation and always work to uphold it and, indeed, improve it.

Our faculty is our fundamental strength. We are strong in teaching. We have a number of nationally and internationally respected faculty members, and over time many have published almost a library of academic works and held top positions in the national and international associations and with the top journals in our field.

Our Ph.D. program is often said to be one of the best in the field anywhere. The School is also quite active in a number of important special areas, including international communication, business journalism and health communication.

Our staff has grown considerably in recent years, and we are fortunate to have many highly committed, capable and hard-working staff members.

Moreover, we are exceedingly fortunate to have had a truly excellent student body at all levels for many years: undergraduate, master's and Ph.D. In a way, this is our greatest strength.

The self-study shows that the School remains in a strong position despite budget cuts since its last accreditation visit. Our equipment remains at a high level, but expected decreases in our information technology budget from the university could hamper future upgrades. The School is exploring alternative funding sources for equipment.

Other weaknesses exist. For one, while we have improved assessment, we need to do some more in assessing the graduate programs and are improving that process. We need more faculty members, especially in public relations, and to handle growth in specific areas such as health communication and business journalism. The School has made requests to the UNC-CH general administration during the past three years for additional faculty lines, and it has received permanent funding for adjuncts and for faculty positions in the Master of Arts in Technology and Communication program (the online MATC program). The School is now exploring alternative funding for faculty lines.

Because of the cuts to education in North Carolina's state budget, faculty and staff members have received only one raise of 1.2 percent since the last accreditation visit. This has contributed to morale issues in the School.

The new dean arrived the year that the most severe budget cuts – out of several annual cuts – were implemented. Faculty and staff members were unclear where the cuts were made and wanted clarity around budgets, School finances and the future. An audit of a long-time endowment in the School also revealed issues in the finance office of the School that needed attention. By year's end, the associate dean for finance left the School for a new job. The new dean put budget discipline into place in the School. Some of these changes in procedures, such as requiring approval for travel and purchases, unsettled some faculty and staff members. To assuage those fears, and to promote a culture of transparency, in fall 2013 and fall 2014 the agendas at the first faculty meetings focused on the upcoming budget for each year. Facts and figures were shared with the School faculty.

As it should, the School works constantly to improve its curriculum to meet the needs of the students, industry and public. The curriculum committee and full faculty spent most of the 2013-14 academic year discussing needed changes. The first of those changes will not be implemented until the 2015-16 academic year, and by that time, some of them may need adjusting, of course. The School's administration now realizes that it must review its curriculum constantly to stay up to date with industry trends. In addition, there is disagreement among the faculty about what should happen with one of the School's core courses, JOMC 153, "Writing and Reporting." The broadcast faculty members, for example, believe the class should have more electronic writing, and they also believe that their majors should not be required to take JOMC 253, "Introduction to Public Affairs Reporting."

The School lost three minority faculty members at the end of the 2013-14 academic year. One faculty member was recruited by another university with a new and ambitious state-funded interdisciplinary digital center. Two other well-loved African-American professors, a married couple, retired when the wife did not receive tenure in the School. She won a positive but split vote in the School, and that disturbed not only the couple but also other minority faculty members. The university Committee on Promotion and Tenure in the end did not grant her tenure. There is a worry on the part of School minority faculty members that the tenure process has treated them unfairly and that the mentoring program at UNC-CH is not working for them. The senior associate dean for undergraduate studies began meeting regularly with the School's minority faculty members in 2013-14. The dean is aware of the concerns and is committed to addressing them.

The self-study showed that the School lags behind the rest of the university somewhat in terms of minority student enrollment. (It should be noted that the minority percentages of students and faculty members in the School have increased since last accreditation.) The

School is currently holding meetings with the UNC-CH Office of Diversity and Multicultural Affairs to determine a strategy to increase minority student enrollment. The Chuck Stone Program run by the School is one such effort that we hope will begin to show results in this area. It is detailed in Standard 3.

7. *Provide copies of pages of the undergraduate and graduate catalogs and other publications, both print and digital, that describe the mission and scope of the unit, its curriculum, administrative and graduation requirements. (If multiple items, these items may be presented in the appendices binder.)*

The information requested in this question is on the following pages.

From the UNC-CH Undergraduate Catalog:

Introduction

The School of Journalism and Mass Communication (JOMC) was founded as the Department of Journalism in 1924 and became the School of Journalism in 1950. Forty years later, it expanded its purview by adding “and Mass Communication” to its title. The school offers a course of study leading to the bachelor of arts with a major in journalism and mass communication as well as a bachelor of arts with a major in business journalism. JOMC is the only school of journalism and mass communication in North Carolina.

For more than 75 years, the school has built an impressive record of service. Through excellent teaching, research, and public service, and through its students, faculty, alumni, and friends, the school has been a force in journalism–mass communication education and the mass media of North Carolina and beyond. When the school was last accredited in 2009 by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the national team stated that the school “has earned a reputation as one of the premier programs in journalism and mass communication.”

Today, more than 9,000 of the school’s alumni are active in every aspect of journalism and mass communication. They hold high positions with newspapers, international news agencies, magazines, Internet companies, broadcasting companies, and advertising agencies; in public relations, business journalism, photojournalism, and graphic design; and in research, government, education, and industry.

The School has an excellent reputation, and relations with the mass media are first-rate. The primary role of the School has been and continues to be the education of young people for professional careers in mass communication in North Carolina and beyond.

Programs of Study

The degrees offered are the bachelor of arts with a major in journalism and mass communication and the bachelor of arts with a major in business journalism. The School also offers a minor in journalism and mass communication, with concentrations in reporting, business journalism, advertising, public relations, broadcast and electronic journalism, and mass communication and society. Certificates in sports communication, business journalism, and Latina/o journalism and media are also offered. Students are subject to the requirements in place when they are admitted to the School of Journalism and Mass Communication; consequently, the requirements described in this bulletin particularly apply to students admitted to the school during the 2014-2015 academic year. The graduate program offers a residential master’s degree in mass communication, an online master’s degree in communication and technology, and a Ph.D. in mass communication.

Admission to the School

Students enroll in the General College of the University during their first two years, after which they may transfer to the School of Journalism and Mass Communication. (Students may take some JOMC courses in the first two years as noted in the section on preparing for the major.)

Undergraduate admission to UNC–Chapel Hill is handled by the University’s Office of Undergraduate Admissions, and requests for information and application forms should be sent to that office. The Office of Undergraduate Admissions also will advise students on the proper first-year and sophomore courses to take in preparation for junior-year transfer to Chapel Hill from other campuses.

Students typically are admitted to the School when they attain junior standing and have completed most of the requirements of the General College on the Chapel Hill campus or have earned grades of C or better in equivalent courses at other recognized institutions. To qualify for admission from the General College or from another UNC–Chapel Hill department or school, students must meet the minimum overall 3.1 grade- point average required for admission to the School.

Typically, students transfer into the School in their junior year if they meet the required grade-point average. Although they can take up to 24 hours in JOMC courses prior to being admitted, the grade-point average policy will be strictly followed. Students will not be admitted to the School to finish the courses required for the degree if they do not meet the grade-point average requirement.

Because the University limits the number of transfer students from other institutions, transfer applicants compete for admission to the School on the basis of grade-point averages and other academic credentials, and on such matters as commitment to a career in journalism or mass communication and letters of recommendation. The Office of Undergraduate Admissions makes the final decision on admitting transfer students, after consultation with the School.

Preparation for the JOMC Major

Students may take JOMC 153 News Writing in the first semester of their sophomore year. JOMC 101 The World of Mass Communication and 102 Exploring the Visual World are open to first-year students and sophomores. Seniors have first priority for courses, then juniors, then sophomores. Many courses require prerequisites and are restricted to majors only.

Students should take the introductory courses in their major area of study as soon as possible because those courses are prerequisites for subsequent ones. Those introductory courses are as follows:

- Advertising/Public Relations area of study: JOMC 137 Principles of Advertising and Public Relations
- Journalism area of study: JOMC 221 Audio-Video Information Gathering, JOMC 253 Reporting.

Majoring in Journalism and Mass Communication: Bachelor of Arts

The School prepares men and women for careers in journalism and mass communication by offering an academic program that provides a basic liberal arts education, an understanding of the responsibilities of a free press in a democratic society, and a fundamental knowledge of journalistic and mass communication techniques and substance.

The philosophy that guides the School is that journalists and communicators must understand the political, social, economic, and cultural forces that operate within society. For this reason, students acquire a background in the humanities, social sciences, and natural sciences while preparing themselves for journalism–mass communication careers. About one-third of the credit hours earned toward the bachelor of arts with a major in journalism and mass communication are in journalism–mass communication (JOMC) courses. The balance of each student’s program is expected to provide the broad education necessary for those who plan careers in mass communication.

More than perhaps any other field, journalism requires a strong foundation in word usage, grammar, punctuation, and other writing skills, as well as technical proficiency in the use of computers. Students are expected to have this foundation before they enter the School; consequently, students must score at least 70% on the School’s usage-and- grammar examination as a condition for graduation. The examination is administered several times a semester and during the summer.

Students are responsible for meeting all other graduation requirements. If they have questions about their requirements, they should consult an adviser in the School’s Student Records and Registration Office (Carroll Hall), or an associate dean. Specific information about graduation requirements, advising, registration and other procedures is also available at MyUNC and on the JOMC Web site.

The School cannot guarantee that courses needed to satisfy a student’s degree requirements will be offered during summer school. Students who plan to complete degree requirements in summer school should be aware that low enrollments sometimes force the School to cancel certain courses or sections during either or both summer sessions.

Journalism–Mass Communication Requirements outside the School

Students in the School must take specified courses to satisfy General Education requirements:

- Foundations: Quantitative reasoning: JOMC students are advised but not required to take STOR 151 Basic Concepts of Statistics and Data Analysis to satisfy this requirement.
- Approaches: Social and behavioral sciences (nonhistorical): Students must take ECON 101 Introduction to Economics, and POLI 100 Introduction to Government in the United States, 208 Political Parties and Elections, or 209 Analyzing Public Opinion.
- Approaches: Social and behavioral sciences (historical analysis): Students must take HIST 128 American History since 1865.
- Connections: Students must satisfy all eight Connections requirements.
- State and local government and politics requirement: Students must complete one of the following courses: POLI 101 State and Local Government in the United States or 405 North Carolina Politics and Public Policy.

Students are expected to gain a depth of knowledge of a topic outside the School. At a minimum, they must take an outside concentration of at least three courses (minimum of nine credit hours) in another department or school. Courses used to meet Foundations and Approaches requirements may not be used to satisfy this requirement. However, courses used to meet Connections requirements, including courses that are also meeting Approaches requirements, may be used for the outside area of concentration. Students may also satisfy the outside requirement by completing a minor or second major in another department or school. Students who wish to complete a second major outside the School and who did not declare the second major before being admitted to the School, must download a second-major declaration form from the School's website and return it to Student Records and Registration in Carroll Hall for approval. They must meet with an academic adviser in the College of Arts and Sciences to ensure that they can meet all requirements for the second major.

Journalism–Mass Communication Requirements in All Sequences

The degree earned is the bachelor of arts with a major in journalism and mass communication, and areas of study are not noted on the diploma. Two areas of concentration are offered: a concentration in advertising/public relations; or a concentration in journalism, with specializations in editing and graphic design, broadcast and electronic journalism, multimedia, photojournalism, or reporting. Some courses are required for all majors in the School, and each area of study has specific course requirements.

Students who enter the University in fall 2013 or later must complete a minimum of 39 credits in journalism–mass communication with a grade-point average of 2.0 or better. A grade of D in a JOMC core course will not be counted in the minimum number of journalism–mass communication credits required for graduation; the course must be retaken if it is required for the major. If the course is not specifically required, then another course that meets the

requirement the first course was meeting may be taken in its stead. JOMC 393 cannot not be counted in the minimum of 39 credit hours required in journalism–mass communication for graduation. The School will normally accept only six credit hours of journalism–mass communication courses taken at other institutions and requires students to pass exemption examinations to receive credit for certain basic courses. The School does not accept transfer credit for JOMC 153.

Of the basic 120 hours for graduation, at least 72 hours must be outside journalism–mass communication. Within those 72 hours, at least 65 must be in the College of Arts and Sciences. Please check the courselist below or ConnectCarolina for prerequisite information for JOMC courses.

Students must achieve a passing score of at least 70 on the school’s usage-and-grammar examination.

School Core

All students in the School must complete the following courses in the School core:

- JOMC 141 Professional Problems and Ethics
- JOMC 153 News Writing
- JOMC 340 Introduction to Mass Communication Law (JOMC 153 is a prerequisite)

Immersion Areas

Students in the School must also complete two courses from a single group in an immersion area.

- The Audience: JOMC 376, 445, 449, 463, 474, 475, 477, 490 (when appropriate topic)
- Mass Communication Theory: JOMC 240, 445, 490 (when appropriate topic)
- History, Law, and Regulation: JOMC 242, 342, 424, 428, 440, 450, 448, 458, 490 (when appropriate topic)
- Digital Media: JOMC 349, 440, 449, 463, 474, 477, 490 (when appropriate topic), 551, 552
- Diversity: JOMC 342, 441, 442, 443, 446, 447, 490 (when appropriate topic)
- Political Communication: JOMC 244, 446, 447, 458, 475, 490 (when appropriate topic)
- Business and Entrepreneurship: JOMC 424, 450, 475, 490 (when appropriate topic), 551, 552

- Sports Communication: JOMC 245, 376, 377, 455, 476, 490 (when appropriate topic)
- Honors: JOMC 691H, 692H

In addition to the School core and completion of two courses in an immersion area, students must complete a number of courses in each major area of study.

B.A. Major in Journalism and Mass Communication: Advertising/Public Relations Curriculum

The advertising/public relations curriculum is for students who wish to communicate on behalf of organizations, including corporations, government agencies, nonprofit and advocacy groups, and public relations and advertising agencies. Students learn to develop persuasive advertising messages or focus on strategic communication efforts for an organization. Both are pursued within an ethical framework of communication.

Advertising/Public Relations Curriculum Core Requirements

- JOMC 137 Principles of Advertising and Public Relations
- JOMC 279 Advertising and Public Relations Research
- At least four courses in one of three areas: advertising, public relations, or strategic communication:
 - Advertising (four-course minimum): JOMC 271, 272, 471, 472, 473, 475, 491 (when advertising is the topic), 671, 690
 - Public Relations (four-course minimum): JOMC 232, 431, 434, and at least one of the following courses: JOMC 182, 187, 333, 433, 435, 491 (when public relations is the topic) (Not all of the courses in the preceding list may be offered every semester.)
 - Strategic Communication (four-course minimum): JOMC 232, 271, 272, 334, 431, 491 (when strategic communication is the topic), 671, 690

This specialization will equip students with basic skills in both disciplines and is most valuable for students who may work in small agencies or businesses after graduation, or for students whose goal is a law degree.

B.A. Major in Journalism and Mass Communication: Journalism Curriculum

The journalism curriculum is for students who wish to become journalists, who want to broadcast, report, write, photograph, and present news and information to better inform

society. These students learn techniques and theories to conceptualize information within the context of an independent press designed to create an informed public able to govern itself.

Journalism Core Requirements

- JOMC 221 Audio-Video Information Gathering
- JOMC 253 Reporting. Students are encouraged to take this course simultaneously with 221. Students specializing in editing and graphic design must substitute 157 for 253.
- At least four courses in one of five areas: editing and graphic design, broadcast and electronic journalism, multimedia, photojournalism, and reporting:
 - Editing and graphic design (four-course minimum): JOMC 182 and at least three of the following courses: JOMC 187, 253, 457, 463, 482, 483, 484
 - Broadcast and electronic journalism (four-course minimum): JOMC 121, 421, 422 or 426, and at least one additional course from the following list: JOMC 422, 423, 424, 425, 426, 427, 428, 429
 - Multimedia (four-course minimum): JOMC 187, 581, 582 or 583, 586
 - Photojournalism (four-course minimum): JOMC 180, 480, 481, 582 or 584
 - Reporting (four-course minimum): JOMC 157 and at least three courses from the following list: JOMC 121, 256, 258, 451, 452, 453, 454, 456, 457, 459, 463, 491(when appropriate topic)

Majoring in Business Journalism: Bachelor of Arts

Stock market swings on Wall Street, changes in how corporate America operates and is governed, and fluctuations in the United States and global economies have left many journalists and communication professionals scrambling to improve their skills to cover such stories. The bachelor of arts with a major in business journalism teaches undergraduate students the concepts, skills, and techniques needed to report and write about such issues for journalism and mass communication in the 21st century. It is the only such program in the University system and the only such undergraduate program at any public university east of the Mississippi River.

The School of Journalism and Mass Communication, in conjunction with the Kenan–Flagler Business School, created the major in business journalism to enable potential journalists and other communication professionals to address the growing need for understanding how markets and business work and the ability to explain these increasingly complex areas in a way that the average mass communication consumer can understand. The program prepares

undergraduate students for positions primarily in journalism but also in public relations and internal communications.

The major in business journalism builds on the success of the School's certificate program in business journalism, which began enrolling students in 2004. Graduates of the certificate program have gone on to jobs at *The Wall Street Journal*, *The New York Times*, Bloomberg News, Reuters, and other business media, as well as to jobs in corporate communications. Journalists and communicators with an understanding of how the business world works—and an ability to write about it—are valued employees in today's media world.

Admission Requirements

Students must apply within the School of Journalism and Mass Communication. Applications will only be accepted each fall. The earliest students may apply is the fall of their sophomore year. Because admission to the major is by application only, a student should predeclare reporting as their intended specialization in the journalism School with an adviser in the Academic Advising program. To enter the program, a student must be classified as a junior (a total of 60 or more completed hours) the fall following their application and have a cumulative grade point average of 3.1.

Students must provide the following documents: 1) application, 2) résumé, 3) writing sample, 4) 200-word statement of why they want to join the program, and 5) two letters of recommendation.

Core Requirements

- BUSI 403, 404407, 408 (BUSI 101 and ECON 410 are prerequisites)
- JOMC 141, 153, 340, 450, 451, 452

Additional Requirements

- At least one course from BUSI 401, 405, 406, 409 (if you choose BUSI 409 you will need one additional BUSI course from this list.)
- At least one course from JOMC 137, 157, 221, 253, 551, 552
- MATH 152, 231, or 232; or STOR 112 or 113. Students receiving credit by examination for both MATH 231 and 232 are exempt from this requirement.
- STOR 155
- Social and behavioral sciences (nonhistorical) Approaches requirement: Students must take ECON 101 Introduction to Economics, and POLI 100 Introduction to Government

in the United States, 208 Political Parties and Elections, or 209 Analyzing Public Opinion.

- Social and behavioral sciences (historical analysis) Approaches requirement: Students must take HIST 128 American History since 1865.
- Students must complete at least 21 credit hours of C grades or better in JOMC courses.
- Students must complete at least 13.5 hours of C grades or better in BUSI courses.

In order to graduate, business journalism majors must achieve a score of at least 70 percent on the School's usage-and-grammar exam. Students have several opportunities to take the usage-and-grammar exam before they graduate.

To receive a bachelor of arts degree with a major in business journalism, students must complete at least 120 credit hours with a minimum 2.0 grade-point average as required by the University.

Minoring in Journalism and Mass Communication

Students from outside the School may earn a minor in journalism and mass communication. Participation is limited, and interested students must apply to the senior associate dean of the School by January 15. Preference is given to sophomores.

Students must choose one of the following specializations and complete at least 15 credit hours of C grades or better in JOMC courses taken at UNC–Chapel Hill.

Minors are not required to pass the School's usage-and-grammar exam.

Reporting

- Either JOMC 141 or 340
- JOMC 153, 157, and 253
- One course from the following list: JOMC 256, 258, 451, 452, 453, or 491 (when appropriate topic)

Business Journalism (6 courses)

- Either JOMC 137 or 253
- Either JOMC 141 or 340
- JOMC 153, 450, 451, and 452

Advertising

- JOMC 137, 153, 271, and 272
- One course from the following list: JOMC 141, 240, 242, 340, 342, 349, 441, 442, 445, 446, 448, 491 (when appropriate topic), 671, or 690

Public Relations

- JOMC 137, 153, and 232
- Either JOMC 431 or 434
- One course from the following list: JOMC 141, 240, 242, 340, 342, 349, 441, 442, 445, 446, 448, 450, or 491 (when appropriate topic)

Broadcast and Electronic Journalism

- JOMC 121, 221, and 421
- Either JOMC 141 or 340
- One course from the following list: JOMC 240, 242, 342, 349, 441, 442, 445, 446, 448 or 491 (when appropriate topic)

Mass Communication and Society

- JOMC 240
- Four courses from the following list: 141, 242, 340, 342, 349, 424, 441, 442, 445, 446, or 448

Certificate Programs

A certificate signifying a concentration of three or more courses in a related field of study is noted on a student's transcript. A limited number of students (within and outside the School) are admitted to each program and guaranteed a seat in the three required courses.

Certificate in Sports Communication

The program, which aims to lead the nation in educating young practitioners about important issues of sports in the United States and beyond, provides courses about sports and the media, offers internships and scholarships for students, and brings visiting lecturers to the School. Students interested in applying to the program should contact the director of the Sports

Communication Program. Students must complete three of the following four courses to receive the certificate: JOMC 376, 377, 429, 455, 476.

Certificate in Business Journalism

The certificate in business journalism is offered for students within and outside the School interested in a career in business reporting or editing as well as for students interested in careers in corporate communication and corporate advertising. Students interested in applying to the program should contact the director of the Business Journalism Program. Students must complete three courses to receive the certificate: JOMC 450, 451, and 452.

Certificate in Latina/o Journalism and Media

The certificate is an interdisciplinary program of the School of Journalism and Mass Communication, the Department of Romance Languages and Literatures, and the Department of English and Comparative Literature through its Latina/o studies minor and program. It is offered only to journalism and mass communication majors. Students must complete four courses (12 credit hours) to receive the certificate.

Students must complete 9-12 credit hours to receive the Certificate. However, ONE course (3-credit hours) counting toward the Certificate may also count toward other programs (e.g., a major in Journalism and Mass Communication, a major in Spanish, a minor in Spanish, or a minor in Latina/o Studies). Students may pursue the Certificate concurrently with other programs.

Required courses

1. Advanced Spanish proficiency. This requirement may be satisfied by successfully completing one of the following: (a) Proficiency examination, (b) SPAN 326 Spanish Grammar and Composition for Heritage Learners, (c) SPAN 335 United States Hispanic Community or (d) SPAN 375 The Spanish of the US.
2. SPAN 369, Introduction to Translation.
3. Introductory course to the study of Latina/os, which may be fulfilled by MUSI 147 Introduction to Latina/o American Music, LTAM 291 (formerly HIST 241) History of Latina/os in the United States, ENG 364 Introduction to Latina/o Studies, GEO 430 Social Geography: Global Migrations Local Impacts, or GEO 452 Mobile Geographies: Migration.
4. JOMC 443 Latina/o Media Studies

Honors in Journalism and Mass Communication

An honors program is available to students who have demonstrated their ability to perform distinguished work. Invitation to the senior-level honors courses (JOMC 691H and 692H) is

based upon an average of 3.5 or better in the major and overall, recommendation by a faculty member in the School, and approval by the director of the honors program. Students successfully completing the program are graduated with honors or with highest honors.

Advising

When a student enters the School of Journalism and Mass Communication, all advising is in Carroll Hall, Student Records and Registration (Rooms 158–160), Monday through Friday, 8:00 a.m. to 5:00 p.m., year-round. Students are strongly encouraged to meet regularly with an adviser.

Special Opportunities in Journalism and Mass Communication

Student Involvement

Students are urged to work on campus publications and other programs, including *The Daily Tar Heel*, *The Carolina Communicator*, “Carolina Week,” “Carolina Connection,” *Black Ink*, and *Blue & White*. In addition, the School operates the Reese News Lab, where students can also gain experience. Students are also encouraged to join appropriate professional organizations, including campus chapters of the Society of Professional Journalists, American Advertising Federation, Public Relations Student Society of America, Carolina Association of Black Journalists (affiliated with the National Association of Black Journalists), Electronic News Association of the Carolinas, Society for News Design, and National Press Photographers Association.

Experiential Education

The practicum course (JOMC 393) offers students an opportunity to do supervised professional work during a regular semester for one credit hour, with a maximum of three credit hours total. Students work on area media or in media-related positions for eight to 10 hours a week and write a report at the end of the semester.

Internships

The School strongly encourages students to obtain internships, primarily in the summer, because they provide invaluable professional experience. Reporting, advertising, photojournalism, graphic design, broadcast news, public relations, business, and other internships are possible. Students can enroll in JOMC 393 to receive internship credit. The School’s career services director oversees internship credit. Many media organizations in North Carolina and other states send executives to the School to interview students for internships. When JOMC 393 or other courses are an internship, the credit does not count toward graduation requirements for journalism–mass communication. Approval is required from the senior associate dean for other special studies courses.

Study Abroad

Students are encouraged to study abroad. Students should consult with the study-abroad adviser and the senior associate dean for undergraduate studies to determine any journalism–mass communication course credit prior to the study-abroad term.

Undergraduate Scholarships

Many special scholarships are available to journalism–mass communication majors and to students transferring into the School. For information, see the School’s website or write the senior associate dean for undergraduate studies of the School by December 1 for the following academic year.

Undergraduate Research

Undergraduates participate in research through a research pool that assists faculty in their research and creative activities, through independent studies with faculty members to work on specific projects, and through the School’s honors program, which engages the student in substantive research that culminates in a thesis in the senior year.

Graduate School

The School offers an M.A. degree in mass communication and a Ph.D. degree in mass communication. JOMC graduate courses may be used as minor or supplementary courses for the M.A. and Ph.D. in other fields. For further information on the graduate program, write to the associate dean for graduate studies of the School of Journalism and Mass Communication or see the School’s website.

Career Opportunities

The School operates a Career Services Office (located in Student Records and Registration Suite) and constantly seeks to fit the right graduating senior (or alumnus or alumna) with the right job. Students in the School are also encouraged to use the services of University Career Services.

Contact Information

Information is available from the Office of Student Records and Registration in Carroll Hall, from the Dean’s Office in 117 Carroll Hall, or from the senior associate dean for undergraduate studies. Current and prospective students will also find the School’s website helpful. A weekly newsletter is emailed to JOMC majors and premajors during the academic year. Contact the assistant dean for communication to be added to the listserv.

School of Journalism and Mass Communication, CB# 3365, Carroll Hall, (919) 962-1204. Web site: www.jomc.unc.edu.

From the UNC-CH Graduate Catalog:

The School of Journalism and Mass Communication offers programs leading to the Master of Arts in mass communication, the Master of Arts in technology and communication, and the doctor of philosophy in mass communication.

Admission

Applications are available via the Web through gradschool.unc.edu. Completed forms are submitted to The Graduate School. Its admissions decisions are based largely on recommendations from the School of Journalism and Mass Communication. The minimum criteria for admission to a graduate program in journalism and mass communication are:

- A recognized undergraduate degree (or equivalent credential from a foreign university)
- A recognized master's degree or J.D., in addition, if applying for the Ph.D. program
- An undergraduate cumulative GPA of at least 3.0 (A = 4.0)
- The admissions committee has a preference for minimum scores on the Graduate Record Examination (GRE) of at least the 55th percentile on the verbal section, 50th percentile on the quantitative section, and 4.5 on the analytical writing section
- Three letters of recommendation
- A statement of career intent, indicating how the applicant intends to use graduate education in journalism and mass communication
- A current résumé
- A writing sample. For master's applicants, this could be an academic paper or magazine or newspaper article; for doctoral applicants, a chapter from their master's thesis or a copy of an academic paper. Master's applicants who are interested in the multimedia area of specialization are also required to submit a portfolio of their work.
- Ph.D. applicants must also include a separate statement that discusses their research interest, including a specific study they would like to conduct or research question they would like to address during their time as a doctoral student. Applicants are not committed to conducting this particular study if accepted into the program, but the School of Journalism wants to know their area of scholarly interest.

In addition, international applicants must submit Test of English as a Foreign Language (TOEFL) scores or International English Language Testing System (IELTS), as well as the financial certificate required by The Graduate School.

International applicants must complete the International Student Data Form and Financial Certification Instructions/Worksheet (available in admission application) and must show proof of financial ability to pay for two years for the master's program and three years for the Ph.D. program. Applications will not be reviewed without these documents.

Applicants should be aware that the number of applications far exceeds the number of spaces available, and that many qualified applicants must be denied admission because of limited space in the program.

New students are admitted in fall semester only. The application deadline is generally the second Tuesday in January for the following fall, but the definitive deadline is not determined until early summer, before the application system opens for the year.

Financial Assistance

Roy H. Park Fellowships are available to seven to eight new doctoral students and 8 to 9 incoming master's students each year. These fellowships provide generous stipends, payment of tuition and fees, and health insurance for the student. The stipend for doctoral students each year is \$20,500, and master's students receive a \$14,000 annual stipend. Doctoral student funding is for three years, and master's student funding lasts for two years. Continuation of funding beyond the first year is dependent on satisfactory progress in the program. In return for this funding, doctoral and master's students must work as graduate assistants. These are 15-hour work weeks, and assignments vary according to the needs of the faculty and interest and skill levels of the students. The Roy H. Park Fellowships are available only to United States citizens. There is no special application for these fellowships. All U.S. citizens qualified for admission to the program are considered for Roy H. Park Fellowships. Other financial assistance available for graduate students includes the Richard Cole Eminent Professor Graduate Fellowship, which provides the same level of funding with the same work requirement as the Roy H. Park Ph.D. Fellowships; the Peter DeWitt Pruden Jr. and Phyllis Harrill Stancill Pruden Fellowship (for an incoming master's student), which provides the same level of funding with the same work requirement as the Roy H. Park Fellowships; and the Graduate Dean's Research Assistantship (work requirement of 15 hours per week), awarded each year to an incoming master's student with an interest in print journalism or public relations. The school also offers the William F. Clingman Award (\$4,000–\$8,000) for the study of ethics to continuing students and the \$1,000 Tom Wicker Scholarship to continuing master's students interested in reporting careers. In addition, limited funds for dissertation or thesis research are available through the Minnie S. and Eli A. Rubinstein Awards and The Margaret Blanchard Dissertation Support Fund. Continuing MATC students may also be considered for academic scholarships.

The Master's Program

The master's program has three major tracks. The professional track is designed to prepare students for professional careers in public relations, advertising, journalism, and other mass

communication fields. The mass communication track gives students the background needed for teaching or research. The Interdisciplinary Health Communication (IHC) track prepares students to effectively communicate with diverse audiences about health issues. In all tracks, students are taught to critically examine the role of media in society and are provided with a firm grounding in theory and analysis. By setting high standards for both scholarly and professional achievement, the school seeks to prepare graduates to be leaders and critical thinkers, no matter what career paths they might take.

The M.A. is designed to meet the needs of 1) holders of the bachelor's degree in fields other than journalism-mass communication who wish to enter the field, 2) journalists who want more education in a specialized field, 3) experienced journalists or communicators who wish to prepare themselves for teaching, 4) individuals primarily interested in education for media research, and 5) journalism-mass communication graduates who wish to continue their education and career development.

In other words, this is not strictly a professional master's program that aims to teach technical skills in writing, editing, photography, and graphic design. Nor is the focus solely academic and theoretical. Rather, the school seeks to achieve a balance.

Areas of Specialization

Early in the program, each master's student, with his or her advisor, chooses an area of specialization and selects courses that lead to a coherent goal. The area of specialization is usually determined by a career interest and includes courses numbered 400 and above both inside and outside the school. Students in the professional track take at least one 800-level seminar, and those in the mass communication track take two 800-level seminars. Students complete a traditional thesis or thesis project during the final semester of their coursework.

Some examples of specializations in the professional track (please visit jomc.unc.edu/academics/graduate-studies) for a complete listing of specializations):

- **Strategic Communication:** Students prepare for careers leading to management positions in corporations, nonprofit organizations, government or advertising/public relations agencies. Coursework includes skills and theory courses in advertising, marketing and public relations as well as outside areas of interest, including business, organizational and speech communication, and health communication.
- **Reporting:** Students prepare for careers in writing and editing for media. Students also learn the theory and analytical skills needed to eventually hold leadership positions in their chosen fields.

- Other fields for which professional specializations can be designed include business and media, visual communication/editing/multimedia, broadcast and electronic communication, and science and medical journalism.

Paths in the mass communication track can be just as diverse. Students learn the theory and research methods that they need to teach at a small college or to pursue a doctorate degree. Students can study mass communication law or history, media effects, new communication technologies, or international communication, among other subjects. Depending on the course of study they select, they may also be prepared for a variety of research positions in the public and private sectors. Students in this track do not take professional skills courses such as news writing and editing.

Students interested in mass communication law may want to consider the M.A./J.D. dual degree program. The program is intended for students with a variety of goals including those who plan to practice mass communication law, pursue academic careers in law and mass communication fields, pursue a Ph.D. degree in a related field or perhaps plan to practice professionally in a communication-related field such as journalism or strategic communication with a law-related emphasis. Information about the M.A./J.D. dual degree program can be obtained by visiting medialaw.unc.edu/for-students/dual-degree-program.

Requirements

Master's students must earn at least 36 credits for the professional track and the IHC track and 39 credits for the mass communication track (30 of which must be at the graduate level), which includes three credits for a thesis or nontraditional thesis option. Course requirements for the professional track are divided into five categories: required School of Journalism and Mass Communication courses (12 credits); School of Journalism and Mass Communication specialization (nine credits); advanced School of Journalism and Mass Communication courses (six credits); courses outside the School of Journalism and Mass Communication (six credits); and thesis (three credits). Course requirements for the mass communication track are divided into four categories: foundation courses (nine credits); required School of Journalism and Mass Communication courses (nine credits); Path (18 credits which are School of Journalism and Mass Communication courses and outside courses); and thesis (three credits). This includes a research methods course, generally JOMC 703 or 704, appropriate to the thesis or nontraditional thesis option. Two to four of the graduate-level courses should be taken from other University departments. Students may select from courses offered by other departments or schools at UNC–Chapel Hill, Duke University, and North Carolina State University.

All residential master's students must pass the school's usage and grammar test. This exam is a basic requirement for graduation for our undergraduate students and normally poses no major problems for graduate students. Information on the spelling and grammar test, including instructions on how to study for it, is included in the orientation packet sent to new students each summer.

Required Courses: All master's students must take Mass Communication Research Methods (JOMC 701) and Mass Communication Law (JOMC 740). Master's students in the mass communication sequence must also take Theories of Mass Communication (JOMC 705). In addition, all professional track master's students must take JOMC 753 Reporting and Writing News (except for strategic communication students who take JOMC 732, Public Relations Writing) and JOMC 782, Multimedia Storytelling (with the exception of students in the multimedia specialization).

If a student receives an L in any required course, he or she must pass a comprehensive examination given during the second semester. If the student fails the exam, he or she must retake the course the following fall. If the student again makes an L, he or she will not be allowed to continue in the program. In addition, if a student earns three Ls (9 credits) or an F in his or her courses, he or she will not be allowed to continue in the program.

Areas of Specialization courses: The master's program is designed to allow students, under the direction of their advisors, to design a course of study, or an area of specialization, that addresses their research and skills interests. Regardless of the area of specialization or path, each student must define a coherent theme connecting courses in the School of Journalism and Mass Communication and those outside the school. Those courses must be appropriate to the thesis or nontraditional thesis option. All students must pass the appropriate examinations, which include a comprehensive written examination covering the material in the student's path courses (given at the completion of course work), and an oral examination on the thesis or professional project, given by the student's thesis committee.

M.A. students have five calendar years from the date of first registration in the master's program to complete the master's program. Reapplication is required to continue pursuit of the degree if the five-year time limit expires. In extenuating circumstances, a student in good academic standing may petition for an extension for a definite, stated period of time (up to one year).

Thesis, Articles, or Project

In the mass communication track, students must do a traditional research thesis. In the professional track, students have the option of writing a thesis or presenting a professional-quality series of articles (JOMC 993) or project (JOMC 992). The series of articles or project requires the same effort and professionalism as the traditional thesis. In addition to the professional product itself, the nontraditional thesis option requires an extensive review of the literature and statement of methods.

Students enroll in Master's Thesis, JOMC 993, or Non-Traditional Thesis Option, JOMC 992, for three credits as they do the thesis, articles or project. A maximum of three thesis credits can be counted toward the credits required for the M.A.

Length of Program

Most students complete the master's program in two years, typically attending classes full-time during three consecutive semesters and completing the thesis, articles, or project in the fourth semester. Some students find it necessary to stay the summer after their second year to complete their theses, articles, or special projects. Although it is possible to complete the degree by taking courses part time, the school does not recommend it and generally admits no more than one part-time M.A. student per year.

Graduate Committee

To gain the most from the program, students should select a three-member advisory committee early. Led by a member of the school's graduate faculty who serves as the student's advisor, the committee acts as a resource as well as referee of the thesis, articles, or special project. One member of the committee should be a faculty member from outside the school with whom the student has taken a course.

Master of Arts in Technology and Communication

matc.jomc.unc.edu

Admission

The MATC application process is administered online by the UNC Graduate School at gradschool.unc.edu. This site allows you to complete and submit an application and supporting materials electronically. The link to the M.A. in technology and communication application is under degrees listed for "Journalism and Mass Communication." From the drop-down listing, select "Journalism and Mass Comm." Then select "Master of Arts Technology and Communication" to start an application.

The minimum criteria for admission to the M.A. in technology and communication are:

- A recognized undergraduate degree (or equivalent credential from a foreign university)
- An undergraduate cumulative GPA of at least 3.0 (A = 4.0)
- Graduate Record Examination (GRE) scores in the 50th percentile or higher. Preference is given to applicants with GRE verbal and quantitative scores in the 55th percentile or higher.
- At least three years of full-time media or other communication-related professional experience.
- Three letters of recommendation from academic and professional sources best qualified to evaluate the applicant's potential as a graduate student.

- A statement of reasons for pursuing the degree that describes your career goals and research interests.
- A current résumé

In addition, international applicants must submit Test of English as a Foreign Language (TOEFL) scores and the financial certificate as required by The Graduate School.

Applicants should be aware that the number of applications exceeds the number of spaces available and that qualified applicants may be rejected because of limited space in the program. New students are admitted only for the fall semester. The application deadline is in January for the following fall.

Overview of Program

Dramatic changes in the way news and information are created and delivered in today's wired world have left many media and communication professionals searching for ways to update their skills and knowledge. The M.A. in Technology and Communication is an online master's degree that focuses on interactive media, the Internet and digital economics, addressing issues that are reshaping media and communication in the 21st century. The MATC draws on the expertise of the school's acclaimed faculty to position students for leadership roles in digital media and Web-based communication.

Classes are taught online, allowing working professionals to advance their educations while maintaining their work and family responsibilities. Students travel to Chapel Hill twice: for a two-day orientation before starting the program and for a weeklong summer residency after completing the first year.

Curriculum

The Master of Arts in Technology and Communication offers a rigorous and unique curriculum, enabling communication professionals to address challenges and opportunities posed by technology. The MATC provides students with the knowledge and skills to solve communication problems using the new media tools that are transforming business practices. The program prepares students to take on leadership positions in new media, journalism, advertising, public relations and internal communication.

MATC courses are designed to take full advantage of the inherent benefits of online instruction by seamlessly integrating access to the Web-based content covered in the curriculum. The instruction methods used in the MATC perfectly complement the digital media focus of the curriculum.

All courses use an asynchronous course management system, which means students do not have to be online at the same time. MATC students are able to continue their careers and

maintain their family commitments with the flexibility to complete course work around other activities.

The MATC admits annually one group of no more than 20 students. Each student group progresses through the program together over the course of two and a half years. Classes are small to simulate a seminar-like experience with an emphasis on interaction between faculty and students. Students take a set curriculum of nine courses and complete a final project and examination at the end of the second year. There are no electives.

Requirements

MATC students must earn 30 graduate-level credits, including three credits for a non-traditional thesis. There is a set curriculum, meaning there is a prescribed list of courses that are taken in order. The MATC has no electives.

Required Courses:

JOMC 711: Writing for Digital Media

JOMC 715: New Media and Society

JOMC 716: Research Methods and Applications

JOMC 717: Information Visualization

JOMC 718: Media Law for the Digital Age

JOMC 719: Leadership in Digital Media Economics

JOMC 720: Strategic Communication

CJOMC 721: Usability and Multimedia Design

JOMC 890: Digital Data and Analytics

JOMC 992: Non-Traditional Thesis

Other Requirements

- All students must pass the appropriate examinations, including a comprehensive written examination AND an oral examination on the final project, given by the student's thesis committee. Students can take the comprehensive written examinations on campus or have them proctored elsewhere.
- All students must attend two on-campus sessions—a two-day orientation and a weeklong summer residency at UNC-Chapel Hill.

- All students must complete the degree within five years of admission to the program. Students who do not finish within five years may petition for an extension.
- If a student earns three Ls (9 credits) or an F in MATC courses, he or she will not be allowed to continue in the program.

Non-Traditional Thesis (Final Project)

Student work in the MATC culminates with enrollment in JOMC 992: Non-Traditional Thesis, a final project that includes:

- a written proposal for the final project.
- a written document that summarizes the final project.
- a formal presentation and oral examination in which the student presents the completed work to his or her committee.

The final project involves a study around an issue or challenge facing an organization or business with a digital media focus. It emphasizes both scholarly and practical application in line with the professional orientation of the MATC. The subject of the project may be the student's employer or may be selected based on the scope of the study.

Students complete the final project under the direction of a full-time School of Journalism and Mass Communication faculty member who serves as chairperson of the student's final project committee. Two additional faculty members and/or an industry professional join the chairperson on the committee.

Students enroll in Nontraditional Thesis Option, JOMC 992, following completion of their course work. A maximum of three thesis credits can be counted toward the 30 credits required for the M.A.T.C.

Length of Program

The MATC is designed to be completed in two and a half years on a part-time schedule. There is a set curriculum, meaning there is a prescribed list of courses that are taken in order. During the first year, students enroll in two courses in the fall, two courses in the spring, and one course in the summer. In the second year, students enroll in two courses in the fall and two courses in the spring. In the third year, students enroll in Non-Traditional Thesis in the fall.

On-Campus Sessions

MATC students must attend two on-campus sessions—a two-day orientation and a weeklong summer residency. These sessions provide essential supplementary training and opportunities

to build relationships among students and faculty. Students pay a one-time, non-refundable \$500 fee with their first semester tuition to cover these sessions.

The sessions are held in Carroll Hall, the home of the UNC School of Journalism and Mass Communication, on the UNC–Chapel Hill campus. Completion of the residencies is a prerequisite for subsequent MATC course registration and is a required portion of the program.

Transportation, lodging and meal expenses to attend the on-campus sessions are the responsibility of the student and are in addition to tuition and fees.

Graduate Committee

To gain the most from the program, students should select a three-member advisory committee early. Led by a member of the school's graduate faculty who serves as the student's advisor, the committee acts as a resource as well as referee of the final project.

Financial Assistance

Federal financial aid is available for MATC students who are enrolled a minimum of 4.5 hours per semester and who show financial need. The aid is typically limited to federal loans. No grants, assistantships or fellowships are currently available through the UNC School of Journalism and Mass Communication. Continuing MATC students may also be considered for academic scholarships.

Ph.D. Program

The Ph.D. in mass communication is designed to prepare students for college teaching and research positions or research careers in mass communication industries, advertising agencies, market or opinion research firms, business, or government. The school works closely with each student to develop a program of study that is both interdisciplinary, allowing the student to take full advantage of the University's rich academic offerings, and tailored to meet the specific needs and interests of the student. The goal of the program is to produce outstanding scholars who are highly knowledgeable about mass communication and highly skilled as researchers.

The program is small and very selective; 10 to 12 students are admitted each year. Admissions decisions are based not only on the standard criteria described elsewhere in this catalog—GRE scores, grade averages, and letters of recommendation—but also on a determination of whether the applicant's interests and goals fit with those of the program and faculty. For that reason, the statement of purpose and statement of research interests that must accompany an application are extremely important, and applicants are encouraged to be as specific as possible in outlining their research interests and career goals.

Requirements

Ph.D. students are required to develop 1) a broad understanding and knowledge of mass communication in modern society, 2) expertise in two areas of specialization in mass communication and 3) competence in an appropriate research methodology. Students have considerable flexibility in designing their programs around a core of four courses, which should be taken during the first year of study. The four core courses are Mass Communication Research Methods (JOMC 701), Readings in Mass Communication History (JOMC 742), Theories of Mass Communication (JOMC 705), and Mass Communication Law (JOMC 740). If a student receives an L in any core course, he or she must pass a comprehensive examination given during the second semester. If the student fails the exam, he or she must retake the course the following fall. If the student again makes an L, he or she will not be allowed to continue in the program. In addition, if a student earns three Ls (9 credits) or an F in his or her courses, he or she will not be allowed to continue in the program.

Forty-eight graduate credits (400-level and above courses), in addition to at least six dissertation credits, are required for the Ph.D. Those 48 hours must be arrayed into three groups of courses: two substantive areas of specialization, a primary area consisting of at least 15 credits and a secondary area consisting of at least nine credits; and research methods consisting of at least four courses. Major and minor substantive areas should be selected from the list of approved substantive areas of study set by the program. The research methods that a student chooses to study must be appropriate to the student's areas of specialization and dissertation topic.

Other requirements include:

- At least eight courses, totaling at least 24 credits, of 700-, 800-, and 900-level courses within the School of Journalism and Mass Communication
- At least four semesters in residence, with a minimum of two semesters in continuous study at UNC–Chapel Hill
- Satisfactory performance on written and oral comprehensive exams. Students must take both written and oral exams at the end of their Ph.D. course work
- Successful completion and oral defense of a dissertation

Length of Program

Students normally spend two years taking courses, then take comprehensive exams very early in their third fall semester. They then write their dissertation proposals. After the student's doctoral committee approves the proposal, the dissertation must be completed and defended. The nature of the dissertation research will govern the length of time a student spends on the project, but many students find it takes about one year to complete a dissertation. In general, it

takes three years, and often more, to complete the Ph.D. The Graduate School requires students to complete the degree within eight years of first registration in the doctoral program. Reapplication is required to continue pursuit of the degree if the eight-year time limit expires. In extenuating circumstances, a student in good academic standing may petition for an extension for a definite, stated period of time (up to one year).

Doctoral Committee

Each Ph.D. student selects a five-member dissertation committee, which is approved by the associate dean for graduate studies. This committee consists of three School of Journalism and Mass Communication faculty members and two graduate faculty members from outside the school. The student's advisor serves as chair of the committee. The committee should consist of professors with whom the student has taken courses. The committee guides the student's academic development, administers and evaluates the comprehensive exams, and approves the dissertation proposal and dissertation.

Courses for Graduate and Advanced Undergraduate Students

JOMC

421 Television News Reporting and Producing (3). Prerequisites, JOMC 221 and 252. This course covers writing, reporting, and producing television news stories and programs, with emphasis on basic as well as innovative broadcast story forms.

422 Producing Television News (3). Prerequisite, JOMC 421. Permission of the instructor. Students work under faculty guidance to produce "Carolina Week," a television news program, and are responsible for all production tasks such as producing, reporting, anchoring, directing, and others.

423 Television News and Production Management (3). Prerequisite, JOMC 422. Permission of the instructor. Students participate in a collaborative-learning environment to hone skills learned in earlier courses and help less-experienced students acclimate to the broadcast news experience within the school. By invitation only.

424 Media Management and Policy (3). An introduction to media management, generally, and the supervision and motivation of employees, specifically. The course also delves into policy and legal issues impacting modern media operations. It explores the special skills associated with management of media properties in the context of constant change.

425 Voice and Diction (3). Designed to help students develop presentation skills and use voices effectively as professional broadcast journalists.

426 Producing Radio (3). Prerequisite, JOMC 252. Students work under faculty guidance to produce "Carolina Connection," a weekly 30-minute radio news program, and are responsible for all production tasks: producing, reporting, anchoring, and editing.

427 Studio Production for Television News (3). Prerequisite, JOMC 221. This course is a project-based, hands-on studio production course with special focus on technical skill development and directing in a news environment.

428 Broadcast History (3). A theoretical course designed to help students develop an understanding of and an appreciation for the role broadcast journalism has played in recent American history.

429 Sports Xtra (3). Prerequisite, JOMC 221. In this course students will produce a weekly sports highlights, analysis, and commentary program for distribution via cable television. Students fill all editorial, field production, and studio production positions.

431 Case Studies in Public Relations (3). Prerequisite, JOMC 137. Helps students think as public relations professionals who deal with the demanding, dynamic environment of corporate, government, and nonprofit public relations. Students examine real-world situations and strategies, discussing factors that affect how public relations is practiced in organizations, including identifying stakeholder groups, developing strategies, embracing diversity, and recognizing ethical issues.

433 Crisis Communication (3). Prerequisites, JOMC 137 and 153. Provides an assessment and understanding of crises, examining the role public relations professionals play in helping organizations use mass communication theories and best practices. Includes media training. Introduces students to areas of crisis research, allowing them to complete the Federal Emergency Management Agency's National Incident Management System certification.

434 Public Relations Campaigns (3). Prerequisites, JOMC 232, 279, and 431. In this capstone experience, students apply concepts and skills from earlier classes to develop a campaign plan for a client organization. Activities include conducting background and audience research; developing realistic objectives, strategies, tactics, and evaluation plans; producing a portfolio of supporting materials; and pitching the campaign to the client.

435 Public Information Strategies (3). Prerequisite, JOMC 137. This course provides a comprehensive assessment and understanding of the role of public relations professionals throughout government and the nonprofit sector as well. The course examines the unique requirements placed on communicators who are simultaneously responsible for representing their respective organizations while keeping the public informed.

440 Law of Cyberspace (3). Prerequisite, JOMC 340. Explains legal issues raised by Internet communication and guides students in thinking critically about how those issues can be resolved. Reviews how courts, other branches of government, the private sector, and legal scholars have responded to the Internet. Topics may include digital copyright, net neutrality, privacy, and Internet censorship abroad.

441 Diversity and Communication (3). An examination of racial stereotypes and minority portrayals in United States culture and communication. Emphasis is on the portrayal of Native Americans, African Americans, Hispanics, and Asian Americans in the mass media.

442 Gender, Class, Race, and Mass Media (WMST 442) (3). The media play a critical role in the construction and contestation of ideas about gender, class, and race. Using a range of methods, students will analyze media messages past and present to understand how gender, race, and class influence media production and consumption.

443 Latino Media Studies (3). An introductory course to the study of United States Latina/os and the media. It analyzes the media portrayal of Latina/os in United States mainstream media. The course also examines media that cater to Latina/os and explores the way in which Latina/o audiences use the multiple media offerings available to them.

445 Process and Effects of Mass Communication (3). Mass communication as a social process, incorporating literature from journalism, social psychology, sociology, political science, and history. To acquaint students with factors in message construction, dissemination, and reception by audiences.

446 Global Communication and Comparative Journalism (3). Covers theories explaining the workings of global and local communication systems, the transnational flow of news, and opportunities and challenges that social media and other new platforms pose to the production and distribution of news. It also familiarizes students with the media communication systems of key countries.

447 International Media Studies (3). The study of media system operations in a particular country, such as Mexico, including how news and information are disseminated and used by audiences. Taught in the spring semester and includes a trip to that country during spring break.

448 Freedom of Expression in the United States (3). An examination of the development of freedom of expression in the United States within the context of the nation's history.

449 Blogging, Smart Mobs, and We the Media (3). For advanced undergraduates through Ph.D. students. Practical and theoretical approaches to understanding, designing, building, and using virtual communities, including studies of network capital, social capital, and social production.

450 Business and the Media (3). Role of media in United States society and effects on public perceptions of business. Relationship of business press and corporate America. Current issues in business journalism.

451 Economics Reporting (3). Prerequisite, JOMC 153. Coverage of Wall Street and the economy, including stocks, bonds, and economic indicators. Reporting on the Federal Reserve, labor, consumer sector, manufacturing and inflation, and certain industries.

452 Business Reporting (3). Prerequisite, JOMC 153. Methods and tactics of covering businesses for mass communication. Why and how companies operate and how to write stories about corporate news from public records and other sources.

453 Advanced Reporting (3). Prerequisites, JOMC 153 and 253. Rigorous, in-depth instruction and critiques of students' news and feature assignments done with different reporting methodologies: interviewing, official records, direct and participant observation, and survey research (the Carolina Poll).

454 Advanced Feature Writing (3). Prerequisites, JOMC 153 and 256. Writing and reporting important topics in in-depth feature articles. Discussion and utilization of writing and reporting techniques in order to complete articles for publication or other dissemination. In-depth instruction and critiques of student work.

455 Sports Writing (3). Researching and writing sports stories, including game coverage, magazine features, and opinion columns. Students complete reporting and writing exercises inside and outside of the classroom.

456 Magazine Writing and Editing (3). Prerequisites, JOMC 153 and 256. Instruction and practice in planning, writing, and editing copy for magazines.

457 Advanced Editing (3). Prerequisite, JOMC 157. Concentration on the editing and display of complex news and features stories and other print media content with a significant emphasis on newspaper design and graphics.

458 Southern Politics: Critical Thinking and Writing (3). Interpretive-contextual journalism focused on the trends, issues, and politics that influence democracy in North Carolina, the American South, and the nation. Through readings and the practice of analytical journalism, the course explores government policy making, election campaigns, social and economic trends, ethics, and citizen-leader relationships.

459 Community Journalism (3). Prerequisite, JOMC 153. Comprehensive study of the community press, including policies, procedures, and issues surrounding the production of smaller newspapers within the context of the community in its social and civic setting.

463 News Lab: Creating Tomorrow's News Products (3). Students work under faculty guidance to develop and test an idea for a start-up news product. Students will create a prototype, test it on a target market, and compile a business feasibility report for the product. The course emphasizes collaboration among students with a variety of skills and experiences.

471 Advanced Advertising Copywriting (3). Prerequisite, JOMC 271. Permission of the instructor. Rigorous, in-depth instruction and critiques of student advertising writing.

472 Art Direction in Advertising (3). This course provide students with finished advertising for their portfolios through visual theory instruction, creative exercises, and strategy application.

473 Advertising Campaigns (3). Prerequisite, JOMC 271 or 272. Planning and executing advertising campaigns; types and methods of advertising research; the economic function of advertising in society.

474 The Branding of Me (3). What have you done to brand yourself? Students will use YouTube, Twitter, and Facebook in a calculated plan with other new-media marketing tools to land that first job.

475 Concepts of Marketing (3). Designed to provide the larger business context for students anticipating careers in advertising, public relations, and other media industries, the course teaches the vocabulary and basic concepts of marketing as it will be practiced.

476 Ethical Issues and Sports Communication (3). Permission of the instructor. Ethical dilemmas and decisions in the commercialization and coverage of sports, including the influence of television, pressure to change traditions and standards for monetary reasons, and negative influences on athletes.

477 New Media Technologies: Their Impact on the Future of Advertising, Marketing, and Public Relations (3). Prerequisite, JOMC 474. This course will introduce you to the nontraditional, future vision required to be successful in advertising, marketing, and public relations and the more personal, individualized technologies that will grab people's attention in the future.

478 Media Marketing (3). Prerequisite, JOMC 137. Principles and practices of retail advertising in all media, with emphasis on selling, writing, and layout of retail advertising for the print media.

480 Advanced Photojournalism (3). Prerequisite, JOMC 180; pre- or corequisite, JOMC 153. Permission of the school. Advanced course in photojournalism content gathering, history, ethics and storytelling. Students shoot advanced newspaper and magazine assignments and create short multimedia stories combining photography, audio, and video.

481 Documentary Photojournalism (3). Prerequisite, JOMC 480. Permission of the school. Students study the documentary tradition and produce stories within the social documentary genre of photojournalism. Students choose a relevant social issue and create a multimedia Web site featuring long-form documentary storytelling.

482 News Design (3). Prerequisite, JOMC 182; pre- or corequisite, JOMC 153. Detailed study of page layout and graphics techniques for all forms of news media.

483 Magazine Design (3). Prerequisite, JOMC 482. Permission of the school. Detailed study of page layout and graphics techniques in magazines.

484 Information Graphics (3). Prerequisite, JOMC 182. Permission of the instructor for students lacking the prerequisite. Study and application of graphic design and information-gathering techniques to creating charts, maps, and diagrams.

485 Publication Design (3). Prerequisite, JOMC 182; pre- or corequisite, JOMC 153; permission of the instructor. Detailed study and application of graphic design techniques in magazines, newspapers, advertising, and corporate communication.

486 Motion Graphics (3). Detailed study and application of motion-graphic techniques that utilize the combination of words, photos, graphics, video, sound, and voice-overs to convey stories for news and entertainment. Students learn Adobe After Effects software and the art of storytelling to enable them to conceptualize and execute digital animations.

490 Special Topics in Mass Communication (1–3). Small classes on various aspects of journalism–mass communication with subjects and instructors varying each semester. Descriptions for each section available on the school's Web site under Course Details.

491 Special Skills in Mass Communication (1–3). Courses on various skills in journalism–mass communication with subjects and instructors varying each semester. This course satisfies a skills- or craft-course requirement. Descriptions for each section available on the school's Web site under Course Details.

551 Digital Media Economics and Behavior (3). The course will focus on the changing economics affecting 21st-century news organizations and the economic drivers of other content providers such as music companies, the film industry, online aggregators, and commerce sites for lessons that can be applied across industry segments.

552 Leadership in a Time of Change (3). Prerequisite, JOMC 452, 475, or 551. During a time of fast-paced technological innovation, this course examines the critical strategic choices facing media executives. Students will observe and research a media company that is making the transition, as well as produce a case study on that effort.

560 Medical and Science Journalism (HBEH 660, HPM 550) (3). Prepares students to work as medical and science journalists. The course emphasizes writing skills in all delivery formats and interpreting medical, health, and science information for consumers.

561 Medical and Science Video Storytelling (HBEH 561, HPM 551) (3). Students work in teams to produce, shoot, script and report medical, environmental, and science stories for broadcast on "Carolina Week," the award-winning, student-produced television newscast.

562 Science Documentary Television (HBEH 562, HPM 552) (3). Students work in teams to conceive, produce, and script mini-documentaries on science and environmental topics for broadcast on North Carolina Public Television.

564 Medical and Science Reporting (3). Prerequisite, JOMC 153. Required preparation, a second reporting or writing course. Focuses on developing strategies to research and write about medical issues, specifically selecting topics, finding and evaluating sources, and information gathering. Students produce a range of stories, from short consumer pieces to in-depth articles.

565 Environmental Storytelling (ENEC 565) (3). An interdisciplinary course for students interested in environmental issues or journalism to produce stories about environmental issues that matter to North Carolinians. Students learn to identify credible sources, manage substantial amounts of information, and find story focus as they report on technical and often controversial subjects in a variety of media.

581 Multimedia Design (3). Prerequisite, JOMC 187. Permission of the instructor for students lacking the prerequisite. Theory and practice of multimedia design with an emphasis on usability, design theory, and evaluative methodologies, including focus groups, survey research, eye-track testing, and search engine optimization.

582 Multimedia Narratives (3). Prerequisites, JOMC 180 or 187, and 221. Permission of the school. Students learn how to gather audio and video content, editing and storytelling techniques, and how to publish these media onto a variety of multimedia platforms.

583 Multimedia Programming and Production (3). Prerequisite, JOMC 187. Permission of the school. Advanced course in multimedia programming languages that includes designing and building dynamic projects.

584 Documentary Multimedia Storytelling (3). Permission of the instructor. Students work on a semester-long documentary multimedia project that includes photo and video journalists, audio recordists, designers, infographics artists, and programmers. Open by application to students who have completed an advanced course in visual or electronic communication.

586 Intermediate Interactive Media (3). Prerequisite JOMC 187. Web programming, graphic design, and storytelling for the Web. Students will use HTML5 CSS3, JavaScript, and other Web publishing languages while learning how to design, storyboard, and script an interactive storytelling project. Students will collect and incorporate photos, text, video, graphics, and database information into interactive multimedia presentations.

585 3D Design Studio (3). Prerequisites, JOMC 187 and 182. Permission of the instructor. The use of three-dimensional design and animation to create visual explanations.

587 Multimedia Storytelling: Carolina Photojournalism Workshop (3). The Carolina Photojournalism Workshop has a dual mission: to provide an immersive, real-world learning experience for students, and to create and publish exceptional multimedia content on the culture of North Carolina that can be a resource for people in our state and the world.

602 Mass Communication Education in the Secondary School (3). Graduate standing. Readings, discussion, and projects fostering excellence in teaching journalism–mass communication in the high school, from philosophy and practice to professional skills.

603 Mass Communication Law in the Secondary School (3). Graduate standing. Application of First Amendment speech and press freedoms to secondary school media, including libel, privacy, access to information, journalistic privilege, prior restraint, advertising and broadcast regulations, and ethical practices.

604 Mass Communication Writing and Editing in the Secondary School (3). Graduate standing. High school journalism teachers and advisors learn to teach the skills journalists need to communicate. Emphasis on writing and thinking skills necessary to convert information into clear messages.

605 Design and Production of Secondary School Publications (3). Graduate standing. High school journalism teachers and advisors learn to teach the skills journalists need to produce publications. Designed for persons with no background in design. Degree-seeking students may not use both JOMC 182 and 605 to complete degree requirements.

671 Social Marketing Campaigns (3). Social marketing is the application of marketing concepts and practices to bring about behavior change for a social good. This course is designed as a service-learning course and fulfills the experiential education requirement.

690 Special Topics in Advertising (1–3). Courses on special topics in advertising with subjects and instructors varying each semester.

691H Introductory Honors Course (3). Permission of the instructor. Required of all students reading for honors in journalism.

692H Honors Essay (3). Permission of the instructor. Required of all students reading for honors in journalism.

Courses for Graduate Students

JOMC

701 Mass Communication Research Methods (3). Covers a broad range of research methods used in industry and academic research. Course content includes: the process and organization of writing research; applying a variety of quantitative and qualitative research methods; evaluating research design; and ethical issues inherent in research. Required course for all graduate students.

702 Mass Communication Pedagogy (3). Investigation of college teaching and academic life, including course planning, syllabus preparation, interpersonal skills, presentational modes, evaluation and ways of balancing teaching with other expectations.

704 Statistics for Mass Communication Research (3). Prerequisite, JOMC 701. Statistics with emphasis on application to studies in mass communication. Prior knowledge of statistics and familiarity with computer software are NOT assumed.

705 Theories of Mass Communication (3). Students prepare analytical papers on theories of mass communication based upon extensive review of behavioral science literature. Required of Ph.D. students and master's students in the mass communication sequence.

711 Writing for Digital Media (3). Communication in digital/online environments—learning/understanding the audience(s); how different media work (their unique limits/possibilities); developing appropriate content for different formats/environments. Students analyze technical/rhetorical elements of online content (i.e., interactivity, hyperlinking, spatial orientation, nonlinear storytelling). Limited to students admitted to Certificate in Technology/Communication program and JOMC graduate students.

712 Visual Communication and Multimedia (3). This course provides an understanding of current visual communication and multimedia storytelling theories and practices. Students will read scholarly and professional publications and critique media work across disciplines. A final project includes the creation of an original article or multimedia presentation that adds to the knowledge base in this area.

714 Database and Web Research (3). Online research often means going to Google and entering search terms. What strategies might improve the effectiveness of your research? What about authority and timeliness of information? This course answers those questions and others. Enrollment limited to students admitted to Certificate in Technology/Communication program and JOMC graduate students.

715 New Media and Society (3). This course examines digital environments from diverse conceptual perspectives (e.g., journalism, mass communication, psychology, information

science and technology, sociology, business) and outlines theoretical implications and practical applications of new media.

716 Research Methods and Applications (3). This course is designed to help communication professionals make better and more informed research decisions given compelling research challenges and resource constraints.

717 Visual Communication and Information Architecture (3). This course explores the overlap between several related disciplines: information visualization and architecture, cognitive science, graphic design and journalism. Content covered includes cognitive psychology, information design, visualization, and ethics.

718 Media Law for the Digital Age (3). This course identifies and explains complex legal issues raised by Internet technology and guides students in thinking critically about how those issues can best be resolved.

719 Leadership in Digital Media Economics (3). This course examines the broad economic issues facing the media industry, including the changing dynamics of consumer behavior, pricing, loyalty, market segmentation, creative destruction, economic cycles, and global competition.

720 Strategic Communication (3). Underpinned by appropriate theory, this course examines strategic communication in today's cluttered information environment. While developing strategic communication programs, students will analyze case studies and research comprehensive digital-influence strategies.

721 Usability and Multimedia Design (3). Introduces students to five basic areas of multimedia design and develops expertise in each. By examining the latest eye-tracking research and usability testing, students will assess the practical application of many concepts. Through critiques and original storyboards, students will work to expertly integrate all this knowledge into well-designed packages.

730 Public Relations Foundations (3). Introduction to the growing field of public relations practice: its history, legal and ethical issues, types and areas of practice and construction of public relations campaigns. Must be used as a basic competency class by master's students. This course cannot be counted toward a program of study for doctoral students.

732 Public Relations and Strategic Writing (3). Prerequisite, JOMC 730. Graduate-level public relations writing course that provides hands-on practice in developing multi-platform communication tools used by public relations practitioners. News writing module completed as part of this course.

740 Media Law (3). Survey media law areas: First Amendment, libel, privacy, intellectual property, corporate and commercial speech, media and judiciary, confidential sources, freedom

of information, electronic and new media regulation, international issues. Semester topics may vary with class interests. Conduct legal research, identify/analyze secondary and primary legal resources, produce original graduate-level legal research.

742 Readings in Mass Communication History (3). Directed readings in mass communication history. Required course for Ph.D. students.

743 Media Management (3). A study of planning policy functions related to media management concerns.

752 Leadership in a Time of Change (3). Required preparation, students should have taken a core business course or have equivalent professional experience before enrolling. Examines critical strategic choices facing media executives and offers students the opportunity to observe and research a media company making the transition and produce a case study on that effort.

753 Reporting and Writing News (3). Provides study and practice of the primary activities of a print journalist: gathering the news and writing about it for publication. Must be used as a basic competency class by master's students. This course cannot be counted toward a program of study for doctoral students.

754 Specialized Reporting (3). Prerequisite, JOMC 753. Permission of the instructor for students lacking the prerequisite. Reporting of complicated topics, using in-depth backgrounding, investigative reporting techniques, story conferences, and documents and other research data. Required of news-editorial master's students who plan to complete the articles option.

782 Multimedia Storytelling (3). Theories and practices of multimedia content creation. Students gain critical understanding of various multimedia presentation methods. Hands-on experience with audio/video collection/editing.

795 E-Health (3). An overview of the positive and negative impacts of the Internet on public health. Covers research, evaluation sites, ethics, and use of theory that addresses key public health problems.

801 Seminar in Mass Communication Research Methods (3). Prerequisite, JOMC 701. Permission of the instructor for students lacking the prerequisite. Advanced work in quantitative data analysis and research preparation.

810 Seminar in the Psychology of Human-Computer Interaction (3). Examines effects of computers, the Internet, and World Wide Web from a psychological perspective. Adopts an empirical approach to understand ways in which people respond to computers and new technologies.

825 Seminar in Interdisciplinary Health Communication (HBHE 825) (3). See HBHE 825 for description.

826 Interdisciplinary Health Communication Colloquium (HBHE 826) (1.5). Open to Interdisciplinary Health Communication graduate certificate and master's track students only. This course is structured for interactive student/faculty discussion on health communication research and practice. Seminar and online blog format.

830 Seminar in Public Relations (3). Readings, discussions, and research that explores theoretical foundations of public relations and strategic communication and how they are applied academically and professionally.

840 Seminar in Media Law (3). Prerequisite, JOMC 740. Permission of the instructor for students lacking the prerequisite. Explore free expression theory, research media law perspective and methods. First Amendment theories and interpretations, exposition to, and critical evaluation of, legal research in communication. Identify legal research question, produce paper, and present findings in a scholarly convention presentation and/or publication.

841 Seminar in Mass Communication and Society Perspectives (3). Readings, discussion, and papers on the roles and responsibilities of mass communication in society.

842 Seminar in Mass Communication History (3). Readings, discussion, and projects in mass communication history.

846 Seminar in International Communication (POLI 846) (3). Prerequisite, JOMC 446. Permission of the instructor for students lacking the prerequisite. Reading and research in selected topics. Focus in recent years has included global news flow, communication and social change, communication in the collapse of communism, Western dominance in international communication, global culture and the influence of technology.

847 Communication for Social Justice (3). Examines the role of media and communication projects in advancing social justice goals. Surveys canonical literature and introduces students to the most recent approaches. Traditionally, the field has considered Global South projects and grassroots communication; this course pays attention to projects and programs for underserved populations of the Global North.

850 Seminar in Qualitative Methods (3). Prerequisite, JOMC 701. Survey of naturalistic methods applied to mass communication research, including ethnography, in-depth interviews, life histories, and text-based analysis.

860 Seminar in Content Analysis (3). Students will use appropriate research designs to collect content data for coding and analysis, conceptual and operational definitions of variables for coding, reliability testing of coding protocol and procedures, and appropriate statistical analysis of collected data. Additionally, students will select a topic, produce a content analysis study, and submit the study to a peer-reviewed convention or journal.

870 Seminar in Social and Economic Problems in Advertising (3). Readings, discussion, and papers on advertising as a social and economic force in contemporary society.

879 Seminar in Advertising Research (3). Readings and discussion examining theories underlying advertising and the testing of those theories through research projects.

890 Seminar in Special Topics in Mass Communication (3). Seminar on various aspects of mass communication, with content and instructors varying each semester.

900 Reading and Research (3). Permission of the instructor. Advanced reading or research in a selected field.

992 Master's (Non-Thesis) (3).

993 Master's Research and Thesis (3).

994 Doctoral Research and Dissertation (3).