

### **3. DEPARTMENT OF JOURNALISM (JOUR)**

#### ***Mission Statement***

The Department of Journalism is founded on the principle that a well-informed and engaged public is essential to democracy—perhaps more so now, at a time of dizzying change, than it has ever been; and that, in the face of this change, journalism retains a unique role in contributing to civic life and to the quality of public discourse.

We put this principle to work by helping students become constructive participants in an ever-evolving global media landscape, where distinctions between producers and consumers of content have blurred. More specifically, we prepare them, at both the undergraduate and graduate levels, for careers in journalism and other fields of public communication. We train students to gather information from a diversity of sources, to analyze it critically, and to report what is significant, through stories and other media forms across multiple media platforms. As part of this we work, we encourage ethical awareness so that students will think independently, being prepared to reflect on and to help shape media practices and norms rather than take them at face value.

We believe in the integration of classroom instruction with practical experience. Many of our students work for, and manage, campus online news and entertainment sites, television programs and a radio station. They intern at broadcast stations, newspapers, magazines, websites and social media companies. Lastly, as a faculty, and with the help of colleagues elsewhere in our College who are working on new and innovative forms of human communication, we are committed to improving journalism through pioneering research and creative work.

#### **Degree Programs**

##### **Bachelor of Arts in Journalism**

Journalism majors develop skills in information gathering, storytelling, and analysis across a variety of platforms, including television, social media, mobile devices, radio and print—using an ever-expanding variety of media tools and technologies. In addition to their professional preparation, students combine a broad education in the liberal arts (through the College of Arts and Sciences) with a robust Additional Field of Study (for the equivalent of a dual degree). Students complement their skill competencies with courses such as Journalism Law and Ethics and conceptual courses offered elsewhere in the college and university. Journalism students are also encouraged to acquire multi-departmental certificates in such areas as Media Entrepreneurship, Environmental Communication or International Media.

We offer a curriculum with these learning goals:

- Communicate to various public audiences with clarity and precision, using the most effective combination of images, sounds and words, and applying the most appropriate contemporary technologies.
- Gather information, through research, observation and interviews, and evaluate what is gathered.
- Acquire expertise in a particular subject and use that expertise to communicate clearly to various public audiences.
- Base journalistic work on such enduring ethical principles as accountability, fairness, accuracy, responsibility, and diversity.
- Think analytically, critically and creatively about the social, historical, economic and scientific forces that underlie daily events, in order to provide appropriate context in the reporting of daily events.
- Apply the laws of freedom of expression, in both the United States and in a global media setting.
- Blend entrepreneurial strategies with journalistic enterprise to enable success in a fast-changing economic environment.

### ***Required Courses and Semester Credit Hours***

Within the campus standard of 120 credit hours for the bachelor's degree, the BA in Journalism requires 33 credit hours, with 21 of those satisfied through the departmental Core Curriculum:

#### **JOUR Core Curriculum**

**Media Literacy:** offered through the Media Studies department (3 credit hours).

**Beginning and Advanced Storytelling:** This is a new, two-semester foundational course in storytelling (written word, audio, video, photography, multimedia) across a variety of established and emerging media platforms, such as printed publications, television, radio, online publications, blogs, social media (Twitter, Facebook, etc.), and smartphone/tablet. The course is team-taught in a lecture/lab format so students garner expertise in a variety of areas and apply their new tools and skills immediately (two semesters, 3 credit hours each).

**Fundamentals of Reporting** (3 hours)

**Journalism Law and Ethics** (3 hours)

**News Media Internship** (3 hours)

**Capstone Course:** At the end of their experience in the College of Media, Communication and Information, all undergraduate journalism students come together in a capstone course. The course taps into their collective experiences, and allows them to practice the skills they've learned in a daily news setting. This experience includes a variety of publication options (print, web, cable/broadcast, etc.) and—to the greatest

extent possible—is integrated with similar capstone experiences in other departments in CMCI. CU News Corps qualifies as a capstone course (3 hours).

### **Other Courses in Journalism**

**Electives (12 credit hours):** Students choose from a variety of advanced journalism courses, including but not limited to the following: **Reporting of Public Affairs; Entrepreneurship for Journalism; Editing and Design; Opinion Writing; NewsTeam Boulder; Advanced Storytelling Techniques;** a series of 1-credit, 5-week courses that would include **Math/Statistics for Journalism, Data Visualization for News, Advanced Copy Editing** or **Photo Editing**.

**Additional Field of Study (33 credit hours):** All students are required to earn the equivalent of a second degree in a discipline that complements and enhances their journalism education.

**CMCI “Common Experience” (9 credit hours):** see Core Curriculum above.

**CMCI “Breadth” and “Point-of-View” Courses (39 credit hours):** see Core College Curriculum above.

**Additional Electives (6 credit hours):** Students may use their final credit hours to take any courses inside or outside the department but are encouraged to acquire multi-departmental certificates—typically 15 credit hours—in such areas as Media Entrepreneurship, Environmental Communication or International Media.

This BA curriculum is designed to enable an undergraduate student to complete the journalism degree (including the Additional Field of Study, the college-wide core and an interdisciplinary certificate) in four years without enrolling in summer classes. This is possible because several courses in any Additional Field of Study or certificate also satisfy CMCI Breadth or Point-of-View requirements.

### **Master of Arts in Journalism**

Students may earn an MA degree in either of two options: the Professional Practice Option or the Area of Expertise Option. Regardless of option, this degree is designed for students with limited academic or professional experience in journalism. It prepares students to work in a wide variety of professional settings, including print and broadcast outlets, digital and social media platforms, and corporate communications. The focus is on multimedia training and experience for all students. In particular, we will engage students in multi-platform projects like Project 36, which was begun in spring 2014. Involving the Center for Environmental Journalism, the CU News Corps and the Technology, Arts and Media program of ATLAS, this project is exploring the impact of global climate change in Colorado by telling 36 representative stories strung together along U.S. Route 36, running from Estes Park in the Rockies to the Kansas border.

### ***Professional Practice Option***

This option within the Department of Journalism's MA degree is for students who wish to focus on quickly obtaining advanced journalistic skills. It can be completed with as few as 30 credits and in as little as two semesters plus a summer.

All students in the MA program take a common core of classes covering reporting and multimedia skills, and the law and ethics of journalism (see detailed descriptions below). In addition, students complete two required capstone courses (choosing from a list of at least three options). Lastly, electives inside and outside of the department provide students an opportunity to further develop their journalistic skills and also sample offerings from other departments in CMCI.

#### **Common Core:**

**Media Tech Boot Camp** (3 hours)

**Precision Journalism** (3 hours)

**Newsgathering and Documentary Storytelling** (3 hours)

**Journalism Law and Ethics** (3 hours)

**Newsgathering Capstones:** Students can choose two of the following (with additional options possible in the future: **CU News Corps** (3 hours), **Internship** (3 hours), **Professional Project** (4 hours).

**Journalism Electives:** Students can choose from a long list of electives, including but not limited to **Science Writing, Reporting on the Environment, Magazine and Feature Writing, TV Newsgathering, TV Documentary, Opinion Writing** and **NewsTeam** (6–9 credit hours).

**CMCI Electives:** Students may pick from a variety of courses outside the journalism department within CMCI (6–7 credit hours).

#### Sample Sequence of Courses, Professional Practice Option:

*Year 1—Fall:*

**Media Tech Boot Camp** (Core)

**Precision Journalism** (Core)

**Newsgathering and Documentary Storytelling** (Core)

CMCI elective

*Year 1—Spring:*

**Journalism Law and Ethics** (Core)

Journalism electives

## CMCI elective

### *Summer:*

Capstone courses: 6–7 credits (e.g., Internship, Professional Project\*)

*NB: Students choosing the Professional Project capstone start their work during the semester before they complete the required project. During this time they work with their project advisor to prepare a proposal and have it approved by a professional project committee.*

### ***Area of Expertise Option***

This option within the Department of Journalism's MA degree is for students wishing not only to acquire advanced journalistic skills but also to complement them with an area of expertise, such as environmental science and policy. This option within the MA degree can be completed with a minimum of 42 credits and in four semesters.

All students in the MA program take a common core of classes covering reporting and multimedia skills, and the law and ethics of journalism (see detailed descriptions below). In addition, students complete two required capstone courses (choosing from a list of at least three options). Electives inside the department and elsewhere in CMCI provide students an opportunity to further develop their journalistic skills and knowledge of media, communication and information issues. Lastly, students complete additional courses inside and outside of the CMCI to develop a specific area of expertise.

### **Common Core:**

**Media Tech Boot Camp** (3 hours)

**Precision Journalism** (3 hours)

**Newsgathering and Documentary Storytelling** (3 hours)

**Journalism Law and Ethics** (3 hours)

**Newsgathering Capstones:** Students can choose two of the following (with additional options possible in the future): **News Corps** (3 hours), **Internship** (3 hours), **Professional Project** (4 hours).

**Journalism and CMCI Electives:** Within the Department of Journalism, students can choose from a long list of electives, including but not limited to **Reporting and Writing** (formerly called Newsgathering 1), **Science Writing, Reporting on the Environment, Magazine and Feature Writing, TV Newsgathering, TV Documentary, TV Investigative Reporting**, and **News Team**. Other CMCI departments offer a variety of complementary courses (6 credits).

**Electives in a Specific Area of Expertise:** Currently, students can choose the Environmental Journalism Emphasis as their area of expertise, but we anticipate the creation of others as well, including Political Communication (in collaboration with Political Science), Documentary Practices (in Collaboration with Critical Media Practices), and Journalism, Religion and Spiritual Life (in collaboration with the Center for Media, Religion and Culture and the Department of Religious Studies) (18 hours).

Students choosing the Environmental Journalism Emphasis complete it by taking the Graduate Certificate in Environment, Policy and Society (EPS), which consists of 18 total credit hours. Two of the courses, Science Writing and Reporting on the Environment, are taken within the Department of Journalism and satisfy other requirements for the MA. Four of the certificate courses are taken outside the department and the college from a list of EPS courses. We also anticipate broadening student options for completing the Environmental Journalism Emphasis.

Sample Chronological Sequence of Courses, Environmental Journalism Emphasis:

*Year 1—Fall:*

**Media Tech Boot Camp** (Core)  
**Newsgathering and Documentary Storytelling** (Core)  
**Science Writing**

*Year 1—Spring:*

**Journalism Law and Ethics** (Core)  
**Reporting on the Environment**  
**Journalism or CMCI elective**

*Year 2—Fall:*

**Precision Journalism** (Core)  
**Environmental Certificate courses** (6 hours)  
**Journalism or CMCI elective**

*Summer:*

**Capstone course** (3–4 hours)

*Year 2—Spring:*

**Capstone course** (3–4 hours)  
Environmental Certificate courses (6 hours)

*NB: Students choosing the Professional Project capstone start their work during the semester before they complete the required project. During this time they work with their project advisor to prepare a proposal and have it approved by a professional project committee.*

## MA Common Core Course Descriptions

**Media Technology Boot Camp:** This one-semester intensive course will offer a foundation in the technologies of journalistic storytelling across a variety of established and emerging media platforms, such as printed publications, television, radio, online publications, blogs, social media (Twitter, Facebook, etc.), smartphone/tablet, and emerging forms of communication. The course could be team taught so as to allow the students to best garner expertise in a variety of areas. Students will emerge from the course with an understanding of the technical tools they'll need as journalists. (*Resource Note: The delivery of this labor-intensive Boot Camp will require lab and lecture facilities with state-of-the-art technology. We strongly recommend that it be taught in the ATLAS building with instructional support from the TAM staff.*)

**Newsgathering and Documentary Storytelling:** This one-semester course will help journalism graduate students put their growing technological prowess to work in pursuit of advanced storytelling in a complex and ever-evolving mediascape. It will cover the craft of research and reporting on public issues and news events, as well as the construction of narrative in the journalism and documentary traditions. With faculty, students will explore various techniques, including traditional print reporting and writing, multimedia production, cross-media storytelling, and the emerging field of trans-media storytelling used by the likes of the National Geographic Society. The goal is to help students develop skills and knowledge that are independent of any single medium or platform, leaving them better prepared for new developments that will inevitably arise in their professional media production careers.

**Precision Journalism:** This one-semester course instructs students in data-driven investigative reporting. It includes hands-on, in-depth instruction in how to gather data from census reports, commercial databases, global information networks, and other sources, and also how to employ spreadsheets to analyze the information in ways that can help deepen and strengthen journalistic stories on a wide variety of subjects. In the course, students will work on specific information-gathering and analysis projects that will help inform journalistic work they are doing in other courses.

**Journalism Law and Ethics:** This one-semester course for MA and PhD students will explore the legal frameworks of media production, curation, consumption, subject privacy, and intellectual property. It will also cover the current and historical frameworks used to examine the ethical issues that arise in newsgathering and publication. At a much deeper level than the undergraduate version of this course, it will delve into the subtleties and variability of the case law precedent system that governs most legal questions in media production.

## PhD in Journalism Studies

This degree is offered as a track within CMCI's doctoral program in Media Research and Practice (see Section 2 above). It recognizes the unique status of journalism in an increasingly complex mediascape, while highlighting the role of social science and the

humanities in guiding the democratic aspirations of media in an era of technological disruption and the challenges to professional legitimacy and identity this disruption has entailed.

The need for a Journalism Studies program has never been greater. This doctoral program highlights the university's commitment to supporting journalism at a time when that discipline needs an infusion of intellectual capital. The university cares deeply about the revival of journalism as the professional context in which ideas are communicated and interpreted in the public sphere in ways that enhance understanding of increasingly complex issues. The efficacy of policymaking, the capacity for public deliberation and government accountability all depend to a great extent on a knowledge-based journalism that is more comfortable with scholarly expertise than traditional journalism has been and that is confident in its application to solving problems. Moreover, journalism scholars can provide reliable research results to those eager to safeguard journalism's viability as an institution but struggling for clarity about its future.

The program is highly interdisciplinary in scope, and students take at least one-third of their courses outside the Department of Journalism. We thus offer students opportunities to apply theories and methods from communication, political science, philosophy, sociology, anthropology, economics, business, history, literature, linguistics, public policy and law. Sub-areas within Journalism Studies include the sociology of media, the history of journalism, media processes and effects, media and politics, media law and policy, science communication, professional ethics, transnational media systems, and the dynamic interplay of journalism with emerging media.

Doctoral candidates take 42 hours of course work before taking written and oral comprehensive examinations, normally at the end of the third year. While fulfilling course requirements, students master a range of quantitative and qualitative methods. They then go on to complete a traditional dissertation in an area of specialization of their choice; but the program also encourages the practice of public scholarship in new and innovative forms. The degree appeals especially to practicing journalists who wish to join the academy, and we promote the program in professional contexts in order to draw applications from both legacy and emerging media.

### ***Required Courses and Semester Credit Hours***

Course work includes a one-semester, 6-hour Proseminar (Theories of Journalism), required of all first-year doctoral students; 15–18 hours in one or two areas of emphasis within CMCI; 12–15 hours of electives taken outside CMCI; and 6 hours of the qualitative and quantitative methods courses offered within the CMCI. (Examples of areas of emphasis include Journalism and Politics, Journalism and New Technologies, International Journalism, Literary Journalism, Journalism History, Journalism Law and Policy, Journalism Economics, Informatics for Journalism and Visual Journalism). The faculty encourages students to present their research on innovative media platforms as well as in traditional academic writing.

The journalism doctoral program draws on two longtime courses in Media Studies:



**Qualitative Media Research Methods:** Examines methods of qualitative data gathering and analysis in the mass media context.

**Quantitative Media Research Methods:** Examines methods of quantitative data gathering and analysis in the mass media context.

In addition, the program offers (or plans to offer) the following new courses:

**Proseminar: Theories of Journalism Studies:** Introduces the principal concepts, literature and theoretical and paradigmatic perspectives of journalism studies, and explores their ties and contributions to parallel domains in the social sciences and humanities.

**Elaboration of Social Theory for Journalism Studies**

**Journalism and Technology**

**Journalism and Politics**

**Visual Communication**

**Philosophy and Ethics of Journalism**

**Journalism and Conflict**

**Literary Journalism**

**Freedom of Expression**

**Economic Models for Journalism**

**Readings in Journalism History**

**International Journalism**

**Sociology of Newsmaking**

**Journalism and the Public: Cultural Approaches**

**Alternatives to Mainstream Journalism**

**Political Economy of News Media**

Journalism students and faculty pursue a variety of intriguing research questions, such as: How do journalists use new technologies to engage citizens in political deliberation? How do journalists discover and eventually adopt new technologies for their professional practice? How has technology led journalism to a more global set of normative practices? How are prospects for media reform enabled or constrained by the ideology and epistemology of professional journalism? What economic models can journalism use to recover from the overthrow of its current business models and become a more stable institution in global society? Which are the most effective among the many new technology-enabled formats for journalistic storytelling?

Updated 3/27/14.