

# JOURNALISM

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Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.

More Info (<http://registrar.ufl.edu/soc/>)

*Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.*

## Department Information

Graduates of the Department of Journalism work in traditional forms of media, emerging platforms, and in corporate roles. Ultimately, the department offers transferrable skills that creates outstanding leaders with successful achievements across all fields.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/journalism/>)

### CONTACT

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Map (<http://campusmap.ufl.edu/#/index/0030>)

### Curriculum

- /UGRD/colleges-schools/UGJRC/JRC\_UCT0X/
- Combination Degrees
- International Communication Certificate
- Journalism
- Journalism | Sports and Media UF Online
- Mass Communication Studies Minor
- Mass Communication Studies Minor UF Online

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Students not admitted to this college must have a 3.0 overall grade point average to enroll in journalism courses other than MMC 1000, MMC 2100, PUR 3000, and RTV 2100.

## Courses

### JOU 2040 Writing Mechanics 1 Credit

**Grading Scheme:** Letter Grade

Prepares media writers for professional work, with a focus on mastering the basics of grammar, punctuation and spelling.

### JOU 2100 Broadcast Writing Bootcamp 1 Credit

**Grading Scheme:** Letter Grade

Explore the differences of writing for the ear vs. writing for the eye. Focuses on storytelling through methodologies traditionally associated with broadcast journalism—which can also be incorporated in digital and social storytelling. Examines story structures and practical experience in writing scripts and sound-based stories.

### JOU 3101 Reporting 3 Credits

**Grading Scheme:** Letter Grade

Instruction and practice reporting and writing basic news stories. Emphasizes style, clarity, accuracy, and responsibility in handling news. (WR)

**Prerequisite:** Journalism and Communications major with sophomore standing or higher.

**Corequisite:** MMC 2121.

**Attributes:** Satisfies 6000 Words of Writing Requirement

### JOU 3109C Multimedia Writing 3 Credits

**Grading Scheme:** Letter Grade

Introduces news and public relations writing and the use of multimedia tools in gathering and disseminating information. Learn how to use multimedia tools for journalism work, interviewing techniques, AP style and the elements that make a story newsworthy. Consists of two hours of lecture and a three-hour lab each week.

**Prerequisite:** ENC 1102 and (MMC 1009 or MMC 2604 or PUR 3000), with minimum grades of C.

### JOU 3110 Applied Fact Finding 3 Credits

**Grading Scheme:** Letter Grade

Instruction and practice in researching and solving complex news problems. Emphasizes enterprise, documentation and use of multiple sources, using standard reference works and public records.

**Prerequisite:** MMC 2121.

### JOU 3121 Dataviz and Mapping 3 Credits

**Grading Scheme:** Letter Grade

Covers the foundational skills required for any professional communicator who seeks to tell a visual data story for audiences that rely on cellphones, as well as the basics of geospatial analysis. The emphasis is on data evaluation using code-free tools.

**Prerequisite:** MMC 2450.

### JOU 3184 Beat Reporting 3 Credits

**Grading Scheme:** Letter Grade

Experience in reporting on a number of beats of significant public interest. Emphasizes responsible coverage of law enforcement, courts, schools, city and county government, health and the environment.

**Prerequisite:** JOU 3101 and JOU 3110 with minimum grades of C.

### JOU 3212 Magazine Design 3 Credits

**Grading Scheme:** Letter Grade

Discover the principles and practice of design for various types of magazines. Learn how to use typography, photographs, illustrations and layouts to match graphic style to content for specific target audiences.

**Prerequisite:** JOU 3109C and JOU 3220C with minimum grades of C.

### JOU 3213 Design 3 Credits

**Grading Scheme:** Letter Grade

Design of various forms of print media. Emphasizes basic principles of design. Use of typography and photographs together.

**Prerequisite:** JOU 3220C.

### JOU 3220C Visual Journalism 3 Credits

**Grading Scheme:** Letter Grade

Learn how words and visuals work together to tell a story. Develop the skills to interpret and evaluate photographs, maps, charts, interactive graphics, websites and motion graphics. Learn and apply basic design principles. Gain proficiency in Photoshop, InDesign and other software.

**Prerequisite:** Journalism and Communications sophomore or higher.

**JOU 3305 Data Journalism 3 Credits****Grading Scheme:** Letter Grade

Experience data journalism by using tools such as spreadsheets, databases, and mapping programs to acquire, clean, and analyze data, and by performing basic data visualization. Focuses on using tools to find meaningful patterns in data and to report those patterns accurately.  
**Prerequisite:** JOU 3101 or instructor permission.

**JOU 3346L Multimedia Reporting 3 Credits****Grading Scheme:** Letter Grade

Learn to use digital tools in reporting for Internet news sites and other online media. Focuses on the tools to gather audio and visual material that helps to tell a journalistic story.

**Prerequisite:** JOU 3101 with minimum grade of C.**JOU 3363 Introduction to Web Apps for Communicators 3 Credits****Grading Scheme:** Letter Grade

Introduces web markup, coding, and programming for journalism and communications students with no prior coding experience. Explore media-industry best practices for front-end web development, problem solving and algorithmic thinking, and recent examples of interactives and apps from media organizations.

**Prerequisite:** junior standing in college or instructor permission.**JOU 3601 Photographic Journalism 3 Credits****Grading Scheme:** Letter Grade

Study and practice of photography as a major component of journalism. Emphasizes newspaper/magazine style photography and use of photographs; ethical, historical, legal, and stylistic aspects. Digital cameras provided by the department.

**Prerequisite:** Journalism and Communications major with sophomore standing or higher or instructor permission.**JOU 3920 Professional Practice 1 Credit****Grading Scheme:** S/U

Explores both traditional job-seeking methods as well as digital job hunting. Covers best practices in how to prepare for an interview and how to reach out to and search for employers online. (S-U)

**Prerequisite:** junior standing in college.**JOU 4004 History of Journalism 3 Credits****Grading Scheme:** Letter Grade

Origin, development and potentiality of print and broadcast media. Analyzes the evolution of standards, policies, methods and controls.

**JOU 4008 Journalism Studies 3 Credits****Grading Scheme:** Letter Grade

Gain media literacy and become an educated consumer, critical thinker and researcher of/about the media. Learn about research methods, media-business models and the connections between the media and economics.

**Prerequisite:** JOU 3101 with minimum grade of C.**JOU 4111 Advanced Reporting 3 Credits****Grading Scheme:** Letter Grade

Produce quality news and feature stories for publication. Gain experience enhancing your news gathering and writing skills. Produce clips for your portfolio and as possible entries in the Hearst Journalism Awards Program.

**Prerequisite:** JOU 3101 with minimum grade of C.**JOU 4123 Investigative Reporting 3 Credits****Grading Scheme:** Letter Grade

Learn to develop and execute an investigative reporting project employing various story platforms. Investigate a data-driven topic of public interest over the course of the semester; melding both primary research and in-depth interviewing.

**Prerequisite:** JOU 3101 and JOU 3110 with minimum grades of C.**JOU 4181 Public Affairs Reporting 3 Credits****Grading Scheme:** Letter Grade

Instruction and practice in basic public affairs reporting; emphasizes responsible coverage of courts, schools and city and county government.

**Prerequisite:** JOU 3101 with minimum grade of C and JOU 3110.**JOU 4201 News Center Practicum 1-3 Credits****Grading Scheme:** Letter Grade

Creating and editing local news content in our college's professional news center for broadcast and digital platforms serving north central Florida; emphasizes news judgement that serves the audience.

**Prerequisite:** JOU 3101.**JOU 4202 Advanced News Center Practicum 3 Credits****Grading Scheme:** Letter Grade

Work in an advanced media setting on multiple projects, including writing, editing, and multimedia work. Emphasizes collaboration and decision-making in a real-world setting.

**Prerequisite:** JOU 4201 with minimum grade of C and instructor permission.**JOU 4214 Advanced Design 3 Credits****Grading Scheme:** Letter Grade

Advanced design and production of various forms of print media. Emphasizes advanced principles, picture editing, typography, and use of other design elements.

**Prerequisite:** JOU 3101 and JOU 3213 with minimum grades of C and instructor permission.**JOU 4301 Literary Journalism 3 Credits****Grading Scheme:** Letter Grade

Study and practice in literary journalism. Students may select a specialty and may work in writing or in writing and photography together.

**Prerequisite:** JOU 3101.**JOU 4304 Science Journalism 3 Credits****Grading Scheme:** Letter Grade

This seminar-style course introduces the art and craft of producing well-written, engaging science news and feature stories for print, online and broadcast media. Students learn how to find science story ideas, interview sources, simplify complex concepts, sharpen their science storytelling skills, write publication-ready stories and pitch to editors.

**Prerequisite:** JOU 3101 or permission of instructor.**JOU 4308 Magazine and Feature Writing 3 Credits****Grading Scheme:** Letter Grade

Preparation of features and articles for publication in newspapers and magazines coordinated with study of magazine editing problems. Supervised marketing of pieces produced.

**Prerequisite:** JOU 3101.**JOU 4311 Narrative Nonfiction Writing 3 Credits****Grading Scheme:** Letter Grade

Advanced writing course in which students create article ideas, research and write magazine-length nonfiction articles and submit them for publication.

**Prerequisite:** JOU 4308 with minimum grade of B and instructor permission.

**JOU 4313C Sports Reporting 3 Credits****Grading Scheme:** Letter Grade

Instruction and practice in reporting sports with special emphasis on game coverage and interviewing techniques. Includes features, sidebars, advances and press conference coverage. Opportunities for publication of stories.

**Prerequisite:** JOU 3101.**JOU 4314 Environmental Journalism 3 Credits****Grading Scheme:** Letter Grade

Introduces the most accurate, credible, and timeliest information on environmental science and related issues; discerning uncompromised expert sources, using human narratives, and descriptive storytelling to relate real world impact, and tapping the databases, records, and other tools used by environmental reporters.

**Prerequisite:** JOU 3101 or instructor permission.**JOU 4364 Advanced Web Apps for Communicators 3 Credits****Grading Scheme:** Letter Grade

Add server-side (back-end) web skills to already developed client-side (front-end) web skills to develop web apps that include a server-side component to support presentations of stories/data for media. Also covers web scraping to enable journalists to gather open data.

**Prerequisite:** JOU 3363.**JOU 4447C Applied Magazines 3 Credits****Grading Scheme:** Letter Grade

Provides experience in editing and publishing a magazine.

**Prerequisite:** JOU 4308 with minimum grade of C.**JOU 4510 Magazine Management and Publication 3 Credits****Grading Scheme:** Letter Grade

Provides knowledge and training in magazine writing, editing, design, production and administration for magazine sequence majors. Stresses organization, concept, audience, budget, printing, advertising, circulation and promotion of magazines.

**Prerequisite:** JOU 4201 and JOU 3213 and JOU 4308.**JOU 4603 Specialized Journalistic Photography 3 Credits****Grading Scheme:** Letter Grade

Journalistic still photography emphasizing technical proficiency. Specialized techniques and equipment stressed. Emphasizes color portraiture, studio products, lighting, flash and related skills. Assignments prepared using digital scanning. Students furnish some 35mm equipment and most supplies.

**Prerequisite:** JOU 3601 with minimum grade of C or instructor permission.**JOU 4604 Advanced Photographic Journalism 1 3 Credits****Grading Scheme:** Letter Grade

Primary concern is portfolio-quality single story-telling pictures and multiple picture packages, including picture stories. Introduces computer page layout. Deadline pressure emphasized; overview of picture editor duties; trends; social implications; portfolio preparation. Assignments involve computer programs. Students furnish supplies, most 35mm camera equipment and flash.

**Prerequisite:** JOU 3601.**JOU 4605 Advanced Photographic Journalism 2 3 Credits****Grading Scheme:** Letter Grade

Continues JOU 4604 with emphasis on the picture story, layouts and the study of historical figures in photojournalism. Pays particular attention to magazines, color and new developments in the profession. Duties of the picture editor covered in-depth. Prior knowledge of computer scanning and layout programs expected. Portfolio preparation concluded. Terminal course in the sequence. Students furnish supplies and most equipment.

**Prerequisite:** JOU 4603 and JOU 4604.**JOU 4700 Problems and Ethics of Journalism in Society 3 Credits****Grading Scheme:** Letter Grade

Reading, analysis, and planning in current and projected issues in journalism, both in their professional and societal aspects.

**Prerequisite:** Journalism and Communications major with senior standing.**JOU 4905 Individual Problems in Journalism 1-3 Credits****Grading Scheme:** Letter Grade

Students and the instructor concerned choose a problem or project which gives the student actual experience in his or her major field.

**Prerequisite:** at least 10 credits of journalism in the upper division and department permission.**JOU 4910 Journalism Undergrad Research 0-3 Credits****Grading Scheme:** S/U

Provides firsthand, supervised research. Projects may involve inquiry, design, investigation, scholarship, discovery, or application, depending on the topic. (S/U)

**Prerequisite:** JOU 3109C with grade of C or better.**JOU 4930 Special Study in Journalism 1-3 Credits****Grading Scheme:** Letter Grade

Variable content provides opportunity for study in academic areas of journalism, such as the literature of journalism and other fields within the province of the college.

**Prerequisite:** instructor permission.**JOU 4940 Journalism Internship 1-3 Credits****Grading Scheme:** S/U

Student and instructor select an appropriate work area related to the field of journalism for on-the-job training. Student works a minimum of 100 hours on the job for every credit to be received. Progress reports and summary required. (S-U)

**Prerequisite:** minimum 3.0 GPA and completion of specialized courses in journalism appropriate to the internship. Must have department approval to receive credit.**JOU 4950 Applied Journalism 3 Credits****Grading Scheme:** Letter Grade

By assuming the role of a professional journalist, prepare for professional-caliber reporting, writing, and production of multimedia storytelling suitable for publication in various traditional/digital outlets. Classes are conducted through a series of seminars and heavily coached group projects.

**Prerequisite:** Senior College of Journalism and Communications student and JOU 3346L.

**JOU 4951 Noticias 1-3 Credits****Grading Scheme:** Letter Grade

Focuses on Spanish-language news production; take on roles for WUFT's Noticias, including writer, reporter, sports reporter/anchor, co-anchor/ executive producer, producer, associate producer, writer, reporter, sports reporter/anchor, and co-anchor, entertainment reporter/anchor, camera operators, and teleprompter.

**Prerequisite:** JOU 3109C or JOU 310 and completion of Spanish language writing proficiency test administered by the instructor.

**MMC 1009 Introduction to Media and Communications 1 Credit****Grading Scheme:** Letter Grade

Introduces the tools, resources and academic and extra-curricular activities offered by the College of Journalism and Communications. Includes lessons on the history and organization of the college and academic and career preparation.

**Prerequisite:** 1JM or exploratory major, 2JM, or 3JM classification, or instructor approval.

**MMC 2121 Writing Fundamentals for Communicators 3 Credits****Grading Scheme:** Letter Grade

One-third of the course is to ensure students have sufficient skill in grammar and punctuation to write with clarity. In two-thirds of the course, students put principles of good writing into practice with short writing assignments that have real-world applications.

**MMC 2450 Data Literacy for Communicators 1 Credit****Grading Scheme:** Letter Grade

Numeracy which enables data literacy; to use, evaluate, and communicate numbers in situations commonly faced in advertising, journalism, public relations, and telecommunications.

**MMC 2604 Media, Cultures, and Identity 3 Credits****Grading Scheme:** Letter Grade

Examines the role of media in facilitating, challenging, and enabling power dynamics as well as shaping identity in the United States and globally. Looks at various media forms and constructions of race, gender, sexuality, class, religion, and ability. Analyses the relationship between media, identity and power, as well as individual role as a media consumer.

**MMC 2613 Journalism, Justice & Civic Change 3 Credits****Grading Scheme:** Letter Grade

Covers intersection between news media and state/local government. Students will analyze how media interacts with societal power structures in ways that influence social and racial justice. Through analysis of investigative journalism and theories like agenda-setting and framing, students will learn how to use information to become more effective civic participants.

**MMC 3030 Personal Branding for Communicators 1 Credit****Grading Scheme:** Letter Grade

Professional development course that stresses how to communicate and connect as professionals. Emphasizes mastery of writing, speaking, presentation and employment-seeking skills, working with media, handling media interviews and using social media to establish a professional identity.

**Prerequisite:** Journalism and Communications major of junior standing or higher.

**MMC 3203 Ethics and Problems in Mass Communications 3 Credits****Grading Scheme:** Letter Grade

A cross-disciplinary introduction to ethics-relevant situations faced by media professionals. Topics include professional standards of conduct, audience representation and engagement and issues associated with the production, presentation and delivery of messages that reflect the best interests of audiences, clients and stakeholders.

**Prerequisite:** Journalism and Communications major of sophomore standing or higher and (ADV 3008 or MMC 1009 or MMC 2604 or PUR 3000 or RTV 3001 with minimum grade of C).

**MMC 3254 Media Entrepreneurship 1 Credit****Grading Scheme:** Letter Grade

Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Work in teams to develop new digital media businesses. Develop and pitch ideas, explore market analysis, develop business and financial plans, and study social media strategies.

**Prerequisite:** sophomore standing or higher.

**MMC 3420 Consumer and Audience Analytics 3 Credits****Grading Scheme:** Letter Grade

Provides practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing, and public relations.

**Prerequisite:** junior standing or higher.

**MMC 3702 Rock 'N Roll and American Society Part 1 3 Credits****Grading Scheme:** Letter Grade

Studies the role of popular music in American culture. Not a music course but a look at the effects of recorded sound on popular culture. Part 1 emphasizes rock 'n roll and its impact from 1954-1970. Part 2 covers 1970 to the present.

**Prerequisite:** sophomore standing or higher.

**MMC 3703 Sports Media and Society 3 Credits****Grading Scheme:** Letter Grade

Relationships between sports, athletes, media, and audience. Includes the evolution of sports media from the early sportswriters to the day when athletes control their own messages via Twitter. Covers the various mediums (newspapers, magazines, books, radio, TV, online, forums, blogs, and social media) in terms of their history, function, and impact.

**Prerequisite:** sophomore standing or higher.

**MMC 3742 Rock 'N Roll and American Society Part 2 3 Credits****Grading Scheme:** Letter Grade

Studies the role of popular music in American culture. It is not a music course but a look at the effects of recorded sound on popular culture. Part 1 emphasizes rock 'n roll and its impact from 1954-1970. Part 2 covers 1970 to 1990.

**Prerequisite:** Sophomore standing or higher.

**MMC 4200 Law of Mass Communication 3 Credits****Grading Scheme:** Letter Grade

Understanding the law, which guarantees and protects the privileges and defines the responsibilities of the mass media. Includes problems of constitutional law, libel, privacy, and governmental regulations.

**Prerequisite:** junior standing or higher.

**MMC 4341L Advanced Online Media Production 3 Credits****Grading Scheme:** Letter Grade

Advanced skills in appropriate technologies for producing online journalism. Sophisticated design of navigation interfaces for online information; screen/page design and site structure planning; web video, audio, photos and animation; web forms and databases. Emphasizes professional techniques and standards. Several software packages used; students must be able to take initiative in learning. Students complete a final portfolio project.

**Prerequisite:** JOU 3601 and MMC 3260.**PGY 3610 Survey of Photojournalism 2 Credits****Grading Scheme:** Letter Grade

Not open to photojournalism majors. Introduces still photography; selection and use of photographs in the print media; legal, historical, stylistic, ethical and technical aspects. Picture-taking minimal compared to JOU 3601. Shared cameras provided.

**Prerequisite:** Journalism and Communications major of junior standing or higher.**RTV 3106 Writing and Reporting for Interactive Media 3 Credits****Grading Scheme:** Letter Grade

Planning and executing news and online news projects. Course lecture, readings and discussion focus on locating, evaluating and tracking Internet sources, construction of multilinear news content and the integration of Internet technology into the news process.

**Prerequisite:** (RTV 2100 or MMC 2100) and RTV 3303.**RTV 3303 Audio News and Reporting 3 Credits****Grading Scheme:** Letter Grade

Basic writing, reporting and production of radio news stories and newscasts. Students must purchase approved recorder for class.

**Prerequisite:** JOU 3101 with a minimum grade of C and department permission.**RTV 3304 Advanced Audio Storytelling 3 Credits****Grading Scheme:** Letter Grade

Advanced reporting, writing, and production of radio news stories and newscasts against deadlines. Requires radio news laboratory.

**Prerequisite:** RTV 3303 with minimum grade of C and JOU 3101.**RTV 3305 In-Depth Broadcast Reporting 3 Credits****Grading Scheme:** Letter Grade

Principles of investigative reporting as applied to television and radio news.

**Prerequisite:** RTV 3303 or RTV 4301 with a minimum grade of C.**RTV 3601 Broadcast Performance 3 Credits****Grading Scheme:** Letter Grade

Development of basic radio and television announcing skills.

**RTV 3632 Broadcast News Producing 3 Credits****Grading Scheme:** Letter Grade

Producing news content for television. Includes instruction in ap-enps software, field producing techniques and production of long-form programs, with considerable emphasis on the role of the producer as gatekeeper and newsroom manager.

**Prerequisite:** JOU 3101 with a minimum grade of C and department permission.**RTV 4301 TV News Reporting 3 Credits****Grading Scheme:** Letter Grade

Basic writing, reporting and production of television news stories and newscasts. Students must purchase two approved video cassettes for class.

**Prerequisite:** JOU 3101 with a minimum grade of C and department permission.**RTV 4594 Advanced Reporting for Interactive Media 3 Credits****Grading Scheme:** Letter Grade

Teaches the advanced skills necessary to produce online journalism content utilizing video, audio, photo essays, and interactive graphics. Receive practical experience working in the college's converged newsroom.

**Prerequisite:** RTV 3106 with minimum grade of C and JOU 3101.**RTV 4681 Advanced TV News Reporting 3 Credits****Grading Scheme:** Letter Grade

News reporting, videography, writing and editing for television newscasts on deadline. One day-long lab in television newsroom required and purchase of additional approved video cassettes may also be required.

**Prerequisite:** RTV 4301 with minimum grade of C and JOU 3101.**RTV 4684 Advanced Broadcast News Producing 3 Credits****Grading Scheme:** Letter Grade

Supervised assignment as line or field producer for radio, TV, or online news program or series. Requires eight hours per week in newsroom.

**Prerequisite:** RTV 3632, RTV 3401 with minimum grades of C and JOU 3101.**VIC 3001 Sight, Sound and Motion 4 Credits****Grading Scheme:** Letter Grade

Visual literacy is a prerequisite for success in most areas of mass communication. Teaches fundamentals of design across print, web, and multimedia platforms. Also emphasizes how visual forms convey messages to readers.

**Prerequisite:** sophomore standing.