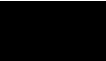




# JOURNALISM MAJOR: Print Concentration

*We embrace these values . . . .*

*. . . .and we emphasize these competencies*

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of thinking	4 History and roles of media	5 Diversity of students, audiences and media	6 Write/edit clearly and accurately	7 Use the tools of technology	8 Apply image and information theories	9 Research and critical evaluation	10 Under- stand data and statistics	11 Think creatively and analy- tically
C&J 171 Writing for the Media	Dark	Dark	Dark	Light	Dark	Dark	Mid	Mid	Mid	Light	Dark
C&J 268 Media Theories	Mid	Dark	Mid	Dark	Dark	Mid	Light	Dark	Dark	Mid	Dark
C&J 269 Multimedia & Visual Communication	Mid	Dark	Dark	Mid	Dark	Mid	Dark	Dark	Dark	Mid	Dark
C&J 465 Mass Communication Ethics	Dark	Dark	Dark	Dark	Dark	Mid	Light	Dark	Dark	Light	Dark
C&J 468 Media Law	Dark	Dark	Dark	Mid	Mid	Light	Light	Mid	Mid	Light	Dark
C&J 271 Writing for Print Journalism	Dark	Dark	Dark	Mid	Dark	Dark	Mid	Light	Mid	Light	Dark
C&J 372 Copy Editing and Makeup	Dark	Mid	Mid	Mid	Mid	Dark	Mid	Dark	Dark	Mid	Dark
C&J 375 Intermediate Reporting	Dark	Dark	Dark	Mid	Mid	Dark	Mid	Light	Dark	Dark	Mid
C&J 475 Advanced Reporting	Dark	Dark	Mid	Mid	Dark	Dark	Dark	Mid	Mid	Mid	Dark




-  Darker rectangles indicate the primary objectives of a course. For example, C&J 171 emphasizes Excellence Standard 1: Truth, accuracy and fairness; Standard 6: Write clearly and accurately; and Standard 11: Think creatively and analytically.
-  Mid-gray rectangles indicate supplemental content areas of a course. For example, again for C&J 171: Mass Media Ethics has as its secondary objectives Excellence Standards 2, 3, 4, 5, 7, 8 and 9.
-  Light rectangles indicate that although a standard is not primary or even secondary, it still permeates a course to some degree.

# JOURNALISM MAJOR: Broadcast Concentration

*We embrace these values . . . .*

*. . . .and we emphasize these competencies*

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of thinking	4 History and roles of media	5 Diversity of students, audiences and media	6 Write/edit clearly and accurately	7 Use the tools of technology	8 Apply image and information theories	9 Research and critical evaluation	10 Under- stand data and statistics	11 Think creatively and analy- tically
C&J 171 Writing for the Media	Dark	Dark	Dark	Light	Dark	Dark	Mid-Gray	Mid-Gray	Mid-Gray	Light	Dark
C&J 268 Media Theories	Mid-Gray	Dark	Mid-Gray	Dark	Dark	Mid-Gray	Light	Dark	Dark	Mid-Gray	Dark
C&J 269 Multimedia & Visual Communication	Mid-Gray	Dark	Dark	Mid-Gray	Dark	Mid-Gray	Dark	Dark	Dark	Mid-Gray	Dark
C&J 465 Mass Communication Ethics	Dark	Dark	Dark	Dark	Dark	Mid-Gray	Light	Dark	Dark	Light	Dark
C&J 468 Media Law	Dark	Dark	Dark	Mid-Gray	Mid-Gray	Light	Light	Mid-Gray	Mid-Gray	Light	Dark
C&J 267 Writing for Broadcast Journalism	Dark	Dark	Mid-Gray	Mid-Gray	Dark	Dark	Dark	Mid-Gray	Mid-Gray	Light	Dark
C&J 360 Broadcast News I	Dark	Light	Dark	Light	Dark	Dark	Dark	Dark	Mid-Gray	Light	Dark
C&J 362 Station Operations	Mid-Gray	Dark	Dark	Dark	Dark	Mid-Gray	Light	Mid-Gray	Dark	Dark	Mid-Gray
C&J 460 Broadcast News II	Dark	Light	Dark	Light	Dark	Dark	Dark	Dark	Mid-Gray	Mid-Gray	Dark

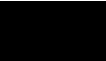


-  Darker rectangles indicate the primary objectives of a course. For example, C&J 171 emphasizes Excellence Standard 1: Truth, accuracy and fairness; Standard 6: Write clearly and accurately; and Standard 11: Think creatively and analytically.
-  Mid-gray rectangles indicate supplemental content areas of a course. For example, again for C&J 171: Mass Media Ethics, has as its secondary objectives Excellence Standards 2, 3, 4, 5, 7, 8 and 9.
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# MASS COMMUNICATION MAJOR: Public Relations Concentration

*We embrace these values . . . .*

*. . . .and we emphasize these competencies*

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of thinking	4 History and roles of media	5 Diversity of students, audiences and media	6 Write/edit clearly and accurately	7 Use the tools of technology	8 Apply image and information theories	9 Research and critical evaluation	10 Under- stand data and statistics	11 Think creatively and analy- tically
C&J 110 Introduction to Mass Communication	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
C&J 171 Writing for the Media	Dark	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
C&J 269 Multimedia & Visual Communication	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
C&J 327 Persuasive Communication	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
C&J 465 Mass Communication Ethics	Dark	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
C&J 385 Introduction to Public Relations	Dark	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
C&J 386 Writing for Public Relations	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
C&J 485 Case Studies in Public Relations	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
C&J 489 Public Relations Campaigns	Dark	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light

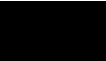


-  Darker rectangles indicate the primary objectives of a course. For example, C&J 171 emphasizes Excellence Standard 1: Truth, accuracy and fairness; Standard 6: Write clearly and accurately; and Standard 11: Think creatively and analytically.
-  Mid-gray rectangles indicate supplemental content areas of a course. For example, again for C&J 171: Mass Media Ethics, has as its secondary objectives Excellence Standards 2, 3, 4, 5, 7, 8 and 9.
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# MASS COMMUNICATION MAJOR: Advertising Concentration

*We embrace these values . . . .*

*. . . .and we emphasize these competencies*

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of thinking	4 History and roles of media	5 Diversity of students, audiences and media	6 Write/edit clearly and accurately	7 Use the tools of technology	8 Apply image and information theories	9 Research and critical evaluation	10 Under- stand data and statistics	11 Think creatively and analy- tically
C&J 110 Introduction to Mass Communication	Light	Light	Light	Light	Light	Light	Light	Light	Dark	Light	Light
C&J 171 Writing for the Media	Dark	Light	Light	Light	Light	Dark	Light	Light	Light	Light	Dark
C&J 269 Multimedia & Visual Communication	Light	Light	Light	Light	Light	Light	Dark	Dark	Light	Light	Light
C&J 327 Persuasive Communication	Light	Light	Dark	Light	Light	Light	Light	Dark	Dark	Light	Light
C&J 465 Mass Communication Ethics	Dark	Dark	Dark	Dark	Dark	Light	Light	Dark	Dark	Light	Dark
C&J 380 Introduction to Advertising	Light	Dark	Dark	Dark	Dark	Dark	Light	Light	Light	Light	Dark
C&J 381 Advertising Media Planning	Light	Light	Light	Light	Light	Light	Dark	Dark	Dark	Light	Dark
C&J 384 Advertising Creative	Dark	Light	Dark	Light	Light	Dark	Dark	Dark	Light	Light	Dark
C&J 482 Advertising Campaigns	Dark	Dark	Light	Light	Light	Dark	Dark	Dark	Dark	Dark	Dark




-  Darker rectangles indicate the primary objectives of a course. For example, C&J 171 emphasizes Excellence Standard 1: Truth, accuracy and fairness; Standard 6: Write clearly and accurately; and Standard 11: Think creatively and analytically.
-  Mid-gray rectangles indicate supplemental content areas of a course. For example, again for C&J 171: Mass Media Ethics, has as its secondary objectives Excellence Standards 2, 3, 4, 5, 7, 8 and 9.
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# JOURNALISM & MASS COMMUNICATION MAJORS: Electives Courses

*We embrace these values . . . .*

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	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of thinking	4 History and roles of media	5 Diversity of students, audiences and media	6 Write/edit clearly and accurately	7 Use the tools of technology	8 Apply image and information theories	9 Research and critical evaluation	10 Under- stand data and statistics	11 Think creatively and analytically
C&J 261 News Photography/Lab											
C&J 262 Radio/Television Performance											
C&J 361 Photojournalism II											
C&J 365 History of the Media											
C&J 371 Persuasive Writing											
C&J 373 Magazine Writing											
C&J 374 Desktop Publishing											
C&J 376 Media Management											
C&J 461 Media Criticism											
C&J 464 News Documentaries											
C&J 467 Mass Comm: International Perspectives											
C&J 469 Multiculturalism, Gender and Media											
C&J 479 Electronic Publishing											

-  Darker rectangles indicate the primary objectives of a course. For example, C&J 171 emphasizes Excellence Standard 1: Truth, accuracy and fairness; Standard 6: Write clearly and accurately; and Standard 11: Think creatively and analytically.
-  Mid-gray rectangles indicate supplemental content areas of a course. For example, again for C&J 171: Mass Media Ethics, has as its secondary objectives Excellence Standards 2, 3, 4, 5, 7, 8 and 9.
-  Light rectangles indicate that although a standard is not primary or even secondary, it still permeates a course to some degree.