Journalism and Communication

The Department of Journalism and Communication offers two majors: one in Journalism and another in Journalism and Science and Environmental Writing. It also offers a minor in Mass Communication. Journalism is crucial to the public life of a democracy. At its best, journalism serves as a watchdog to government, offers a voice for the powerless at home and abroad, entertains and instructs the public, represents the views of varied constituencies, monitors and protects the environment and public resources, and provides a common memory for a people.

The purpose of the journalism program is to provide students with the knowledge and skills to fulfill such roles. The program emphasizes research, writing, editing, and critical thinking and analysis. Students integrate online technology with legal and ethical thinking and a global perspective that will prepare them for numerous opportunities in and out of journalism.

In the journalism major, students take courses in writing, editing, visual communication, law and ethics, a professional internship and varied courses in the relationship of the media with society.

A second major available to students is the science and environmental writing program. Students learn to write about pure and applied scientific research, technology, engineering, the environment and medicine and health for a variety of audiences ranging from the general public to scientists and engineers in industry and government. Students can also gain experience in the science and environmental writing field research program. A minor in science and environmental writing is available that may be valuable for students with majors in science or engineering.

An interdisciplinary minor in mass communication is also offered for students in the College of Arts & Sciences to complement their liberal arts education.

Career opportunities are numerous for graduates of the department. Students find work in traditional journalism organizations, such as newspapers, wire services, magazines, cable, television and radio stations, and other media outlets. Students find work too in new media, such as web sites and other digital production activities.

Students also find work in public relations positions, with responsibilities in government, corporations, hospitals, health care organizations, universities, sports information, nonprofit agencies and other groups.

A background in journalism, with its emphasis on research and writing, also proves to be excellent preparation for many other fields and provides a fine basis for the study and practice of law, graduate study in a variety of disciplines, government service, teaching and business management.

Students in science and environmental writing can expect to pursue careers in science, health and environmental journalism in both the traditional and online media; public relations for scientific societies, environmental organizations, government agencies, universities or hospitals; technical writing for industry and government agencies, and other areas, such as management, administration and teaching. The program also prepares students for graduate study in science or environmental writing, journalism and other disciplines.

The interdisciplinary minor in mass communication will be useful to Arts & Sciences students interested in organizational and written communication, law, business, philosophy, government, teaching, telecommunication or other careers where understanding of communication is important.

Students are also eligible for scholarships and awards. Incoming high school seniors can apply for the Rodale Scholar award, which provides a scholarship along with opportunities at Rodale, Inc., the global publisher of magazines, books and multimedia. Lehigh Journalism students compete for an array of prestigious writing prizes that include the William Prizes in Journalism, the Kachel Awards in Writing, the Cagan Award for reporting, the Strassberg Award for research, and the Jesse Siegel Writing Award.
## MASS COMMUNICATION MINOR

### Purpose

The Mass Communication Minor focuses on how information is disseminated and the effect on the shaping of societies. As traditional forms of mass communication change and new forms arise, it is more important than ever to understand the interplay of the media and society. In this minor, students will learn to evaluate and interpret mass media messages so that they can understand and participate in the public opinion environments for public relations; development of public opinion; and persuasive communication messages and campaigns. Because the minor draws on the same courses, it is not open to majors in Journalism or Journalism/Science and Environmental Writing.

### Requirements

Four 3- or 4-credit COMM or JOUR classes, with one at or above the 200 level. NOTE: Students must consult an adviser in choosing the elective courses as not all courses with JOUR or COMM designations can be used.

### Total 15-16 credits

### PREREQUISITES FOR JOURNALISM COURSES

NOTE: Journalism and Communication courses build on one another. Some courses thus require prerequisites before students can register for the class. Check the course schedule each semester.

### MEDIA INTERNSHIPS

All majors in journalism and journalism/science and environmental writing take professional internships during their senior year or the preceding summer. The internships provide real-world experience with newspapers, magazines, cable, television or radio stations, web sites or in public relations settings. Science writing minors may take an internship instead of working on The Brown and White.

### Available to science, environmental and technical writing students at the junior or senior level, this program provides practical experience in scientific research and science writing for students who work on and write about research projects directed by university scientists and engineers. Another segment of the program allows students to attend major scientific meetings as fully accredited science reporters. Students observe professional science writers in action and write their own stories about the scientific sessions and press conferences held at the meetings.
COMM 248 (GS 248) Global Communication 4 Credits
This class uses historical and cultural perspectives to study how globalization shapes and is shaped by communication and media structures and processes, with emphasis on journalism, the media industries and popular culture. Topics include: global media industries and media flow, entertainment, media hybridity, development communication and alternative media.
Attribute/Distribution: SS

COMM 276 (AAS 276) Media and Race 4 Credits
Considers the role of print, broadcast and new media representations upon social reality. Focuses upon making the connections between information and entertainment media that perpetuate stereotypes and how such stereotypes create dominant, contemporary understandings of various groups. This course is writing intensive.
Attribute/Distribution: SS

COMM 277 (AAS 277) Race Representations & News Media 4 Credits
This course examines the representation of racial and ethnic minorities in American media and media outlets globally. It begins with a comparative analysis of majority/minority representations. It further analyzes the impact of such portrayals upon public opinion, public policy, and interpersonal life within the U.S. and aboard. Class discussions and assignments will address the role of print, broadcast and online media in shaping the contemporary dominant understandings of various racial groups in a globalized world and social constructions of reality.
Attribute/Distribution: SS

COMM 300 Apprentice Teaching 1-4 Credits

COMM 325 Special Topics In Communication 1-4 Credits
Attribute/Distribution: SS

COMM 327 Mass Communication and Society 4 Credits
A review of theories and research on the relationship of mass communication to social processes. Intensive analysis of selected media products (e.g., TV news, dramas, and sitcoms; films; print; music videos, etc.).
Prerequisites: SOC 001 or ANTH 001
Attribute/Distribution: SS

COMM 331 Business and Professional Speaking 4 Credits
The principals of oral communication as applied to business and professional situations. Professional presentations, small group interaction and interpersonal communication in the business setting.
Attribute/Distribution: ND

COMM 375 (AAS 375) Global Media and Culture 4 Credits
Cultural Studies investigates dominant understandings; issues of identity and experience; and society. A Cultural Studies approach to understanding representations of difference in global media. Focus will center upon the role of media in shaping the contemporary dominant understandings of various groups in a globalized world; introductions to philosophies and theories that function as fundamental texts on the relationship between media, social life and human behavior; and the ways in which media socially construct a new, globalized reality.
Attribute/Distribution: ND

COMM 376 (AAS 376, WGSS 376) New Media, Race and Gender 4 Credits
This class explores the relationship among race, gender and new media. It examines depictions of racial minorities and women online; how users access and use new media across race and gender (including a look at the digital divide); and differences in use of social media websites across race and gender. The goal is for students to understand how existing racial and gender categorizations are/are not transmitted to the online community and do/do not become extensions of present social hierarchy.
Attribute/Distribution: SS
JOUR 008 Brown and White 1 Credit
Enrollment constitutes continued membership on the staff of the sem盆地 weekly undergraduate newspaper. These courses are taken consecutively after a student has completed JOUR 001. For a second semester on the newspaper, a student registers for JOUR 002. For a third semester, JOUR 003. For a fourth semester, JOUR 004. And so on.
Prerequisites: JOUR 007
Attribute/Distribution: ND

JOUR 009 Brown and White Photography 1 Credit
Enrollment constitutes membership on the photography staff of the sem盆地 weekly undergraduate newspaper. Students should have basic camera skills and knowledge of digital photography. Classes will include review of these subjects and more advanced techniques in digital darkroom techniques. Members of the class work on a series of assignments for the newspaper. Students should have their own digital SLR camera equipment and will be expected to provide examples of their work for admission to the class.
Repeat Status: Course may be repeated.
Attribute/Distribution: ND

JOUR 010 Brown and White 1-2 Credits
Enrollment constitutes an editorial position on the staff of the sem盆地 weekly undergraduate newspaper. Editors are chosen by the instructors and the newspaper's editorial board. Consent of department required.
Repeat Status: Course may be repeated.
Prerequisites: JOUR 001
Attribute/Distribution: ND

JOUR 012 Brown and White Videography 1 Credit
Enrollment constitutes membership on the videography staff of the student newspaper. Students should have basic camcorder skills and knowledge of editing video. Members of the class use the newspaper's video equipment and work on assignments for the newspaper's Web site. First-time students should provide examples of their work for admission to the class. Does not count in department's majors or minors.
Repeat Status: Course may be repeated.
Attribute/Distribution: ND

JOUR 021 Writing for the Media 4 Credits
Practice gathering, writing and editing news; definition and components of news; structure and style; interviewing. Study and practice in use of social media and blogs by journalists as a way to gather and publish information. Requires freshman or sophomore standing.
Attribute/Distribution: ND

JOUR 023 Editing 4 Credits
Students will strengthen news judgment, critical thinking and writing through careful editing of articles for accuracy, fairness and clarity, including use of proper spelling, grammar, usage and style. Practice in writing headlines for print and the Web, including search engine optimization and multimedia presentation of content.
Prerequisites: JOUR 021 or JOUR 123
Attribute/Distribution: SS

JOUR 024 Visual Communication 4 Credits
Study of and practice in techniques of multimedia storytelling including photography, data visualization, print layout, and video-shooting and editing skills. This course combines principles of visual communication with hands-on work to help improve your visual literacy and multimedia skills and develop a professional digital portfolio. Prerequisite: Jour 21 or Jour 123.
Prerequisites: JOUR 021 or JOUR 123
Attribute/Distribution: SS

JOUR 101 Media, Sports and Society 4 Credits
Analysis of social, political and economic implications of media sports coverage; emphasis placed on media coverage of events of international scope, such as the World Cup, World Series and the Olympics; special attention paid to the role of the sports press in coverage of issues such as AIDS, racism, sexism, drug use and terrorism.
Attribute/Distribution: SS

JOUR 111 Sportswriting 3 Credits
Principles and practice of writing about sports for general print and specialized publications; emphasis placed on instruction in reporting, writing and editing; topics covered include the history of sports journalism; recent trends in the field; ethical considerations, and the exploration of social and political issues through sportswriting.
Attribute/Distribution: ND

JOUR 114 Technical Communication 3-4 Credits
This online course covers basic tools needed to write about all kinds of science and technical information for academic papers, term papers, proposals, reports, theses and dissertations. Involves practice with feedback on definitions, descriptions, cause and effect relationships, process writing, concept maps, graphics, classification, comparison and more.
Attribute/Distribution: ND

JOUR 115 (ES 115) Communicating about the Environment 4 Credits
Introduction to the need for and ways to communicate about environmental issues to laypersons, government officials, journalists, members of the judiciary and technical experts. Explores case studies of good and bad communication about environmental issues. Internet communication, including the efficacy of placing governmental reports and databases on the Web for public consumption, will be evaluated.
Attribute/Distribution: SS

JOUR 117 (ES 117, HMS 117) Environmental Health Risks and the Media 4 Credits
This course explores the risks and effects of environmental contamination on human health and behavior as well as the role of the mass media in alerting citizens to potential environmental health risks. Environmental topics vary but usually include air and water pollution, endocrine disrupters and radioactive waste.
Attribute/Distribution: SS

JOUR 122 Media Ethics and Law 4 Credits
First Amendment theory and history; ethical and legal issues involving libel, privacy, obscenity, news gathering, access, and fair trials; national and international concerns over censorship, prior restraint and manipulation and control of information.
Attribute/Distribution: SS

JOUR 123 Basic Science and Technical Writing 4 Credits
Study of and practice in writing about scientific and technical subjects for audiences ranging from the general public to scientists and engineers. Starts with basic science writing for lay audiences, emphasizing organization and clear writing techniques. As the course progresses, material becomes more technical, concentrating on how to write effective technical reports, descriptions, papers and memoranda. Also explores problems of conveying highly complex technical information to multiple audiences, factors that influence science communication to the public, and interactions between scientists and journalists.
Attribute/Distribution: SS

JOUR 124 (STS 124) Politics of Science 4 Credits
Analysis of the multidimensional interaction between the federal government and the scientific community. Explores historical growth of the sciencegovernment connection, the scientific establishment both past and present, and the role of scientific advice to the White House and Congress. Also examines scientific ethics, public attitudes toward science, sciencesociety interactions and case studies of scientific controversies.
Attribute/Distribution: SS

JOUR 125 (ES 125) Environment, the Public and the Mass Media 4 Credits
Extensive exploration of local, national and international environmental problems and their social, political and economic impacts. Analysis of mass media coverage of complex environmental issues and the media's effects on public opinion and government environmental policies. Examination of environmental journalism principles and practices in the United States and around the world.
Attribute/Distribution: SS
JOUR 135 (COMM 135, SOC 135) Human Communication 4 Credits
Processes and functions of human communication in relationships and groups.
Attribute/Distribution: SS

JOUR 141 Photojournalism 4 Credits
Ethics and history of photojournalism; instruction and practice in basic camera techniques; scanning and digital manipulation of black and white and color photographs using Adobe Photoshop; cropping and sizing photographs and production of layouts using Quark Express.
Attribute/Distribution: ND

JOUR 166 Beyond Google – Internet Research: Principles and Practice 4 Credits
Students often turn first to the Internet for research. Yet they often are unaware of the promise and pitfalls of Internet research. This course has three objectives: 1) Students will learn methods of identifying and locating resources on the Internet, including resources not reached by traditional search engines; 2) Students will be introduced to steps for the assessment and evaluation of information gathered from the Internet; 3) Students will explore issues of access, privacy and other legal and ethical questions that arise in Internet research.
Attribute/Distribution: SS

JOUR 211 Reporting 4 Credits
Principles and practice of news reporting; techniques for gathering, organizing and writing news. Emphasis on interviewing, research, and clear, concise writing. Students develop and write numerous stories to gain understanding of fundamental reporting concepts, including use of sources, accuracy, fairness and.
Prerequisites: (JOUR 023 or JOUR 123) and JOUR 024
Attribute/Distribution: SS

JOUR 212 Feature Writing 4 Credits
Conceiving and developing feature stories for newspapers and magazines and websites; interviewing techniques; study of and practice in writing non-fiction using the techniques of the novelist.
Prerequisites: (JOUR 023 or JOUR 123) and JOUR 024
Attribute/Distribution: ND

JOUR 216 First-Person Narrative Non-Fiction Writing 4 Credits
Based on the premise that each of us has a story worth telling, first-person narrative nonfiction writing is a time-tested genre that encompasses everything from the short personal essay to book-length memoir. This intensive writing course explores the art and craft of first-person narrative in a workshop setting with the intent of producing pieces ready for publication.
Prerequisites: JOUR 021 or JOUR 023 or JOUR 024
Attribute/Distribution: HU

JOUR 218 Freelance Writing 4 Credits
Practice in writing for magazines, newspapers and websites. Finding the right approach for a publication and writing in that publication’s style. Practice in analyzing content and audiences, and in writing. Learn research and interviewing skills and read works by well-known writers.
Prerequisites: (JOUR 023 or JOUR 123) and (JOUR 024)
Attribute/Distribution: ND

JOUR 230 Multimedia Storytelling 4 Credits
An introduction to storytelling across multimedia styles such as video, audio, photography, social media, and written word. stresses experiential learning with emphasis on complementary story packaging and publishing. Students do in-class assignments and team reporting on issues of concern to local residents. Prerequisites: JOUR 23, JOUR 24.
Prerequisites: JOUR 023 and JOUR 024
Attribute/Distribution: SS

JOUR 231 Science Writing Practicum 1-4 Credits
Onsite experience as accredited science reporter at major scientific meetings, or writing and research in university laboratories as part of science writing field research program. Must have junior standing. Consent of instructor required.
Repeat Status: Course may be repeated.
Prerequisites: JOUR 021 or JOUR 123 or JOUR 311
Attribute/Distribution: ND

JOUR 232 Journalism Practicum 1-4 Credits
Credit for supervised on- and off-campus work in journalism and communication. allows credit for internships attained by students who do not qualify for the senior-level journalism internship class. Must have completed eight hours of journalism credits or consent of instructor required.
Repeat Status: Course may be repeated.
Attribute/Distribution: ND

JOUR 242 Web Writing & Design 4 Credits
This course examines the ways in which writing and design are influenced by online technology. Students will learn principles and practice of hypertext, Web writing and Web design and will plan and create Web sites that tell stories using the unique features of online technology.
Prerequisites: JOUR 021 or JOUR 123
Attribute/Distribution: ND

JOUR 246 (GS 246) International Communication 4 Credits
The subject matter is crucial to understanding modern life: the role of international news media in world affairs. The class studies the social, political and economic contexts that frame the reporting of international events by U.S. news media, such as politics, war, disasters, and other crises, as well as U.S. reporting on international issues, such as poverty, disease, and environmental change. The course also surveys reporting practices in nations around the world, including the varying systems of journalism and mass media and the brutal censorship and repression facing many foreign journalists.
Attribute/Distribution: SS

JOUR 275 Writing for Media II 4 Credits
This course fulfills the college junior-level writing intensive requirement and is required by the majors of Journalism and Journalism/Science Writing. Building on Writing for the Media I, the class combines essential aspects of JOUR 211 Reporting, JOUR 212 Feature Writing and JOUR 218 Freelance Writing. Students will report and produce in-depth stories, to be published in The Brown and White, in paper and online, which will add substantially to their portfolios.
Prerequisites: JOUR 021 and JOUR 023 and JOUR 024
Attribute/Distribution: SS

JOUR 300 Apprentice Teaching 1-4 Credits
Repeat Status: Course may be repeated.

JOUR 311 Science and Technical Writing 3-4 Credits
Study of and practice in writing about scientific and technical issues for multiple audiences. Emphasis on developing effective writing and organizational skills and translating scientific information for a wide range of audiences. Similar in content to JOUR 123, but should be taken instead by upperclassmen (34 credits) and graduate students (34 credits). 4 credits for upperclassmen and 3 for graduate students.
Attribute/Distribution: SS

JOUR 312 Advanced Science Writing 3 Credits
Further practice, on individual basis, in science writing techniques.
Prerequisites: JOUR 123 or JOUR 311
Attribute/Distribution: SS

JOUR 313 Special Topics in Science Communication 1-4 Credits
Research or writing involving a topic, medium or issue in science, environmental or technical communication not covered in other courses. Must have completed eight hours in science or environmental writing or have consent of the instructor.
Attribute/Distribution: SS

JOUR 314 Technical Communication 3-4 Credits
This online course covers basic tools needed to write about all kinds of science and technical information for academic papers, term papers, proposals, reports, theses and dissertations. Includes practice with feedback on definitions, descriptions, cause and effect relationships, process writing, concept maps, graphics, classification, comparison and more. Taken by seniors for 4 credits and graduate students for 3 credits.
Attribute/Distribution: ND
JOUR 323 (ES 323, HMS 323, STS 323) Health and Environmental Controversies 4 Credits
Exploration of health and environmental controversies from the perspectives of scientific uncertainty and mass media coverage. Examines genetic engineering, biotechnology, environmental health risks and nanotechnology. Includes discussion of ethical and social responsibilities and interactions with the public.
Attribute/Distribution: SS

JOUR 325 Seminar in Journalism and Communication Issues 3-4 Credits
A seminar focusing on contemporary issues and problems facing the mass media. Topics vary. Taken by seniors for 4 credits and graduate students for 3 credits. Open to senior journalism or senior journalism/science writing majors or have consent of the instructor.
Attribute/Distribution: SS

JOUR 327 (SOC 327) Mass Communication and Society 4 Credits
A review of theories and research on the relationship of mass communication to social processes. Intensive analysis of selected media products.
Prerequisites: ANTH 001 or ANTH 011 or ANTH 012 or SOC 005 or SOC 021 or PSYC 021 or SOC 001
Attribute/Distribution: SS

JOUR 330 Critical Studies in Journalism 4 Credits
This course prepares students to be critical news consumers by giving them tools to understand how journalism works. Theoretical perspectives by and about journalists help students analyze news in historical, global, political, economic and social contexts.
Attribute/Distribution: SS

JOUR 334 Technical Writing for Engineers 3,4 Credits
This online course is for upper-class and graduate students who plan to work in engineering and environmental services. The course covers basic grammar, punctuation, style rules, organization and clarity issues that engineers face when writing reports and proposals, including executive summaries, introductions, site descriptions, project backgrounds and research findings. Must have junior status or have consent of the instructor.

JOUR 361 Internship 4 Credits
Professionally supervised work on newspapers, magazines, Web sites radio and television stations, or with public relations organizations. Some internships involve science writing. Must have senior standing and declared major in journalism or science writing.
Repeat Status: Course may be repeated.
Attribute/Distribution: ND

JOUR 366 Online Journalism 3-4 Credits
The course examines the social, cultural, political, legal and economic influence of online technology on journalism and the role of journalism in society. Emphasizing critical thinking and analysis, the course studies the ways in which digital technology has changed the way journalists research, write, edit and design. Taken by seniors for 4 credits and graduate students for 3 credits. Consent of department chair.
Prerequisites: (JOUR 021 or JOUR 123) and JOUR 122
Attribute/Distribution: ND

JOUR 389 College Scholar Project 1-8 Credits
Opportunity for college scholars to pursue an extended project. College wide course designation. Transcript will identify department in which project was completed. Consent of instructor required.
Repeat Status: Course may be repeated.
Attribute/Distribution: ND

JOUR 390 Honors Thesis 1-4 Credits
Directed undergraduate research thesis required of students who apply for and qualify for graduation with departmental honors.
Repeat Status: Course may be repeated.
Attribute/Distribution: ND

JOUR 391 Special Topics in Journalism and Communication 1-4 Credits
Directed research or writing involving a subject or issue in journalism not covered in other courses. Must have completed twelve hours in journalism or have consent of the instructor.
Repeat Status: Course may be repeated.
Attribute/Distribution: ND