

# JOURNALISM AND MEDIA STUDIES



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Undergraduate  
Student  
Handbook

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# BACHELOR OF ARTS IN JOURNALISM AND MEDIA STUDIES

## GREETINGS FROM THE DEPARTMENT CHAIR

Welcome to the journalism and media studies major. You are entering this major at an exciting time. Media are in a period of great transition -- technological, economic, cultural and political – and the major will provide you with tools for understanding the transformations in both media and society.

Courses in this major will prepare you for the future in many ways. If you want to work in journalism or another media field (such as a public relations, non-profit media, marketing or publishing) you will gain practical experience from what we refer to as “skills courses.” These courses serve as a “how to” guide to some professional practice. You can expect to learn fundamentals of writing, information gathering and information evaluation. Depending on the courses you choose, you may also learn advanced skills that prepare you to transition to newer media forms in the future.

If you want to learn more about how media function and the roles they play in society, you may especially enjoy what we refer to as “conceptual courses.” These courses explain the “what,” “why” and “how” of media. Whatever career you plan, these courses can help you gain a philosophical, sociological and historical perspective on both societal practices and your individual mediated lives.

While you are majoring in journalism and media studies, you will learn from talented full-time faculty and part-time lecturers. Our full-time faculty are engaged teachers and researchers, combining practical and scholarly expertise. In addition to degrees in journalism studies and related fields, our full-time professors come from history, political science, communications and anthropology. Our part-time lecturers – who teach for the department on a limited basis while pursuing some other career or field of study – have expertise in a wide variety of areas, including international reporting, non-profit public relations, television and radio reporting, marketing, investigative journalism, and magazine journalism. Together, we generate an interdisciplinary approach to promote awareness, training and engagement for you as citizens, professionals and community members.

We encourage you to enrich your understanding of media – and your marketability, if you want to work in a media field – by getting involved with campus media. Those with a direct link to the department include *The Raritan River Review* ([raritanriverreview.wordpress.com](http://raritanriverreview.wordpress.com)), produced by students in the course The Hyperlocal Newsroom; *Kairos* ([kairosmagazine.rutgers.edu](http://kairosmagazine.rutgers.edu)), the department’s online magazine, which features the work of students from multiple courses; and *NJ Spark* ([njspark.rutgers.edu](http://njspark.rutgers.edu)), focusing on social issues in the Garden State and produced by students in the Media and Movements course. Other campus media include RU-TV, *The Daily Targum*, WRSU radio, *Ruckmakers*, *Black Voice Carta Latina* and *The Trim*.

One of the jewels of JMS is the internship program. Our majors have exceptional internship opportunities in leading media organizations in New Jersey, New York and Pennsylvania, where they often meet Rutgers alumni.

Please stop by my office in Room 103 of DeWitt or any of our faculty members’ offices to say hello and talk about the major or careers in journalism and media. We look forward to getting to know you and seeing you flourish.

Susan Keith, Ph.D.  
Chair, Department of Journalism and Media Studies  
School of Communication & Information  
Rutgers, the State University of New Jersey

## THE DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

***Journalism and Media Studies (JMS)*** is one of three majors offered at the School of Communication and Information (SC&I). The other two majors are *Information Technology and Informatics (ITI)* and *Communication*.

In 1969, a program in Journalism and Urban Communications was created within the Department of Community Development at Livingston College. It became a separate department and began awarding the Bachelor of Arts degree in Journalism and Urban Communications in 1970s. A short time later the name was changed to Journalism and Mass Media, then in 2000 it was again changed to Journalism and Media Studies.

In 1982, the department, formerly part of the School of Communication Studies (consisting of the Department of Human Communication and the Department of Journalism and Mass Media), merged with the Graduate School of Library and Information Studies to create the School of Communication, Information and Library Studies. In 2002, the graduate program in Library Science initiated a new undergraduate major, Information Technology and Informatics. The departments of Journalism and Media Studies, Communication, and Information Technology and Informatics now comprise the three undergraduate majors within the School of Communication and Information (SC&I), which was established in 2009.

The Department offers a broad spectrum of courses in the theory and practice of journalism and media studies, preparing students for professional careers in broadcast, digital, and print media advertising, public relations and public information services in the government and private sectors. The courses focus on the practice of journalism and media and the impact of media on society, new technology and the media, public policy and understanding, and the planning and development of public information systems.

### JOURNALISM AND MEDIA STUDIES PROGRAM LEARNING GOALS

The undergraduate program in Journalism and Media Studies has defined these learning goals for students:

- [EXPRESSION] Write fluently, produce content and tell stories across evolving media platforms
- [ANALYSIS] Demonstrate analytical and critical thinking, formulate research questions and use appropriate methods, evaluate and use appropriate sources, identify and gather relevant data in journalism and media contexts
- [ETHICS] Develop a critical understanding of the ethical standards and tensions in journalistic and media practices and institutions and apply this understanding to academic and professional activities
- [POWER] Critically analyze issues of diversity, difference, social justice and power in media in a global context
- [SYSTEMS] Explain social, political, cultural and economic dimensions of media technologies, institutions, practices, policies and regulations
- [INNOVATION] Innovate with tools and technologies appropriate for media professions

## **THE SCHOOL OF COMMUNICATION AND INFORMATION (SC&I)**

SC&I was created in 1982 with the merger of the Graduate School of Library and Information Studies and the School of Communication Studies. At the core of the SC&I mission is the dynamic interaction among the three related and focused disciplines: Communication, Journalism and Media Studies, and Library and Information Science.

Its faculty includes recognized experts in the study of communication and information processes, organizations and technologies and how they shape and define relationships among individuals and societies. At the same time, SC&I is firmly committed to meeting the teaching and service needs of the University and the State with the most effective human-based and technologically advanced capabilities.

The teaching staff includes full-time tenure-track faculty (Assistant, Associate and Full Professors), full-time non-tenure track faculty (Instructors), part-time-lecturers (PTLs) who teach one or two courses in their professional specialty, and teaching assistants (TAs) who are doctoral students.

SC&I offers three undergraduate majors – Communication; Information Technology and Informatics; and Journalism and Media Studies – that can lead to a Bachelor of Arts degree.

SC&I offers two programs of graduate study: Master of Communication and Information Studies and Master of Information, while the Graduate School also offers a Ph.D. in Communication and Information Studies here at SC&I.

The School is committed to providing students with a strong base for fundamental and applied research in the field.

## GETTING HELP IN JOURNALISM AND MEDIA STUDIES

The Journalism and Media Studies Department strives to help students with their academic and professional pursuits. To that end, we provide a variety of advising options for our students. We ask that you read the following information prior to scheduling an appointment. This will help to ensure that your needs are met as quickly and appropriately as possible within Department policy.

### When you have a question, follow these steps:

1. Check the Journalism and Media Studies Department handbook (this document) for an answer
2. Check the SC&I's website for an answer: <http://comminfo.rutgers.edu/journalism-and-media-studies-major/journalism-and-media-studies-major.html>

### If you still cannot find the answer to your question, do one of the following:

1. Send an email to [jms@comminfo.rutgers.edu](mailto:jms@comminfo.rutgers.edu) (*For email requests: If your question takes more than two sentences to explain, you probably need to meet in person with an advisor.*)
2. Call, email, or meet with one of the departmental undergraduate advisors listed below.
3. Call, email, or meet with JMS Program Director Steve Miller. Contact him at [stmiller@rutgers.edu](mailto:stmiller@rutgers.edu) or by phone at (848) 932-8714.

## ADVISING

The Journalism and Media Studies Department provides a variety of student advising options, and strongly encourages all students to take advantage of these opportunities for a number of important reasons. First, planning your curriculum is important as it helps you to create a sense of what you want to accomplish as a Journalism and Media Studies major. Second, during advising sessions, you will learn about prerequisites and how to plan for future semesters, and you will get help in developing strategies to complete requirements on time. Third, there are many opportunities to participate in extra-curricular activities through the department, and the advisor can help direct you to the ones that best suit you.

Advising for the major is available through the Office of Student Services. You may walk in for advising or make an appointment by phone or email. We seek to help you plan ahead to avoid last minute problems!

*The Office of Student Services does not advise students on core curriculum or general University requirements. Such advising must be obtained through one of the University Academic Advising Centers. SAS Advising Centers are located on each of the four campuses: Milledoler Hall on College Ave, Busch Campus Center, Douglass College Hall and Lucy Stone Hall on Livingston Campus. SEBS, MGS, and RBS students should consult their appropriate academic deans or advisors.*

### Location

Office of Student Services (CI – 214)  
School of Communication and Information  
Rutgers University  
4 Huntington Street  
New Brunswick NJ 08901-1071

### Phone Number

(848) 932-7550

### Email Address

[jms@comminfo.rutgers.edu](mailto:jms@comminfo.rutgers.edu)

### Department Program Director

Prof. Steve Miller  
(848) 932-8714  
[stmiller@rutgers.edu](mailto:stmiller@rutgers.edu)

### Departmental Undergraduate Advisors

Ms. Tieka Harris  
(848) 932-8737  
[tieka.harris@rutgers.edu](mailto:tieka.harris@rutgers.edu)

Ms. Stephanie Jones  
(848) 932-8743  
[stephanie.jones@rutgers.edu](mailto:stephanie.jones@rutgers.edu)

## THE JMS MAJOR LISTSERV

New Journalism and Media Studies majors and all current majors are automatically subscribed to the department listserv - [nb\\_journalism\\_majors@rams.rutgers.edu](mailto:nb_journalism_majors@rams.rutgers.edu)

Majors cannot unsubscribe. The email address we use is the one you have established with the University, listed on the PeopleFind directory, at [www.acs.rutgers.edu/directory](http://www.acs.rutgers.edu/directory). If necessary, simply go to the bottom of that page and change your directory information.

All postings are automatically scanned for viruses, and any questionable attachments are removed to further protect against viruses. The purpose of the listserv is to provide information to JMS majors about Course Offerings, Registration, Special Events, Internships, Jobs and Discussion with Peers.

Also note, students are responsible for checking their Rutgers e-mail for important announcements regarding the JMS major. All communication will be via the student's official university account. Please do not base your planning and decisions on gossip and hearsay. Always check with the program director or Student Services if in doubt.

## SPECIAL PERMISSION NUMBERS

Courses in the Journalism and Media Studies Department are extremely popular and often fill up within the first few days of pre-registration. For this reason, the Department has established a set of guidelines to help you navigate the special permission process.

Special permission numbers for closed courses are not available from your instructors. The SC&I Office of Student Services maintains the special permission numbers for undergraduate courses and will (1) verify students' eligibility for enrollment in specific courses, and (2) verify students' extenuating circumstances before assigning any special permission numbers.

Students who want to enroll in a course that is closed should continue to check the on-line registration system, up to and including the add/drop period. If there is a unique or extenuating circumstance, the student should discuss it with the Student Services staff who will consult with the faculty when appropriate or necessary. It is important to remember that you might not always gain admission to your first choice courses. Always have alternative courses in mind.

**Note that special permission numbers do not replace prerequisites, and do not serve as prerequisite overrides.**

## TRANSFERRING CREDITS

Students wishing to transfer credits into the Journalism and Media Studies Department from other colleges or universities should follow these procedures. Paying close attention to these details will make the process easier. **You must bring all of these materials in order to have your transfer credit request considered.**

1. Gather the following:
  - a) Your transcript from the college/university whose course you wish to transfer (this may be an unofficial transcript), which indicates you earned a C or better in the course.
  - b) The syllabus of the course from your other college or university, as well as a catalog course description of the course to be transferred.
  - c) Any paperwork that your degree-granting school (i.e. SAS, SEBS) may want the Journalism and Media Studies Department to fill out for transfer credits.
2. Bring all these documents to SC&I Room 214 (Undergraduate Student Services).
3. See one of the Undergraduate Student Services Advisors (Room 214).
4. If you are transferring a course from a New Jersey community college, you may use the New Jersey Transfer system at [njtransfer.org](http://njtransfer.org) to determine if the course will transfer into Rutgers. Otherwise, the JMS Department will evaluate the course, based on the course syllabus or description, and determine which JMS course at Rutgers is equivalent, if any. **No more than six (6) transfer credits (2 courses) will be accepted toward the major.**
5. You will be responsible for returning the completed paperwork to the appropriate office to ensure your transfer credits are indicated on your Rutgers transcript. We encourage you to check your transcript later in the semester to verify these credits were transferred. The Office of Student Services does not actually change codes on the transcript. We only authorize the course equivalency.
6. For Study Abroad courses taken outside the Department of Journalism and Media Studies, students are responsible for obtaining an approval from the School of Arts and Sciences and/or the School of Environmental and Biological Sciences, **PRIOR TO** registering for Study Abroad courses. Prior approval is also required from SC&I. Immediately after returning from a Study Abroad Program, students are responsible for submitting a copy of their transcript for the courses taken abroad. The department will then authorize credit transfer, based on successful completion of the course.

# APPLYING TO THE JOURNALISM AND MEDIA STUDIES MAJOR

## Preconditions for Submitting an Application to the Journalism and Media Studies Major

To apply for admission to the JMS major, you must:

- 1) Have completed Expository Writing or an equivalent course with a grade of C or better,
- 2) Have completed at least 15 credits at Rutgers, or at least 15 transfer credits to Rutgers, with at least a 2.0 Grade Point Average; and
- 3) Have completed, with a grade of C or better, the prerequisite survey course for the JMS major, which is **04:189:102 – Introduction to Media**. The survey course does not count toward the 33 credits of the major.

**No grade below C will be accepted toward required courses. Major courses in which a grade below C is earned should be retaken, with the exception of elective courses.  
An approved alternate course may be taken.**

## Submitting an Application

SC&I will accept applications to the JMS major during the fall, spring, and summer semesters. Application submission deadlines are published on the SC&I website, and allow for decisions to be announced in time for students to pre-register for the following semester. The SC&I website, <http://comminfo.rutgers.edu>, includes details about our majors and courses, and our school.

## Degree Requirements for the Journalism and Media Studies Major

<u>Interdisciplinary Courses</u>	<u>Credits</u>	<u>Prerequisites</u>
One (1) of the following courses must be taken as soon as possible after admittance to the JMS major, and prior to the senior year. SC&I requirement, but credits are not part of the 33 credits for the major.		
04:189:101 Introduction to Communication & Information Processes or 04:189:103 Information Technology & Informatics		<i>None. Not open to seniors.</i>
<b><u>Core Courses</u></b>		
Students must complete both of the following courses.		
04:567:200 Writing for Media	3	<i>None.</i>
04:567:480 Media Ethics and Law	3	<i>JMS major</i>
<b><u>Foundational Course</u></b>		
Students must select a pathway from which to complete 1 Foundational course.		
<b>Journalism &amp; Emerging Media</b> 04:567:205 Digital News Writing and Reporting or 04:567:310 Broadcast News Writing and Reporting or 04:567:320 Editing and Design	3	<i>Specific to each course</i>
<b>Media &amp; Society</b> 04:567:334 Gender, Race, and Class in the Media or 04:567:351 Digital Media and Society or 04:567:411 Media Criticism		
<b>Creative Media Practice</b> 04:567:210 Media Management and Strategy or 04:567:330 Exploring New Media or 04:567:212 Digital Media Production		
<b><u>Expression, Analysis and Innovation Courses</u></b>		
Each student must complete 6 credits in this area. Courses for each pathway are listed on the JMS website, and page 11 of this handbook.	6	<i>Specific to each course</i>
<b><u>Analysis, Ethics, Power, and Systems Courses</u></b>		
Each student must complete 6 credits in this area. Courses for each pathway are listed on the JMS website, and page 11 of this handbook.	6	<i>Specific to each course</i>
<b><u>Elective Courses</u></b>		
Each student must complete 12 credits, not otherwise used in completing the JMS major. Credits earned in 04:567:394 - Internship in Journalism and Media Studies count towards the major. A full list of courses begins on page 20 of this handbook.	12	<i>Specific to each course</i>
<b><u>Diversity and Social Justice</u></b>		
Students must take 1 of these 8 courses at Rutgers. It does not have to be separate from Foundational, Required Sets, or Electives, but the course cannot be transferred in.		<i>Specific to each course</i>
04:567:274 – Consumer Media Culture	04:567:365 – Mediating the Middle East	
04:567:333 – Media and Popular Culture	04:567:380 – Media and Social Change	
04:567:215 – Gender, Race, and Class in the Media	04:567:420 – Global News	
04:567:351 – Digital Media and Society	04:567:475 – International Media	

## JOURNALISM AND MEDIA STUDIES MAJOR REQUIREMENTS

### EFFECTIVE FOR SUMMER 2015 APPLICANTS/ADMITS AND BEYOND

The Journalism and Media Studies major is 33 credits – 1 foundational course, 4 courses focused on expression, analysis, innovation, power, and ethics, and 4 elective course – giving students the opportunity to focus on an area of concentration. All JMS courses for the major must be passed with a grade of C or better. A GPA of 2.0 in the major is required for completion of the Journalism and Media Studies major.

You may use this sheet to document the completion of your JMS courses as you proceed through the major.

Course Number	Course Title	Semester Taken	Grade	Prerequisites								
<b>PREREQUISITE COURSE</b>												
Students may apply to the major upon completion of 04:189:102 with a grade of C or better, provided the other preconditions are also met.												
04:189:102	Introduction to Media			None								
<b>INTERDISCIPLINARY COURSE</b>												
Students must select one of the following courses and complete it with a grade of C or better.												
04:189:101 OR 04:189:103	Introduction to Communication & Information Processes Information Technology & Informatics			None								
<b>CORE COURSES (6 credits)</b>												
Students must complete both of these courses.												
04:567:200	Writing for the Media			None								
04:567:201	Media Ethics & Law			Must be 567 major.								
<b>DIVERSITY, DIFFERENCE AND SOCIAL JUSTICE</b>												
1 of these 8 courses (Does not have to be separate from Foundational, Required Sets, or Electives, but cannot be transferred in.)												
04:567:274 – Consumer Media Culture	04:567:215– Gender, Race, and Class in the Media	04:567:365 – Mediating the Middle East	04:567:420 – Global News									
04:567:333 – Media and Popular Culture	04:567:351 – Digital Media and Society	04:567:380 – Media and Social Change	04:567:475 – International Media									
<b>Journalism &amp; Emerging Media</b>	<b>Foundational Course</b> (3 credits)	<b>Expression, Analysis, and Innovation</b> (6 credits)			<b>Analysis, Ethics, Power, and Systems</b> (6 credits; at least 1 course at 400-level)			<b>Electives (12 credits)</b> [May be at any level and not used elsewhere in your program]				
	1 Course	Sem	Grade	2 Courses	Sem	Grade	2 Courses	Sem	Grade	4 Courses	Sem	Grade
	04:567:205 – Digital News Writing and Reporting OR 04:567:206 – Broadcast News Writing and Reporting OR 04:567:207 – Design and Digital Editing											
<b>Media &amp; Society</b>	1 Course	Sem	Grade	2 Courses	Sem	Grade	2 Courses	Sem	Grade			
	04:567:215 – Gender, Race, and Class in the Media OR 04:567:217 – Foundations of Media Analysis OR 04:567:351 – Digital Media in Society											
<b>Creative Media Practice</b>	1 Course	Sem	Grade	2 Courses	Sem	Grade	2 Courses	Sem	Grade			
	04:567:210 – Media Management and Strategy OR 04:567:211 – Exploring New Media OR 04:567:212- Digital Media Production											

## COURSE OPTIONS FOR JMS PATHWAYS

	Expression, Analysis, and Innovation	Analysis, Ethics, Power, and Systems
<b>Journalism and Emerging Media</b>	<b>2 Courses</b>	<b>2 courses (at least one at 400-level)</b>
	04:567:210 - <i>Media Management and Strategy</i>	04:567:211 - <i>Exploring New Media</i>
	04:567:314 - <i>Photojournalism</i>	04:567:216 - <i>Digital Media and Society</i>
	04:567:327 - <i>Public Information and Public Relations</i>	04:567:217 - <i>Foundations of Media Analysis</i>
	04:567:328 - <i>The Hyperlocal Newsroom</i>	04:567:333 - <i>Media and Popular Culture</i>
	04:567:331 - <i>Digital Media Lab</i>	04:567:335 - <i>Mass Communication and the American Image</i>
	04:567:340 - <i>Science and Health Journalism</i>	04:567:350 - <i>Development of Mass Media</i>
	04:567:345 - <i>Media Publishing and Design</i>	04:567:365 - <i>Mediating the Middle East</i>
	04:567:347 - <i>Information Design for Web Journalists</i>	04:567:370 - <i>Journalism and American Film</i>
	04:567:375 - <i>TV Reporting</i>	04:567:379 - <i>Media and Politics</i>
	04:567:376 - <i>Advanced Television Reporting</i>	04:567:380 - <i>Media and Social Change</i>
	04:567:410 - <i>Magazine Writing</i>	04:567:415 - <i>Media, Science, and Public Engagement</i>
	04:567:430 - <i>Sports Writing and Reporting</i>	04:567:420 - <i>Global News</i>
	04:567:432 - <i>Multimedia Sports Reporting</i>	04:567:423 - <i>Communication Law</i>
	04:567:452/453 - <i>Topics in Journalism</i>	04:567:425 - <i>Copyright, Media and Culture</i>
	04:567:495 - <i>Investigative Reporting</i>	04:567:434 - <i>Critical Issues in Sports Media</i>
	04:567:450 - <i>Promotional Media</i>	
	04:567:459 - <i>Media Democracy and the Public Sphere</i>	
	04:567:460 - <i>News, Entertainment, and Politics</i>	
	04:567:470 - <i>Critical Analysis of News</i>	
	04:567:475 - <i>International Media</i>	
<b>Media and Society</b>	<b>2 Courses</b>	<b>2 Courses (at least one at the 400-level)</b>
	04:567:205 - <i>Digital News Writing and Reporting</i>	04:567:211 - <i>Exploring New Media</i>
	04:567:207 - <i>Design and Digital Editing</i>	04:567:333 - <i>Media and Popular Culture</i>
	04:567:210 - <i>Media Management and Strategy</i>	04:567:335 - <i>Mass Communication and the American Image</i>
	04:567:327 - <i>Public Information and Public Relations</i>	04:567:350 - <i>Development of Mass Media</i>
	04:567:328 - <i>The Hyperlocal Newsroom</i>	04:567:365 - <i>Mediating the Middle East</i>
	04:567:340 - <i>Science and Health Journalism</i>	04:567:370 - <i>Journalism in American Film</i>
	04:567:345 - <i>Media Publishing and Design</i>	04:567:379 - <i>Media and Politics</i>
	04:567:347 - <i>Information Design for Web Journalists</i>	04:567:380 - <i>Media and Social Change</i>
	04:567:375 - <i>TV Reporting</i>	04:567:415 - <i>Media, Science and Public Engagement</i>
	04:567:376 - <i>Advanced TV Reporting</i>	04:567:420 - <i>Global News</i>
	04:567:410 - <i>Magazine Writing</i>	04:567:423 - <i>Communication Law</i>
	04:567:430 - <i>Sports Writing and Reporting</i>	04:567:425 - <i>Copyright, Media and Culture</i>
	04:567:432 - <i>Multimedia Sports Reporting</i>	04:567:434 - <i>Critical Issues in Sports Media</i>
	04:567:452/453 - <i>Topics in Journalism</i>	04:567:450 - <i>Promotional Media</i>
	04:567:495 - <i>Investigative Reporting</i>	04:567:459 - <i>Media, Democracy, and the Public Sphere</i>
	04:567:460 - <i>News, Entertainment and Politics</i>	
	04:567:470 - <i>Critical Analysis of News</i>	
	04:567:471/473 - <i>Topics in Media and Society</i>	
	04:567:475 - <i>International Media</i>	
<b>Creative Media Practice</b>	<b>2 Courses</b>	<b>2 courses (at least one at the 400-level)</b>
	04:567:207 - <i>Design and Digital Editing</i>	04:567:217 - <i>Foundations of Media Analysis</i>
	04:567:314 - <i>Photojournalism</i>	04:567:333 - <i>Media and Popular Culture</i>
	04:567:327 - <i>Public Information and Public Relations</i>	04:567:335 - <i>Mass Communication and the American Image</i>
	04:567:328 - <i>The Hyperlocal Newsroom</i>	04:567:350 - <i>Development of Mass Media</i>
	04:567:331 - <i>Digital Media Lab</i>	04:567:351 - <i>Digital Media and Society</i>
	04:567:340 - <i>Science and Health Journalism</i>	04:567:365 - <i>Mediating the Middle East</i>
	04:567:345 - <i>Media Publishing and Design</i>	04:567:370 - <i>Journalism and American Film</i>
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	04:567:470 - <i>Critical Analysis of News</i>	
	04:567:471/473 - <i>Topics in Media and Society</i>	
	04:567:475 - <i>International Media</i>	

## JOURNALISM AND MEDIA STUDIES MAJOR REQUIREMENTS

### EFFECTIVE FOR STUDENTS ADMITTED TO JMS BEFORE SUMMER 2015

The Journalism and Media Studies major is 30 credits - 9 credits of requirements, 6 credits of conceptual courses and 15 credits of electives - giving students the opportunity to focus on an area of concentration. All JMS courses for the major must be passed with a grade of C or better. A GPA of 2.0 in the major is required for completion of the Journalism and Media Studies major.

You may use this sheet to document the completion of your JMS courses.

PREREQUISITE COURSES				
Course Number	Course Title	Semester Taken	Grade	Prerequisites
04:189:102	<i>Introduction to Media Systems &amp; Processes</i>	_____	_____	None
<b>STUDENTS MAY APPLY TO THE MAJOR UPON COMPLETION OF 04:189:102 WITH A GRADE OF C OR BETTER, PROVIDED THE OTHER PRECONDITIONS ARE ALSO MET.</b>				
04:189:101	<i>Introduction to Communication &amp; Information Processes</i>	_____	_____	None
or 04:189:103	<i>Information Technology &amp; Informatics</i>	_____	_____	
CORE REQUIREMENTS (9 credits)				
04:567:324	<i>News Reporting and Writing</i>	_____	_____	04:189:102
04:567:310	<i>Broadcast News Writing</i>	_____	_____	04:189:102;
or 04:567:325	<i>Writing for Print Media</i>	_____	_____	04:567:324; Major
or 04:567:328	<i>The Hyperlocal Newsroom</i>	_____	_____	
04:567201/:480	<i>Media Ethics and Law</i>	_____	_____	04:567:310; junior or senior; Major
CONCEPTUAL COURSES (6 credits)				
04:567: _ _ _	_____	_____	_____	Specific to each course
04:567:4 _ _	_____	_____	_____	Specific to each course
JMS ELECTIVES (15 credits)				
04:567: _ _ _	_____	_____	_____	Specific to each course
04:567: _ _ _	_____	_____	_____	Specific to each course
04:567: _ _ _	_____	_____	_____	
04:567: _ _ _	_____	_____	_____	
04:567: _ _ _	_____	_____	_____	

Notes:

## JMS MAJOR GRADE-POINT AVERAGE (GPA)

The student audit system, also referred to as Degree Navigator (DN) at <http://nbdn.rutgers.edu> provides students with their overall GPA and their major GPA. All students who wish to complete a Journalism and Media Studies major, must do so with a minimum of 2.0 GPA in the major, and with no courses counting toward the major at less than a grade of C.

## SCHOLASTIC HONORS IN SC&I

To receive Scholastic Honors designation for graduation, graduating students must:

- have achieved a 3.65 GPA or above in the Journalism and Media Studies major AND
- have achieved at least a 3.25 GPA overall in their undergraduate studies.

These honors are not dependent upon participation in any Honors Program.

## AREAS OF SPECIALIZATION

The Department of Journalism and Media Studies offers specialized study in a number of areas. On occasion, Special Topics courses are offered that may also be appropriate. In addition to the core requirements, suggested courses for each area are listed below:

### SPORTS JOURNALISM SPECIALIZATION

The Sports Journalism specialization program offers students the opportunity to earn recognition for a specialization in this growing field. Students must be declared Journalism and Media Studies majors and complete all JMS requirements to earn a certificate. Except for 04:189:102 - Introduction to Media, courses taken toward the Sports Journalism Specialization program may also count toward the 33-credit major.

All students are required to take:

- 04:567:200 Writing for Media
- 04:567:201 Media Ethics and Law
- 1 Foundation Course in Journalism and Emerging Media or Creative Media Practice

Students must take nine (9) credits from these courses:

- 04:567:430 Sports Writing
- 04:567:431 Sports Broadcasting and Reporting (Beginning Fall 2016)
- 04:567:432 Multimedia Sports Reporting
- 04:567:434 Critical Issues in Sports Media
- 04:567:488 Independent Study in Media Studies
- 04:567:489 Independent Study in Journalism

**Note:** Research in Sports Journalism may also be done as an Independent Study. Not all courses will be offered every semester

## EDUCATIONAL OPPORTUNITIES BEYOND THE CLASSROOM

***The department will not allow a student to take more than a total of nine independent study, practicum, and internship credits.***

### INTERNSHIP IN JOURNALISM AND MEDIA STUDIES

**04:567:393 – Internship in Journalism and Media Studies – 3 credits**

**04:567:394 – Internship in Journalism and Media Studies – 6 credits**

A professional internship is not required, but is **strongly recommended** for students considering a career in the journalism and media studies area. The JMS internship advisor, Professor Steve Miller, holds a meeting every semester for students interested in doing an internship the following semester. The course is limited to declared majors.

To qualify for either internship, a student accepted to the major prior to Summer 2015, must have:

- Completed a minimum of 75 overall credits and five journalism (567) courses;
- Taken at least three JMS skills area courses;
- Have an overall GPA of 2.5 or better, and a 2.75 GPA or better in the major

To qualify for either internship, a student accepted to the major beginning with the Summer 2015 cohort must complete the following:

- you must be a JMS major who has completed a minimum of 75 overall credits and five journalism (567) courses;
- you must complete 04:567:200 Writing For Media
- you must complete at least one foundation course
- you must have an overall GPA of 2.5 or better, and a 2.75 GPA or better in the major

Students can take either or both internship courses during their undergraduate careers. Please keep in mind that Journalism and Media Studies majors are allowed to take a maximum of nine (9) out of classroom credits. Students may only take one internship course per semester.

Students **MUST** meet with the department internship advisor, Professor Miller, to determine eligibility and gain approval for the internship. Once approved, you may register for the 3- or 6-credit course on a pass/fail basis. In addition to working the designated number of hours each week, a weekly journal and three on-campus meetings are required. Students are encouraged to seek out additional paid and credited internships. The School of Arts and Sciences offers credited opportunities through Career Services. Please go to [www.careers.rutgers.edu](http://www.careers.rutgers.edu) for more information.

### INDEPENDENT STUDY IN JOURNALISM AND MEDIA STUDIES

**04:567:388 or 389**

Co-curricular or specialized research interests extending beyond the formal courses may warrant enrolling in ***Independent Study in Journalism and Media Studies, (04:567:388 or 389)***. These courses require a written project proposal and approval of both the department chair and the supervising instructor. These independent studies may be taken for a maximum of three credits each and will count toward the major.

The course is limited to declared majors who have:

- Earned a minimum of 75 overall credits
- Completed five Journalism and Media Studies (04:567) courses, three of which must be skills courses passed with grades of C or better
- At least a 2.75 grade-point average in the major
- At least an overall 2.5 grade-point average

**INDEPENDENT STUDY IN MEDIA STUDIES**  
**04:567:488**

The course is limited to declared majors who are juniors and have:

- Earned a minimum of 75 overall credits
- Completed five Journalism and Media Studies (04:567) courses, three of which must be conceptual courses
- At least a 2.75 grade-point average in the major
- At least an overall 2.5 grade-point average

**Interested students must also gain the permission of the instructor to participate in this independent study opportunity in a media studies topic of their interest.**

**INDEPENDENT STUDY IN JOURNALISM**  
**04:567:489**

The course is limited to declared majors who are juniors and have:

- Earned a minimum of 75 overall credits
- Completed five Journalism and Media Studies (04:567) courses, three of which must be skills courses
- At least a 2.75 grade point average in the major
- At least an overall 2.5 grade point average

**Interested students must also gain the permission of the instructor to participate in this independent study opportunity in a journalism topic of their interest.**

## STUDY ABROAD OPPORTUNITIES

In Spring 2016, the department began offering its own short-term study abroad opportunities in the form of courses that involved travel outside the United States. Please check the website and listserv for more information regarding upcoming opportunities offered through the Journalism and Media Studies department.

More generally, students can gain study abroad experience via other Rutgers units. Programs listed here are part of Rutgers Study Abroad/Center for Global Education-approved academic experiences in countries outside of the United States in approved universities. The benefit of studying abroad at one of the Rutgers “approved” programs is that the Center for Global Education will provide orientation, assistance and support before students travel, and will make sure credits for the courses taken abroad are transferred to the RU Registrar’s system. All information about health and travel insurance, advising about enrolling and accommodations at the foreign university will be provided by the Center as well. Students should also confer with the undergraduate director for the major or a SC&I academic advisor to ensure that the courses taken will meet major requirements.

Students should plan ahead by determining the academic program at least one semester before planned study abroad. For example, if a student wishes to study abroad in the spring semester, plans should be made early in the previous fall semester at the latest. Check the RU Study Abroad website at <http://globaleducation.rutgers.edu/> to learn about deadlines and requirements for applications. Summer is also a good time to explore possibilities for the major and universities that offer courses in the major discipline.

The programs listed below have been reviewed and recommended by department faculty. All programs offer courses in English and accept international students. After visiting the linked websites, be sure to also see the RU Center for Global Education website at <http://globaleducation.rutgers.edu/> for more information and their advising hours as well as the undergraduate director for the SC&I major or a SC&I academic advisor.

- **Cardiff University** (Cardiff, Wales, United Kingdom) is one of the UK’s most popular and is an internationally recognized center for teaching and research. It is ranked 15 in the UK and top 1.5% in the world and a member of the elite Russell Group top 20 UK research-led universities. It was founded in 1883 and is based in the very center of Cardiff, the capital of Wales, only two hours from London by train.

- RU Study Abroad program information:  
[http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program\\_ID=10082](http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10082)
- Study Abroad program at Cardiff University:  
<http://www.cardiff.ac.uk/for/prospective/international/study-abroad.html>

Cardiff School of Journalism, Media & Cultural Studies offers a wide range of courses at various levels. Check the links below.

- Journalism, Media and Cultural Studies course module catalog:  
<http://www.cardiff.ac.uk/study/international/study-abroad/choosing-your-programme/modules/journalism,-media-and-cultural-studies>
- Cardiff School of Journalism, Media & Cultural Studies website:  
<http://www.cardiff.ac.uk/jomec/>

- **City University** (London, England, United Kingdom) is a leading international University and the only university in London to be both committed to academic excellence and focused on business and the professions, from Journalism and Engineering to Finance and Management. It is located in the heart of London, close to the British Library and the West End, and minutes away from the Square Mile – London's world-famous financial district – and the headquarters of financial and professional institutions, major arts complexes and media offices.
  - RU Study Abroad program information: [http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program\\_ID=10015](http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10015)
  - Study Abroad Programme at City University London: <http://www.city.ac.uk/international/exchange-and-study-abroad/study-abroad-programme>

They usually offer several relevant courses per semester. Check the links below.

- Journalism courses: <http://www.city.ac.uk/international/exchange-and-study-abroad/study-abroad-programme/journalism>
  - Media and Communications courses: <http://www.city.ac.uk/international/exchange-and-study-abroad/study-abroad-programme/sociology>
- **John Cabot University** (Rome, Italy) is an independent, American-style four-year liberal arts university offering undergraduate degrees and study abroad programs to English-speaking students from all over the world. It is located in the Trastevere neighborhood, right in the heart of the Rome.
    - RU Study Abroad program information: [http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program\\_ID=10000](http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10000)
    - Study Abroad at John Cabot University: <http://www.johncabot.edu/admissions/study-abroad-rome-italy/default.aspx>

Several relevant courses are offered by the Communications department. Check the course list link below.

- Course Schedules and Syllabi (In the department pull-down menu, select Communications): <http://www.johncabot.edu/academics/courses/course-schedules-syllabi.aspx>
- **University of Auckland** (Auckland, New Zealand), founded in 1883, is New Zealand's largest university and consistently makes the list of the world's top universities. It has the most comprehensive range of courses in the country with teaching and research conducted over eight faculties and two large-scale research institutes. The campus is in the heart of downtown Auckland, which is the largest and most cosmopolitan city in New Zealand with one third of the country's population.
    - RU Study Abroad program information: [http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program\\_ID=10185](http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10185)
    - Study Abroad and Exchange at The University of Auckland: <https://www.auckland.ac.nz/en/for/international-students/study-abroad-and-exchange.html>

Courses are offered under the Media, Film and Television subject/program in the Faculty of Arts.

- Course list (all levels):  
<http://www.artsfaculty.auckland.ac.nz/courses/?Subject=FTVMS>

- **University of Melbourne** (Melbourne, Australia) was established in 1853, making it Australia's second-oldest, and is rated one of the top universities in Australia. It is consistently ranked among the top research universities in the world. In addition, there are over 100 affiliated student clubs and societies, ranging from cultural, religious and political to musical and recreational. The university is five minutes from the center of Melbourne, Australia's second-largest city and the capital of the state of Victoria.

- RU Study Abroad program information:  
[http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program\\_ID=10009](http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10009)
- Inbound Students, Study Abroad and Exchange at the University of Melbourne: <http://www.mobility.unimelb.edu.au/inbound/index.html>

Media and Communications courses are offered by the School of Culture and Communication.

- Media and Communications course list (Scroll down to the Subject Options section to see course list):  
<https://handbook.unimelb.edu.au/view/current!/D09-AA-MAJ+1000#structureld>
- Media and Communications study area at the School of Culture and Communication: <http://culture-communication.unimelb.edu.au/study-areas/media-and-communications>

## **STUDENT ORGANIZATIONS**

### **Kappa Tau Alpha**

Kappa Tau Alpha is the Journalism and Media Studies Honor Society. You must be invited by the department to become a member. According to Kappa Tau Alpha rules, the department is not allowed to invite more than 10% of the graduating class to join. The determination is made by the number of students graduating and your grade point average. Students who are invited will receive a letter in March or April of their senior year with the invitation.

Faculty Advisor: Prof. Susan Keith  
(848) 932-8703  
susank@rutgers.edu  
Website: www.kappataualpha.org

### **Rutgers University Association of Black Journalists**

The Rutgers University Association of Black Journalists, the on-campus, student chapter representing the National Association of Black Journalists, is an organization of journalists, students and media-related professionals that provides quality programs and services to and advocates on behalf of black journalists.

Faculty Advisor: Prof. Khadijah White  
(848) 932-8765  
khadijah.white@rutgers.edu  
Website: <https://nabjru.wordpress.com/>

### **Rutgers Society of Professional Journalists**

The Society of Professional Journalists (SPJ) is the largest, most representative and oldest organization of its kind in the field of journalism. The national chapter of the Society of Professional Journalists was originally founded in 1909. Now, SPJ is the premier organization for professional and student journalists.

Faculty Advisor: Prof. Mary D'Ambrosio  
(848) 932-7544  
mary.dambrosio@rutgers.edu  
Website: [www.ruspj.org](http://www.ruspj.org)

## **JOURNALISM AND MEDIA STUDIES SCHOLARSHIPS**

The department is proud to offer a number of scholarships every year, including the Richard F. Hixson Memorial Prize, the SC&I Alumni Association Endowed Scholarships, and the Flip Wilson Memorial Scholarship. These and other scholarships range in monetary amounts from \$500 to the cost of a full semester's tuition and fees at the University. Scholarship information is emailed to all majors in the beginning of the spring semester via listserv, and the deadline to apply is around spring break. Applications will be online. Each scholarship has different requirements, so before applying, read the requirements to determine your eligibility.

## COURSE LISTING

Not all classes are offered in every term. Please make sure you plan your semester schedule according to the courses offered during that time. Consult the Rutgers University Online Schedule of Courses (WebReg) for additional information. *Please make note of the prerequisites associated with each course.*

### COMMUNICATION & INFORMATION COURSES

04:189: \_ \_ \_

The 04:189 courses **do not count toward major credit** in the Department of Journalism and Media Studies. They do, however, count toward your overall 120 credits required for graduation.

#### **04:189:101 INTRODUCTION TO COMMUNICATION AND INFORMATION PROCESSES**

*Prerequisites: None*

Survey of the field of communication: interpersonal, group, organizational, speech, mass, intercultural and international communication; public relations and advertising.

#### **04:189:102 INTRODUCTION TO MEDIA**

*Prerequisites: None*

Historical development of mass media institutions and the role of media in society. Particular attention to news, government regulation, effects, economics, emerging technologies and audience dynamics.

#### **04:189:103 INFORMATION TECHNOLOGY AND INFORMATICS**

*Prerequisites: None*

Theoretical foundations of informatics, human-computer interaction, management of information, the relationship between technology, race and gender, and information intelligence.

### JOURNALISM AND MEDIA STUDIES COURSES

04:567: \_ \_ \_

All courses except the Internship, 04:567:393/394 are worth three (3) credits and must be taken for a letter grade. The Internship is worth three (3) or six (6) credits and graded as pass/fail.

#### **04:567:200 WRITING FOR MEDIA**

*Prerequisites: None*

Fundamentals of writing across media platforms. By the end of the course, students will be able to write in many journalistic and media-based styles using basic and accepted techniques accepted by each discipline. This course will serve as a foundation for understanding and using different styles of writing, research, and content development.

#### **04:567:201 MEDIA ETHICS AND LAW**

*Prerequisites: For majors accepted prior to Summer 2015: 567:310 or 325 or 328, junior or senior.*

*For majors accepted starting Summer 2015: major*

Legal issues and ethical problems confronting journalists. (The course is a major requirement)

#### **04:567:205 DIGITAL NEWS WRITING AND REPORTING**

*Prerequisites: 567:200, major*

Fundamentals of gathering information and journalistic writing. Students will learn basic journalistic news writing and reporting techniques, including writing in journalistic style, fact-gathering, observation, freedom of information, and ethics.

**04:567:206 BROADCAST NEWS WRITING AND REPORTING**

*Prerequisites: For majors accepted prior to Summer 2015: 189:102, 567:324, major. For majors accepted starting Summer 2015: 567:200, major*

News writing for radio, with review of television news writing approaches for comparison.

**04:567:207 DESIGN AND DIGITAL EDITING**

*Prerequisites: 567:200, 205, or 324, major*

Fundamentals of copy editing and layout.

**04:567:210 MEDIA MANAGEMENT AND STRATEGY**

*Prerequisites: 567:200, major*

Focuses on key economic and strategic concepts, challenges, and opportunities central to the management of contemporary media organizations. Course is grounded in the growing academic and professional literatures examining the unique nature of media products and services and the unique and rapidly changing marketplace dynamics in which media organizations operate. Given the ongoing convergence of media industries and technologies, this course focuses on concepts, analytical tools, and issues that have relevance across the full range of media industry sectors.

**04:567:211 EXPLORING NEW MEDIA**

*Prerequisites: 567:200, major*

An examination of the nature and impact of emerging media technology. Students study four primary ways new technology influences media, including 1) how media professionals do their work, 2) the nature of media content, 3) the relationships between and among media and relevant publics, and 4) the structure, culture and management of media organizations and systems. Five areas of media technology are studied, including 1) acquisition tools, 2) storage technologies, 3) processing devices, 4) distribution technologies and 5) display, access or presentation tools.

**04:567:212 DIGITAL MEDIA PRODUCTION**

*Prerequisites: 567:200, major*

Foundations of development, content creation and distribution across multiple platforms with a focus on multi-platform storytelling.

**04:567:215 GENDER, RACE AND CLASS IN THE MEDIA**

*Prerequisites: None*

Content, treatment, and effects of women and minority group coverage in television, newspapers, magazines, popular music and film.

**04:567:216 DIGITAL MEDIA AND SOCIETY**

*Prerequisites: 567:200, major*

Historical and contemporary social, cultural, political, and economic issues related to digital media in society.

**04:567:217 FOUNDATIONS OF MEDIA ANALYSIS**

*Prerequisites: 567:200, major*

Survey of critical approaches to the analysis of media and its impact on society.

**04:567:274 CONSUMER MEDIA CULTURE**

*Prerequisites: None*

Provides a critical understanding of advertising's role in society. Examines the history of advertising, the commercial and social aspects of the messages conveyed by ads, and the advertising industry's influence on social relations and institutions, such as journalism. The basic orientation of the course is to study consumer media culture (advertising, public relations, and branded space) as a form unique to modern society.

#### **04:567:275 SOCIAL MEDIA AND PARTICIPATORY CULTURE**

*Prerequisites: None*

This course takes a critical approach to understanding new media environments, especially with regard to what has been called at various moments “social media,” “participatory culture,” “digital media,” “convergence,” “Web 2.0,” “social web,” and “interactive media” among other things. Rather than focus on these emerging media practices as purely technological phenomena, the course situates them in broader social, political, and historical contexts. We will examine key dimensions of cultural life that make up our selves, including friendship, intimacy, labor, celebrity, power, gender, control, race, sexuality, activism, and privacy.

#### **04:567:276 MUSICAL CULTURES AND INDUSTRIES**

*Prerequisites: None*

This course looks at the invisible power of music over lives, exploring how music can influence how people feel, what they think and how they think. Exploration of music’s social power, delving into its history at the center of politics, religion and a multibillion dollar global industry. Consideration of music’s relationship to technology and how changes in the media landscape are altering the role music plays in human life.

#### **04:567:278 NEWS MEDIA AND GOVERNMENT IN AMERICA**

*Prerequisites: None*

Examines the relationship between media and institutions, and the processes through which people and societies make political choices.

#### **04:567:314 PHOTOJOURNALISM**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 189:102, 567:324, major*

*For majors accepted starting Summer 2015: 567:200, major*

Fundamentals of still photography in the print and audiovisual mass media with primary focus on print journalism. Must have 35mm film camera or digital camera with manual exposure capabilities.

#### **04:567:327 PUBLIC INFORMATION AND PUBLIC RELATIONS**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:310 or 325*

*For majors accepted beginning Summer 2015: 567:200, major*

Techniques of public information with focus on government, public affairs, public interest issues.

#### **04:567:328 THE HYPERLOCAL NEWSROOM**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:324, major*

*For majors accepted starting Summer 2015: 567:205 or 567:320*

This class will give students hands-on experience with traditional and digital journalism, including work in both written and multimedia formats, through the creation and management of a news-based website covering Rutgers and the city of New Brunswick. Students will report; write and edit stories; create video, audio, and graphics; take photos; and learn about the various uses of social media within the journalism field. Students will collaborate on a news-based website that will synthesize learned skills, journalistic practices, and knowledge of information and technology.

#### **04:567:331 DIGITAL MEDIA LAB**

*Prerequisites:*

*For majors accepted prior to Summer 2015: major*

*For majors accepted starting Summer 2015: 567:330*

Students use experimental new media tools to transform news reporting, media storytelling and other media processes. Augmented reality, e-reader technology, 360 degree cameras, immersive

media, the Mobile Journalist Workstation, 3D imaging and audio, 3D printing, interactive video, video as input, geo-tagged content, animation and news, and other emerging new media tools are applied to journalism and media to create and test new story formats that in an analog world would be impossible, but in a digital, networked world can engage individuals across time and space, provide much-needed context and customization, in-depth, context-sensitive news and mediated entertainment.

#### **04:567:333 MEDIA AND POPULAR CULTURE**

*Prerequisites: None*

Examines the relationship between media and popular culture and their impact on society. This course will introduce students to the shifting trends, ideas, and competing forces that will lay the foundation for the cultural battleground of the future.

#### **04:567:335 MASS COMMUNICATION AND THE AMERICAN IMAGE**

*Prerequisites: None*

Mass communication and America's traditional self-imagery. Critical analysis of the ways in which the American experience is now, and has been, interpreted by the mass media; the relationship of myth to reality.

#### **04:567:340 SCIENCE AND HEALTH JOURNALISM**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:324, major*

*For majors accepted starting Summer 2015: 567:205 or 567:310*

To introduce students to the specialized fields of science, health and technology writing.

#### **04:567:345 MEDIA PUBLISHING AND DESIGN**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:310 or 325*

*For majors accepted starting Summer 2015: 567:205 or 567:320 or 567:347 or 567:410*

Computer based writing for, designing and paginating newsletters, magazines, websites and newspapers.

#### **04:567:347 INFORMATION DESIGN FOR WEB JOURNALISTS**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:324, and 310 or 325, major*

*For majors accepted starting Summer 2015: 567:200, major*

Web pages as primary sites for distributing news content and to supplement other technologies for news transmission.

#### **04:567:350 DEVELOPMENT OF MASS MEDIA**

*Prerequisites: None*

History of mass media in the United States.

#### **04:567:365 MEDIATING THE MIDDLE EAST**

*Prerequisites: None*

Media in the US have tended to present the Middle East in a negative light casting Muslim majority countries as static, violent, undemocratic and sexist. This course will critically analyze racial and religious stereotypes and caricatures by foregrounding the rich and complex history of interaction between the West and the Near East. While the course begins in 7th century, the emphasis will be on popular discourse in the United States over the last half century. We will study films, news media reports, television shows, video games and range of other outlets through which our understanding of the Middle East is mediated. (Students who completed Islam, Media, and the Western Imagination 04:567:365 in prior years cannot enroll in this course for credit.)

**04:567:370 JOURNALISM IN AMERICAN FILM**

*Prerequisites: 189:102, junior or senior status, major*

The course exposes students to many of the best known and classic American films about journalism, and examines how American (U.S.) film has depicted the practice and societal impact of journalism. The course aims to deeply immerse students in a broad range of challenging and critical questions about journalistic practice in the United States, as represented in American film.

**04:567:375 TELEVISION REPORTING**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:310*

*For majors accepted starting Summer 2015: 567:310*

Fundamentals of television reporting and electronic news gathering.

**04:567:376 ADVANCED TELEVISION REPORTING**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:375*

*For majors accepted starting Summer 2015: 567:375*

Advanced TV reporting and electronic news gathering with students assigned to various projects.

**04:567:379 MEDIA AND POLITICS**

*Prerequisites: junior or senior status*

Examines who controls the media and how the media differentially serve the public and power holders. Attention to both news and entertainment media.

**04:567:380 MEDIA AND SOCIAL CHANGE**

*Prerequisites: None*

Looks at how past and present social movements (e.g., environmental, civil rights, labor movements) challenge dominant social, economic, and political structures and how they have been portrayed in the mass media. Examines how social activists use media technologies to organize themselves and communicate their messages to wide audiences to achieve change.

**04:567:388 INDEPENDENT STUDY IN JOURNALISM AND MEDIA STUDIES**

*Prerequisites: (see page 14) junior or senior major and permission of instructor*

Independent study in journalism and media studies topics under faculty supervision.

**04:567:389 INDEPENDENT STUDY IN JOURNALISM AND MEDIA STUDIES**

*Prerequisites: (see page 14) junior or senior major and permission of instructor*

Independent study in journalism and media studies topics under faculty supervision.

**04:567:393 INTERNSHIP IN JOURNALISM AND MEDIA STUDIES (3 credits)**

*Prerequisites: (see page 14) major; 75 or more overall credits; permission of instructor*

Supervised field experience at professional media outlets.

**04:567:394 INTERNSHIP IN JOURNALISM AND MEDIA STUDIES (6 credits)**

*Prerequisites: (see page 14) major; 75 or more overall credits; permission of instructor*

Supervised field experience at professional media outlets.

**04:567:410 MAGAZINE WRITING**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:310 or 325 or 328*

*For majors accepted starting Summer 2015: 567:205*

Magazine writing for publication, including consumer, trade and business magazines.

#### **04:567:415 MEDIA, SCIENCE, AND PUBLIC ENGAGEMENT**

*Prerequisites: junior or senior status, major*

This course will consider the intersections of science, media, and society. With a focus on both theory and practice, it explores the media's role in understanding and communicating about the most critical science and environmental issues of the day.

#### **04:567:420 GLOBAL NEWS**

*Prerequisites: 189:102, junior or senior status*

Analyzes global production, distribution and consumption of news. Issues include: global news flows, journalistic cultures and practices, international news coverage.

#### **04:567:423 COMMUNICATION LAW**

*Prerequisite: 189:102, junior or senior status*

Examines the laws and regulations governing U.S. mass media.

#### **04:567:425 COPYRIGHT, MEDIA, AND CULTURE**

*Prerequisites: 567:423*

In this course we will discuss one of the most powerful social, cultural, economic and political institutions of our day: intellectual property (IP). How did we arrive at the notion that creative works and ideas can be owned, bought and sold like tangible commodities? What impact does this concept have on the way we view the world? How does it help us achieve our social goals, and how does it present obstacles to reaching those goals? And, in the age of digitized information and networked communication, how can we understand the role of IP in light of the rapidly changing developments in the way culture is produced and consumed? In our efforts to better understand these issues, we will read both primary and secondary materials, covering subjects ranging from the birth of copyright to the latest developments in the global "copyright" over information in the digital age, view relevant and interesting documentary films, and enjoy guest lectures from a variety of knowledgeable speakers.

#### **04:567:430 SPORTS WRITING AND REPORTING**

*Prerequisites: 567:205, 206, 310, or 325*

Writing, reporting and commentary skills specific to covering sports for print and online media.

Students will be required to attend games, press conferences and write stories and columns.

Professional sports journalists, editors and publishers will be asked to present guest lectures about the profession, detailing their jobs and career paths.

#### **04:567:432 MULTIMEDIA SPORTS REPORTING**

*Prerequisites: 567:205, 206, 310, or 325*

Explores the many facets of multimedia sports reporting, from conventional newspaper web sites to robust sports sites and the use of social networking services to transmit sports news.

#### **04:567:434 CRITICAL ISSUES IN SPORTS MEDIA**

*Prerequisites:*

*For majors accepted prior to Summer 2015: 567:310 or 325*

*For majors accepted starting Summer 2015: major*

Examines the critical issues in Sports and Sports media. This will include, but not be limited to; race, gender, class, politics, culture, economics, and the role of sports in society.

#### **04:567:445 MEDIA, MOVEMENTS, AND COMMUNITY ENGAGEMENT**

*Prerequisites: 567:200*

This course will enable students to participate in the development of a journalism and media production project. They will also learn how to harness technology and study its implementation and impact on social change.

**04:567:450 PROMOTIONAL MEDIA**

*Prerequisites: 567:274, junior or senior status, major*

Bringing together elements of media studies, visual culture, critical branding/marketing studies, and consumer culture, this course is designed to provide advanced undergraduate students with analytical tools to understand the extent to which promotional language, communication, and habits suffuse our everyday lives.

**04:567:451 TOPICS IN JOURNALISM PRACTICE I**

**04:567:452 TOPICS IN JOURNALISM PRACTICE II**

**04:567:453 TOPICS IN JOURNALISM PRACTICE III**

*Prerequisites: junior or senior status, major. See Schedule of Classes for Pre-requisites*

Each is an upper level course in a specialized topic relating to journalistic practice and new media.

**04:567:454 PRACTICUM IN JOURNALISM AND MEDIA STUDIES**

*Prerequisites: sophomore, junior or senior status, major, by permission of instructor*

Specific directed project work conducted under faculty supervision.

**04:567:458 MEDIA, GOVERNMENT, AND POLITICS**

*Prerequisites: junior or senior status*

Examines interactions between media and political institutions, actors and processes, in light of theories of journalism, communication and political practice.

**04:567:459 MEDIA, DEMOCRACY AND THE PUBLIC**

*Prerequisites: junior or senior status, major*

Explores how the news media have figured in constituting a public sphere in American history. Readings juxtapose classics of political philosophy with historical or sociological works describing democracy in practice in the United States.

**04:567:460 NEWS, ENTERTAINMENT AND POLITICS**

*Prerequisites: junior or senior status*

Examines the connections between Hollywood and documentary style film formats and American politics from a news perspective.

**04:567:465 DOCUMENTARY FILMMAKING AND STORYTELLING**

*Prerequisites: 567:310, major*

Long-form video journalism storytelling developed over a significant period of time teaching students critical thinking, research, writing skills and various production techniques.

**04:567:470 CRITICAL ANALYSES OF NEWS**

*Prerequisites: 189:102, junior or senior status*

Surveys and critiques of social science research on news, journalists and the news media.

**04:567:471 TOPICS IN MEDIA AND SOCIETY I**

**04:567:472 TOPICS IN MEDIA AND SOCIETY II**

**04:567:473 TOPICS IN MEDIA AND SOCIETY III**

**04:567:474 TOPICS IN MEDIA AND SOCIETY IV**

*Prerequisites: 567:200, one foundational course, major, See Schedule of Classes for any additional pre-requisites.*

Each is an upper level seminar on a specialized topic relating to journalism and media studies.

**04:567:475 INTERNATIONAL MEDIA**

*Prerequisites: junior or senior status, major*

Analyzes debates about media and cultural globalization, and theories about international media.

**04:567:484 WORKSHOP IN JOURNALISM AND MEDIA PRACTICE I (1.5 credits)**

**04:567:485 WORKSHOP IN JOURNALISM AND MEDIA PRACTICE II (1.5 credits)**

*Prerequisites: 567:200, one foundation course, junior or senior status, major*

These intense, seven-week workshops teach students specific skills applicable to the field of journalism and media practice. The specialized focus may be an accelerated introduction to basics or advanced training in particular skills learned in previous offerings.

**04:567:488 INDEPENDENT STUDY IN MEDIA STUDIES**

*Prerequisites: Open only to junior and senior JMS majors, a minimum of 15 credits in 04:567 curriculum of which at least 3 are from the M&S Foundation set, minimum 2.75 GPA in major, and 2.5 GPA overall, permission of instructor.*

Independent study in media studies topics under faculty supervision.

**04:567:489 INDEPENDENT STUDY IN JOURNALISM**

*Prerequisites: Open only to junior and senior JMS majors, a minimum of 15 credits in 04:567 curriculum of which at least 3 are from the JEM or CMP Foundation set, minimum 2.75 GPA in major, and 2.5 GPA overall, permission of instructor.*

Independent study in journalism topics under faculty supervision.

**04:567:490 SENIOR THESIS / PROJECT**

*Prerequisites: 567:488 or 567:489, senior, permission of instructor, must meet minimum GPA requirements.*

Honors thesis or project under faculty supervision.

**04:567:495 INVESTIGATIVE AND IN-DEPTH REPORTING**

*Prerequisites: 567:205, 206, 310, or 324, major*

In-depth reporting project using public records and other journalism investigative techniques.

**04:567:499 CAPSTONE IN GENDER AND MEDIA**

*Prerequisites: Student must have completed at least 12 credits in the Gender and Media minor prior to beginning this class.*

In this capstone to the Gender and Media minor, students will develop, discuss, produce, and critique a project related to gender, media, and technology. Students will articulate and present the project in written and oral formats and will have the option to also (1) create an in-depth multimedia component to the project; 2) complete an internship; or 3) complete a service learning experience.

# SUMMARY OF UNIVERSITY POLICY ON ACADEMIC INTEGRITY

The faculty of the Department of Library and Information Science does not condone cheating of any kind. All students are expected to observe the generally accepted principles of scholarly writing both inside and outside the classroom. Plagiarism and other forms of cheating, when verified, will serve as grounds for assigning the offending party or parties the most severe penalties allowed under the University's "Academic Integrity Policy." See <http://academicintegrity.rutgers.edu/academic-integrity-policy/> for additional information.

The principles of academic integrity entail simple standards of honesty and truth. Each member of the university has a responsibility to uphold the standards of the community and to take action when others violate them. Faculty members have an obligation to educate students to the standards of academic integrity and to report violations of these standards to the appropriate deans. Students are responsible for knowing what the standards are and for adhering to them. Students should also bring any violations of which they are aware to the attention of their instructors.

## Violations of Academic Integrity

Any violation of academic integrity is a serious offense and is therefore subject to an appropriate sanction or penalty. Academic integrity violations at Rutgers University are classified into two levels called nonseparable and separable. Nonseparable violations are less severe violations for which the possible sanctions do not include suspension or expulsion from the University; separable violations are more severe violations for which the possible sanctions include suspension or expulsion. Whether a given violation is classified as nonseparable or separable depends on a number of factors including: the nature and importance of the academic exercise; the degree of premeditation or planning; the extent of dishonest or malicious intent; the academic experience of the student; and whether the violation is a first-time or repeat offense.

### Nonseparable Violations

Nonseparable violations are less serious violations of academic integrity. They may occur because of inexperience or lack of understanding of the principles of academic integrity and are often characterized by a relatively low degree of premeditation or planning and the absence of malicious intent on the part of the student committing the violation. These violations are generally quite limited in extent, occur on a minor assignment or quiz or constitute a small portion of a major assignment and/or represent a small percentage of the total course work. Below are a few examples of violations that are most often considered nonseparable, at least when committed by an undergraduate student as a first-time offense. This list is not exhaustive and classification of a given violation as separable or nonseparable is always heavily dependent on the specific facts and circumstances of the violation.

- Improper citation without dishonest intent.
- Plagiarism on a minor assignment or a very limited portion of a major assignment.
- Unpremeditated cheating on a quiz or minor examination.
- Unauthorized collaboration with another student on a homework assignment.
- Citing a source that does not exist or that one hasn't read on a minor assignment.
- Making up a small number of data points on a laboratory exercise.
- Signing in for another student via attendance sheet or clicker in a course in which attendance counts toward the grade.

However, an alleged second nonseparable violation shall be treated as an alleged separable violation. Moreover, some violations that would be considered nonseparable for an undergraduate student may be treated as separable for a graduate student.

Sanctions for nonseparable violations include, but are not limited to, one or more of the following, and do not include suspension or expulsion:

- Required participation in a noncredit workshop or seminar on ethics or academic integrity.
- An assigned paper or research project related to ethics or academic integrity.
- A make-up assignment that may be more difficult than the original assignment.
- No credit for the original assignment.

- A failing grade on the assignment.
- A failing grade for the course.
- Disciplinary warning or probation.

### **Separable Violations**

Separable violations are very serious violations of academic integrity that affect a more significant portion of the course work compared to nonseparable violations. Separable violations are often characterized by substantial premeditation or planning and clearly dishonest or malicious intent on the part of the student committing the violation. Below are some examples of violations that are most often considered separable. Again, the list is certainly not exhaustive and classification of a given violation as separable or nonseparable is always heavily dependent on the exact facts and circumstances of the violation.

- A second nonseparable violation.
- Substantial plagiarism on a major assignment.
- Copying or using unauthorized materials, devices, or collaboration on a major exam.
- Having a substitute take an examination.
- Making up or falsifying evidence or data or other source materials for a major assignment, including falsification by selectively omitting or altering data that do not support one's claims or conclusions.
- Facilitating dishonesty by another student on a major exam or assignment.
- Intentionally destroying or obstructing another student's work.
- Knowingly violating research or professional ethics.
- Any violation involving potentially criminal activity.

Sanctions for separable violations include, but are not limited to, one or more of the following, and may, but need not, involve suspension or expulsion:

- A grade of XF (disciplinary F) for the course.
- Disciplinary probation.
- Dismissal from a departmental or school honors program.
- Denial of access to internships or research programs.
- Loss of appointment to academically-based positions.
- Loss of departmental/graduate program endorsements for internal and external fellowship support and employment opportunities.
- Removal of fellowship or assistantship support.
- Suspension for one or more semesters.
- Dismissal from a graduate or professional program.
- Permanent expulsion from the University with a permanent notation of disciplinary expulsion on the student's transcript.

The recommendations for sanctions at each level are not binding, but are intended as guidelines for the University community. For both nonseparable and separable violations, the severity of the sanction imposed should be proportional to the severity of the violation committed.

**Faculty who believe that violations have occurred should immediately contact SC&I's Associate Dean Novick. Students who suspect that other students are involved in actions of academic dishonesty should speak to the instructor of the course. Questions on reporting procedures may be directed to the Office of the Dean.**

## CAREERS IN JOURNALISM AND MEDIA STUDIES

See [Rutgers Career Services](#) for additional information.

The Department of Journalism and Media Studies provides undergraduate students with a broad spectrum of courses in the theory and practice of journalism and mass media, preparing them for professional careers in newspapers, magazines, television, radio, news agencies, publishing, public information services, and more! The department focuses on the practice of journalism and mass media, the impact of media on society, public policy and understanding, and the planning and development of public information systems.

Students often combine this major with other interests in fields such as Human Resources, Economics, Political Science, Cinema Studies, Music, Psychology, or English.

Journalism and Media Studies graduates find career opportunities in a wide variety of settings including business, education, government, and the non-profit sectors. Their polished skills in verbal and written communication make them attractive to employers when hiring. Any work that involves communicating, whether face to face or digitally, as its focal point is a potential career field. It is critical to identify an area of focus and then build experience and a portfolio of work products.

Regardless of your career choice, increase your marketability to employers through internships, responsible work experience, strong performance in the classroom, and involvement in college activities. Regular advising sessions with undergraduate advisors in Student Services will help you choose coursework that will bring your academic and career interests together.

For further information on careers in Journalism and Media Studies:

- Go to [Career Services at SC&I](#) Newsletter, Advising, Jobs and Internship listings.
- Go to the [University Career Services](#) for Career Fairs, Resume Workshops and Advising.
- Explore resources by logging into your CareerKnight account (*CareerShift*, Going Global).
- See the [Occupational Outlook Handbook](#) for additional career information.
- Explore career options through [Vault's Career Insider](#) using your Rutgers ID.

## IMPORTANT STEPS TO TAKE ON YOUR CAREER PATH

Engage with your **SUCCESS** and move forward on your career path today!

Regular advising and conversations are critical to making career decisions. There are many paths to take and you will want to explore alternatives to find the right path for you. Employers are looking to hire people who are passionate about their work.

What are your passions? What makes you unique?

We all begin our career path exploration by beginning with a reflection on ourselves and what would make us happy in our work choices. Imagine where and with whom you wish to work. Consider the products or ideas that you want to represent. Your major will help you gain insight into your own interests. Use individual research projects and team assignments in your courses as a way to help you gain knowledge about your career choices.

Here is an outline for your path to **SUCCESS**:

**S**tudy your interests, know your passions:

- Complete the free online assessment [Focus 2](#) and use these results to get started
- Schedule an advising appointment with University Career Services
- Schedule a Career Advising Session or come to weekly Drop in Sessions at SC&I

**U**nderstand and investigate your career options

- Begin to research the careers that appeal to you in your Focus 2 results
- Use [Occupational Outlook](#) to learn more about careers of interest (salary, requirements)

**C**oordinate your experiences (join groups, volunteer, jobs, and internships)

- Search for and join student organizations that reflect your interests
- Explore professional organizations you can join as a student member, build a network.

**C**raft a portfolio of samples to demonstrate your skills and passions

- Work on your LinkedIn profile and find ways to create a web presence
- Use your free access to [lyndaCampus through SC&I](#) to build your technical skills

**E**dit and refine your personal brand.

- Draft a resume, get feedback from Career Services at SC&I, University Career Services
- Create a new resume for each application inserting specific, unique details
- Find a sample resume on [Career Services at SC&I](#)

**S**ign up for Career Workshops, Panel Presentations, Career Expos and Fairs

- Don't miss opportunities to practice your networking skills
- Be a visible member of your community, contacts lead to jobs!

**S**earch in a wide range of career tools to find the one that works for you

- On CareerKnight home page use the free CareerShift and Going Global resources
- Keep up with new opportunities and resources every week on [Career Services at SC&I](#)

# SAMPLE RESUME

## YOUR NAME

Address  
Address

Phone  
Email

Website or LinkedIn url here

**OBJECTIVE:** The point of the objective is to insert the name of the position and company to demonstrate that resume is tailored to a specific ad. Make it specific to the position, **not generic.**

### EDUCATION

Rutgers, The State University of NJ, New Brunswick 2016  
BA: Major Include GPA/or Major GPA if 3.0 or better  
Minor:

### RELEVANT COURSEWORK

4 - 6 Courses in Columns	Choose courses related to job ad
Demonstrate your skills with	Alphabetical order will indicate that
Microsoft Office Suite	You pay attention to details
Use "Page Layout" to create columns	You can use 2 or 3 columns

### EXPERIENCE This can be internships, paid and unpaid experience

Company, city, state dates

**Your title**

- Action verb short statement. **DO NOT EXCEED 1 LINE PER BULLET**
- New Action verb

Company, city, state dates

**Your title**

- New Action verb
  - New Action verb
- THERE IS NO MAGIC NUMBER OF BULLETS  
YOU DON'T NEED TO INCLUDE EVERYTHING**

Company, city, state dates

**Your title**

- New Action verb
  - New Action verb
- YOUR GOAL IS TO MATCH COMPANY NEEDS  
USE THE JOB AD'S VOCABULARY**

### Activities

Organizations dates

**Join/Follow organizations and groups that relate to your career goals**

**This also demonstrates your membership and leadership in communities**

### Skills

Microsoft Office Suite	Facebook?	WordPress?
List all apps you know	Instagram?	YouTube?
Other tech. skills?	Snapchat?	Twitter?
Adobe Illustrator?		

References furnished on request. (Do not give away names of references until requested.)

# RESUME TIPS

## DO NOT EXCEED 1 PAGE (1 SIDED) IN YOUR RESUME.

Human Resources can spend less than 10 seconds on a resume. Imagine you are the HR person. Make sure they can see the information that relates to the position you are applying to. Help them hire you.

### Dr. Coan's 10 basic resume tips

1. Create/save a "master resume" file on your computer with all experiences and courses
  - Include a copy of your transcript with course titles and class projects
2. Develop each resume uniquely from that file to demonstrate your match to the position
  - Insert the name of the company into an objective "To contribute to X"
3. Limit your bullet points to a single line (demonstrate the ability to edit)
  - Start each line with an action verb and use vocabulary from the job ad
4. Avoid claiming "I am an excellent writer." Instead demonstrate by writing excellently
  - Ask 5 people to proofread and find every little mistake (they are always there)
5. Gain technical skills to list on your resume for free at Lynda.com through SC&I. See:
  - <http://comminfo.rutgers.edu/instructional-technology/lyndacampus-for-sc-i.html>
6. Remember every app you use and take for granted is a **skill** you have
  - Check your devices to see what apps you know
7. Think of your resume as an advertisement, **do not** try to tell your whole life story
  - Leave some details for your cover letter and the interview
8. Limit yourself to one page, one inch margins all around, 12 point font.
  - **Do not squeeze!** Do not use miniature font. Demonstrate your design ability
9. Use vocabulary from the job or internship description in your resume and cover letter
  - Resumes are scanned for key terms, be sure you've inserted them
10. Take advantage of University Career Services and Career Services at SC&I
  - Get input on your resume and then choose what is right for you

Check out the Newsletter Page on [Career Services at SC&I](#) for more Career Tips.

[Newsletter #14 What's Your Passion?](#) Use Focus 2 to learn about yourself.

[Newsletter #18 CareerKnight Insider Tips](#) Why you want to go there!

[Newsletter #20 Teach Yourself Mad Skills!](#) Free access to Lynda.com through SC&I

## A Sample of Potential Occupations

Admissions Counselor	Corporate Trainer	Lobbyist	Search Engine Optimization Manager
Advertising Acct. Exec.	Correspondent	Market Researcher	Social Media Manager
Biographer	Creative Services Manager	Media Buyer	Sports Broadcaster
Camera Operator	Customer Relations Rep.	Media Production Assistant	Sports Writer
Circulation Director	Digital Journalist	Personnel Recruiter	Talent Agent
Columnist	Editor	Photographer	Talent Coordinator
Commentator	Entertainment Agent	Public Information Officer	Technical Writer
Communications Manager	Film/TV Director	Public Relations Specialist	Tour Guide
Consumer Advocate	Foreign Service Officer	Publicity Director	Traffic Manager
Convention Organizer	Fundraiser	Sales Representative	Web Content Editor
Copy Writer	Human Resources Administrator	Screen/Script Writer	Web Content Manager

## A Sample of Types of Employers

### ***Global, National Private and Non-profit Organizations***

Advertising Agencies	Health Organizations	Manufacturing Firms	Retail Stores
Book Publishers	Hospitals	Market Research Companies	Satellite Radio
Web and Cable Television	Labor Unions	Newspapers	Talent Agencies
Community Arts Centers	Law Firms	Online Periodicals	Telecommunications Firms
Community Organizations	Libraries/Museums	Professional Associations	Television Stations
Educational Organizations	Magazines	Professional Sports Leagues	TV and Film Production Studios
E-zines	Management/Consulting Firms	Public Relations Firms	Universities and Colleges
		Radio Stations	Websites

### ***Government Agencies***

Cultural Affairs	National Archives	National Science Foundation	U.S. Information Agency
Department of Labor	National Endowment for the Humanities	National Telecommunications and Information Administration	U. S. Senate
The Office of Media Relations	National Park Service	Small Business Administration	Voice of America

## Rutgers University

### **Examples of Jobs of JMS Graduates**

Account Executive at MWWPR	Digital Coordinator at Guinness World Records	Marketing Coordinator, Penguin Books	Vice President, Communications at Smithsonian Channel
Ad Technology Analyst Havas Media Group	Congressional Correspondent, FOX News	Marketing Research Analyst, <i>The Atlanta Journal-Constitution</i>	Senior Director, Marketing & Artist Development at Downtown Records, NYC
Integrated Marketing Assistant Viacom	Director, Social Media, MLB.com	Media Sales, Zenith Optimedia	Senior Football Writer, <i>Sports Illustrated/ MMBQ.com</i>
Account Coordinator at Rubenstein Communications	Director, Women's Law and Public Policy Fellowship & Leadership and Advocacy for Women in Africa Program, Visiting Professor of Law, Georgetown University	National Basketball Reporter, USA Today	Social Media Manager, Qadario, Inc.
Associate Producer at ABC News Radio	Executive Producer, WFXB, Myrtle Beach, S.C.	Online Marketing, Promotion, Publicity, The Syndicate	Sports Reporter, Associated Press
Editorial Assistant in Clinical Medicine at Oxford University Press	Reporter, <i>Washington Post</i>	Production Coordinator, ABC	Staff Writer, Greater Media Newspapers
Technical Recruiter at Gotham Technology Group Studio Assistant at Google	Manager, Corp. Public Relations, Canon USA, Inc.	Public Relations, TOSHIBA	Yield Analyst, Video Operations at Time Inc.

### **Graduate Schools Attended**

Boston University, MA, Television Production	Fairleigh Dickinson University, MBA, Business Management	New School University, MA, Communication	University of Florida, JD, Advertising/Law
Cardiff University, MA, International Journalism	Fordham University, MA, Communications	Rutgers University, MA, English; MBA, Marketing; M.Ed., School Counseling	University of North Carolina, PhD, Journalism/Mass Media
Columbia University, MA, Psychological Services	George Washington University, MA Journalism/Mass Media	Seton Hall University, MA, Corporate & Public Communication	University of Southern California School of Film
Columbia University School of Journalism	Howard University, JD, Entertainment Law	Temple University, MA, Journalism	Yale Law School

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
FULL TIME FACULTY**

For office hours, courses taught and personal web pages, visit [www.comminfo.rutgers.edu](http://www.comminfo.rutgers.edu) and select *Faculty*.

**CI** = School of Communication & Information  
4 Huntington Street, CAC

**SDW** = DeWitt House  
185 College Ave, CAC

**AN** = SC&I Annex, A or B  
192 College Avenue, CAC

\*All phone numbers are (848)-932-XXXX, with the last 4 digits listed below.

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### Undergraduate Student Services

#### Undergraduate Advisors

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