

JOURNALISM (JOUR)

JOUR 101 - Media and Society (3 Credits)

Principles, history, philosophies, theories of the mass media and allied professions and their societal role and impact.

JOUR 201 - Principles of Public Relations (3 Credits)

Methods used by business, government, consumer groups, minorities, environmentalists, and others to influence public attitudes toward their activities.

JOUR 203 - Principles of Visual Communications (3 Credits)

Theory and history of visual communication in the mass media emphasizing informational and persuasive messages created by graphic, photographic, and multimedia processes.