

# Journalism and Mass Communication

## Faculty

Raymond N. Ankney, Chair, Associate Professor  
 Jon Clemmensen, Professor  
 Dennis R. Jones, Associate Professor  
 David S. Shipley, Associate Professor  
 N. Melissa Tate, Assistant Professor

## Undergraduate Programs and Requirements

### Major

Journalism and Mass Communication with a Concentration in  
 Advertising  
 Broadcast and Electronic Journalism  
 Print Journalism  
 Public Relations

### Minor

Journalism and Mass Communication (with one of four tracks)

The department offers a major in journalism and mass communication, with four possible concentrations, or tracks: advertising, broadcast and electronic journalism, print journalism, and public relations. Students must officially declare a concentration/track, and each leads to a bachelor of arts degree.

Journalism and mass communication (JMC) majors are also required to have a 20-credit minor or cognate outside the JMC department. The minor is determined by the student in consultation with a journalism and mass communication advisor.

The department also offers a minor in journalism and mass communication with four possible tracks: advertising, broadcast and electronic journalism, print journalism, and public relations.

### Admission to the Department of JMC

**Admitted Freshman Majors:** Must achieve a JMC GPA of 2.75 or better upon completing JMC 200 (Mass Media and Society) and JMC 201 (Mass Media Practices). Students who fail to meet this requirement must change majors.

**Students who Transfer and/or Change Majors:** Must have completed UCCA 101 (Communication Arts I) or the equivalent with a grade of C+ or better, and must have a Samford GPA of 3.00 or better. If a Samford GPA does not exist, a higher education GPA of 3.00 or better will qualify.

### University Core Curriculum and General Education Requirements

See University Core Curriculum and General Education Requirements in the Howard College of Arts and Sciences introductory pages for a list of required and applicable courses. JMC majors must take MATH 110 (Contemporary Mathematics) or higher to fulfill the general education mathematics requirement.

## Courses

### JMC 200 Mass Media and Society (4)

Introduction to mass communication with an emphasis on exposure to mass media messages, the industry, message effects, historical perspective, communication theories, and media literacy. Offered: Every semester.

### JMC 201 Mass Media Practices (4)

Introduction to mass media systems from a producer perspective with an emphasis on practices and issues. Historical, cultural, political, technological, and social forces that mold and constrain current media forms and products are discussed. Includes the academic response as well as an introduction to scholarly research in the field of journalism and mass communication. Prereqs: JMC 200 for majors. Offered: Every semester.

## Journalism and Mass Communication Major

Journalism and Mass Communication Major Required Courses	Course Credits	Total Required Credits
<b>University Core Curriculum</b>		<b>22</b>
<b>General Education Requirements:</b>		<b>30-42</b>
<b>Natural and Computational Sciences</b>		<b>8</b>
<b>Social Sciences</b>		<b>4</b>
<b>Mathematics</b>		<b>4</b>
MATH 110 Contemporary Mathematics <i>or</i> higher	4	
<b>World Languages</b>		<b>4-16</b>
<b>Fine Arts</b>		<b>4</b>
<b>Humanities</b>		<b>4</b>
<b>Physical Activity</b>		<b>2</b>
<b>Journalism &amp; Mass Communication Major:</b>		<b>42</b>
<b>Journalism &amp; Mass Communication Core</b>		<b>30</b>
JMC 200 Mass Media and Society	4	
JMC 201 Mass Media Practices	4	
JMC 300W Mass Media Writing and Editing	6	
JMC 301 Mass Media Ethics	2	
JMC 302 Mass Media Law	2	
JMC 310 Mass Media Production	6	
JMC 331 Mass Media Externship	2	
JMC 401W Senior Thesis <i>or</i>	4	
JMC 402W Applied Communication Research		
<b>Journalism &amp; Mass Communication Electives</b> (Must select two, 2-credit elective courses to satisfy requirement.)		<b>4</b>
<b>Journalism Concentration</b> (Choose one of the tracks below and complete both courses.)		<b>8</b>
<b>Advertising Track</b>		
JMC 411W Advertising/Marketing Communication	4	
JMC 412 Advertising/IMC Practicum	4	
<b>Broadcast and Electronic Journalism Track</b>		
JMC 421 Adv Mass Media Applications-Electronic	4	
JMC 422 Video Practicum	4	
<b>Print Journalism Track</b>		
JMC 431 Adv Mass Media Applications-Print/Web	4	
JMC 432 Magazine/E-zine Practicum	4	
<b>Public Relations Track</b>		
JMC 441W Public Relations Communication	4	
JMC 442 Public Relations Practicum	4	
<b>Required Minor or Cognate</b>		<b>20</b>
<b>General Electives</b>		<b>2-14</b>
<b>Total Required Credits</b>		<b>128</b>

### JMC 252 Photojournalism (2)

Introduction to photographic techniques and the study of news feature reporting through photographs. Emphasis on visual composition, developing, and printing. Offered: Fall.

### JMC 300W Mass Media Writing and Editing (6)

Introduction to writing and editing journalistic and persuasive copy for distribution in converged mass media: print, electronic, and online. Prereq: JMC 200, 201; UCCA 101 or its equivalent, with a C+ or better; and ability to type 30 words per minute. Offered: Fall.

### JMC 301 Mass Media Ethics (2)

Review of the basic principles of professional ethics and social responsibility in the mass media. Prereq: JMC 300W. Offered: Summer 1 and Spring.

**Journalism and Mass Communication Minor**

<b>Journalism and Mass Communication Minor Required Courses</b>	<b>Course Credits</b>	<b>Total Required Credits</b>
<b>Journalism and Mass Communication Core</b>		<b>16</b>
JMC 201 Mass Media Practices	4	
JMC 300W Mass Media Writing and Editing	6	
JMC 310 Mass Media Production	6	
<b>Journalism Track</b> (Choose one of the tracks below and complete both courses.)		<b>8</b>
<b>Advertising Track</b>		
JMC 411W Advertising/Marketing Communication	4	
JMC 412 Advertising/IMC Practicum	4	
<b>Broadcast and Electronic Journalism Track</b>		
JMC 421 Adv Mass Media Applications-Electronic	4	
JMC 422 Video Practicum	4	
<b>Print Journalism Track</b>		
JMC 431 Adv Mass Media Applications-Print/Web	4	
JMC 432 Magazine/E-zine Practicum	4	
<b>Public Relations Track</b>		
JMC 441W Public Relations Communication	4	
JMC 442 Public Relations Practicum	4	
<b>Total Required Credits</b>		<b>24</b>

**JMC 302 Mass Media Law (2)**

Study of mass media law with an emphasis on libel, access, privacy, contempt, copyright, and freedom of information. Prereq: JMC 300W. Offered: Fall.

**JMC 308 America since 1945: Media and Politics (4)**

Survey of media, politics, and culture since the end of World War II. Co-listed as HIST 308.

**JMC 310 Mass Media Production (6)**

Introduction to designing and producing journalistic and persuasive messages for converged digital mass media: print, electronic, and online. Prereqs: JMC 200, 201, and 300W. Offered: Spring.

**JMC 331 Mass Media Externship (1-2)**

Practical experience working under the supervision of qualified practitioners in print, broadcasting, advertising, or public relations. Two credits for the first internship, maximum three credits. Prereq: JMC 300W and 310. Offered: Fall, Spring, and Summer 2.

**JMC 352 Web Page Communication (2)**

Study of format and production of messages for distribution via the World Wide Web. Includes the how-to's of creating and publishing software packages, HTML, tables, and animated GIFs.

**JMC 362 The Film Genre (2)**

Study of the history of the film industry in America and its cultural effects. Offered: Summer 1 and Jan Term.

**JMC 364 Film Criticism (2)**

Introduction to critical theory as applied to film. Practical application of theory in the form of critical essays. Offered: Summer I and Jan Term.

**JMC 372 Media of Religion (2)**

Investigation of the relationship between two First Amendment rights: freedom of religion and freedom of the press. Course looks at how the church uses a variety of media to communicate the gospel message, how religion is reported in the secular media, and the effects on religion of media-use and vice versa.

**JMC 382 Feature Writing (2)**

Practical application in planning, developing, writing, and submitting manuscripts for publication in magazines and newspapers. Includes a study of query letters, markets, and market requirements.

**JMC 398 The Alabama Constitution: 100 Years of Controversy (4)**

Examination of the creation, structure, and interpretation of state constitutions. Special attention paid to the 1901 Alabama Constitution and issues surrounding the document, as well as to current and past reform movements. Co-listed as HIST 398 and POLS 398.

**JMC 399 London Study Topics (4)**

Special courses designed for and offered at the Daniel House London Study Centre. Topics vary. Offered: Jan Term.

**JMC 400 Senior Seminar (2)**

In-depth examination of selected mass communication topics. Students examine current mass communication issues, prepare group class discussions on the issues, and complete an extensive research paper on a selected mass communication topic. Prereq: Senior standing.

**JMC 401W Senior Thesis (4)**

Capstone experience that includes design, analysis, implementation, testing, and documentation of an original research project. Prereq: Senior standing. Offered: Fall.

**JMC 402W Applied Communication Research (4)**

Introduction to current mass media research techniques as practiced in the print, broadcast, advertising, and public relations industries. Includes survey research, focus group research, interviewing, and simple experimental techniques as well as basic principles of data collection, analysis, interpretation, and reporting. Research project required. Prereqs: Senior standing and MATH 110. Offered: Fall.

**JMC 411W Advertising/Marketing Communication (4)**

Practical application of principles of writing and producing persuasive materials for integrated marketing communications (IMC) purposes, including advertising, marketing, public relations, publicity, and promotions. Prereqs: JMC 300W and 310. Offered: Fall.

**JMC 412 Advertising/IMC Practicum (4)**

Practical application in researching, planning, writing, scheduling, budgeting, and evaluating the creative campaign in a blend of form and function. Includes media selection, copy and layout, audio and video taping, story boards, and preparation of detailed budgets. Prereq: JMC 411W. Offered: Spring.

**JMC 421 Advanced Mass Media Applications-Electronic (4)**

Practical application of photographing, reporting, writing, editing, and producing journalistic and persuasive digital video materials for broadcast and online media. Prereqs: JMC 300W and 310. Offered: Fall.

**JMC 422 Video Practicum (4)**

Practical application in producing and directing. Includes staging, lighting, graphics, video control, and composition. Students produce a weekly news/public affairs video magazine (Samford News Network [SNN]). Prereqs: JMC 421. Offered: Fall.

**JMC 431 Advanced Mass Media Applications-Print/Web (4)**

Practical application of writing, editing, and producing materials for print publications including newspapers and magazines. Prereqs: JMC 300W and 310. Offered: Fall.

**JMC 432 Magazine/E-zine Practicum (4)**

Practical application in magazine production. Students write articles, edit, design, market, and publish a magazine. Prereqs: JMC 431. Offered: Spring.

### **JMC 441W Public Relations Communication (4)**

Intermediate course in various media techniques used by public relations professionals to reach and influence desired publics. Prereqs: JMC 300W and 310. Offered: Fall.

### **JMC 442 Public Relations Practicum (4)**

Practical application in planning and managing a campaign with emphasis on problem analysis, crisis, and issues management. All students work in a student-run public relations agency. Prereq: JMC 441W. Offered: Spring.

### **JMC 452 Seminar in Media Practices (2-4)**

In-depth study of the roles of the advertising, broadcasting, journalism, and public relations practitioner in the daily practice of the craft. Course includes background research on specific media organizations and subsequent visits to each. Prereqs: JMC 201; Junior standing and/or permission of the instructor. Offered: Jan Term, on rotation.

### **JMC 454 International Mass Media (2)**

Introduction to and comprehensive survey of international mass media systems and theories with an emphasis on comparative issues, characteristics, and developments. Course is taught abroad.

### **JMC 462 History of Mass Media (2)**

Survey and analysis of the origin, development, influence, and outlook of mass media in America with an emphasis on issues, trends, standards, policies, methods, and controls. Prereq: JMC 201.

### **JMC 464 Mass Media Management (2)**

Introduction to the basic principles and practices of personnel and business management as applied to mass media organizations. Prereq: Junior standing. Offered: Spring and Summer 1.

### **JMC 472 Advanced Print Media Literacy (2)**

In-depth individual and group work in print media production, half-tone reproduction, and graphic design. Includes sophisticated manipulation of type, graphics, and white space in tabloid, magazine, and newsletter design. Prereq: JMC 310. Offered: Fall.

### **JMC 474 Advanced Electronic Media Literacy (2)**

In-depth individual and group work in video production, direction, and postproduction. Includes sophisticated manipulation of light, image, sound, and the use of computer-generated graphics. Prereq: JMC 310.

### **JMC 482 Independent Study (1-4)**

Directed-reading, research, and analysis involving a particular field of interest resulting in a project or paper. Course may be repeated for different topics; maximum of 8 credits. Prereq: Junior standing and/or permission of the instructor.

### **JMC 492 Special Topics in Mass Media (2-4)**

In-depth analysis of a contemporary mass communication topic that is not normally covered in other JMC offerings. Topics vary according to the instructor. Course may be repeated for different topics; maximum of 8 credits. Prereq: JMC 201.

# Mathematics and Computer Science

## Faculty

Bruce W. Atkinson, Chair, Professor  
Steven F. Donaldson, Associate Professor  
David L. Foreman, Associate Professor  
Emily A. Hynds, Associate Professor  
Sonya S. Stanley, Associate Professor  
Janie A. Kennedy, Assistant Professor  
Jeffrey S. Powell, Assistant Professor  
Brian R. Toone, Assistant Professor  
Ruric E. Wheeler, Research Professor  
Gregory A. Kawell, Instructor  
Candace H. Todd, Instructor

## Undergraduate Programs and Requirements

### Majors

Computer Science  
Mathematics  
Dual-Degree Engineering Program

### Minors

Computer Science  
Mathematics

The department offers two majors: mathematics and computer science, both leading to the bachelor of science degree. Students planning to earn an Alabama teacher's certificate in mathematics should consult the department chair and refer to the Orlean Bullard Beeson School of Education and Professional Studies section of this catalog.

The department also offers a dual-degree engineering program in conjunction with the Department of Physics and the engineering schools of several regional universities. The five-year program leads to two degrees: a bachelor of science degree from Samford with a major in mathematics or physics, and a bachelor of engineering degree from the participating university. (See the Undergraduate Dual-Degree Engineering Program section below for more details.)

Students interested in pursuing an engineering career need not necessarily enter the dual-degree program. Since mathematics, physics, computer science, and chemistry are basic in all engineering curricula, students taking basic courses in these fields are well prepared to transfer to any engineering school. At Samford, students can complete half the curriculum required in any of the following fields of engineering: mechanical, electrical, civil, chemical, highway, and aeronautical. Interested students are advised to check with several engineering schools to determine which Samford courses would transfer directly.

The department also offers two minors: mathematics and computer science.

### University Core Curriculum and General Education Requirements

See University Core Curriculum and General Education Requirements in the Howard College of Arts and Sciences introductory pages for a list of required and applicable courses. Note: Any math course taken to meet requirements for a major or minor in the department may also be used to meet the general education mathematics requirement.

## Undergraduate Dual-Degree Engineering Program

The Department of Mathematics and Computer Science and the Department of Physics offer a dual-degree engineering program jointly with the following universities: University of Alabama at Birmingham, Auburn University, Washington University (Missouri) and Mercer University (Georgia).

Students in this five-year program will first pursue a three-year general curriculum at Samford, followed by a two-year general technical curriculum at one of the participating engineering schools. Students apply to the engineering school during their third year at Samford. Applications must include a letter of recommendation from the chair of the mathematics and computer science department or from the chair of the physics department (depending on the track