

Journalism & Public Comm (JPC)

Courses

JPC A201 Reporting and Writing News 3 Credits

Presents the basic principles of reporting and writing news. Teaches students to identify newsworthy people and events, conduct interviews, gather information and write news reports. Emphasizes writing under deadlines.

Prerequisites: WRTG A211 with a minimum grade of C or WRTG A212 with a minimum grade of C or WRTG A213 with a minimum grade of C or WRTG A214 with a minimum grade of C.

JPC A202 First Amendment and Media Ethics 3 Credits

Examines media ethics from its foundations to its modern practice. Emphasizes principles and practices of First Amendment law and media ethics.

Prerequisites: WRTG A211 with a minimum grade of C or WRTG A212 with a minimum grade of C or WRTG A213 with a minimum grade of C or WRTG A214 with a minimum grade of C.

JPC A203 Writing and Producing Media 3 Credits

Provides students with the basic principles and best practices for writing and producing for multiple media platforms. Introduces the fundamentals of writing, story structure, and audio and video production. Introduces student portfolio for major.

Prerequisites: JPC A201 with a minimum grade of C.

JPC A204 Media Literacy 3 Credits

Examines how we access, analyze, evaluate and create media in a variety of forms. Explores how media and technology converge in a global culture. Emphasizes critical thinking skills, self-expression and information literacy.

Attributes: UAA Social Sciences GER.

JPC A211 Visual Literacy 3 Credits

Examines visual forms of communication. Emphasis on the use of images in newspapers, magazines, film, television, photography, informational graphics, interactive multimedia, digital games, and Web-based technologies and the role of visual media in cultural processes and aesthetic appreciation.

JPC A212 Editing in a Multimedia World 3 Credits

Focuses on principles and practice in editing copy for print, broadcast, Web and mobile; selecting pictures and video; and writing headlines, cutlines, blurbs, teases and promos. Examines multimedia copy editing concepts and terminology. Emphasizes ethical decision making and language usage.

Prerequisites: JPC A201 with a minimum grade of C.

JPC A213 Digital Imaging 3 Credits

Examines the creation and use of digital images to communicate. Emphasizes visual aesthetics, composition, image layering, photo ethics, spatial relationships, compression techniques, digital painting, editing, color adjustment, filtering, image capture and file formatting.

JPC A312 History of Alaska Media 3 Credits

Examines the history and development of Alaska media. Emphasis on how Alaska communications media have shaped the development of Alaska from "Seward's Folly" through statehood to analysis of coverage of current political and social controversies.

JPC A313 Movies and the First Amendment 3 Credits

Analyzes how First Amendment issues are presented in film and television as popular culture. Emphasis on analysis of First Amendment and media ethics issues as presented in films from "His Girl Friday" (1932), "All the President's Men" (1976), "The Paper" (1996) and other media-related movies.

JPC A314 Documentary Filmmakers and Filmmaking 3 Credits

Analyzes cinematography and filmmaking techniques of significant American and international documentary filmmakers.

Registration Restrictions: Junior status.

JPC A343 Radio News Reporting 3 Credits

Emphasizes the principles and practices of professional audio news reporting, including story research, recording, writing, announcing, sound editing and deadline news production. Students produce and disseminate audio news stories for a variety of broadcast and online markets.

Prerequisites: JPC A204 with a minimum grade of C.

JPC A344 Television News Reporting 3 Credits

Emphasizes the principles and practices of television news reporting, news judgment, ethics, story research, writing, shooting, and editing.

Prerequisites: JPC A203 with a minimum grade of C and JPC A204 with a minimum grade of C.

JPC A345 Web Design 3 Credits

Analyzes the development of the World Wide Web as a communications medium. Emphasis on professional principles and practices of Web design, evolving technologies, and the convergence of digital images, graphics, text, voice, and music to enhance the interactivity between user and the system.

Prerequisites: JPC A213.

JPC A362 Principles of Strategic Communications 3 Credits

Covers how to develop strategic messages in online and traditional media through public relations, integrated marketing and advertising. Emphasis is placed upon how to use ethical strategies and tactics to communicate timely, effective and truthful messages while adhering to sound business principles. Explores how employee, consumer and stakeholder communications have changed with digital communication and social networks.

Prerequisites: JPC A204 with a minimum grade of C.

JPC A363 Research Methods for Strategic Communications 3 Credits

Analyzes research methods for strategic communications. Emphasizes quantitative and qualitative methods, sample selection, questionnaire design, analysis procedures, ethical and legal practices, reporting and presenting results.

Prerequisites: JPC A204 with a minimum grade of C.

JPC A366 Planning and Writing for Strategic Communications 3 Credits

Emphasizes essential elements involved in writing, planning, implementing and evaluating strategic communications. Introduces strategic communications materials in a variety of formats, including fact sheets, news releases, brochures, blogs, position papers, and social media posts.

Prerequisites: JPC A201 with a minimum grade of C and JPC A204 with a minimum grade of C.

JPC A368 Commercial Photography 3 Credits

Analyzes contemporary commercial photography. Emphasis on use of staging, lighting, and photographic techniques for advertising, public relations, and integrated marketing for commercial clients.

Prerequisites: JPC A213.

JPC A382 Digital Audio Production 3 Credits

Emphasizes professional principles and practices of digital audio production including signal processing, multi-track mixing, layering, synchronization and editing. Students produce digital audio programs for various markets.

Prerequisites: JPC A204 with a minimum grade of C.

JPC A383 TV Studio Production 3 Credits

Analyzes television studio production. Emphasis on professional principles and practices of set-up and operation of studio production equipment, production fundamentals, the team process of television program production, and the aesthetics and use of studio television for communication.

Prerequisites: JPC A204.

JPC A384 Digital Video Production 3 Credits

Analyzes digital video production. Emphasis on professional principles and practices of camera, lighting, sound, and editing of digital video for various distribution systems and audiences.

Prerequisites: JPC A343 or JPC A344.

JPC A385 Scriptwriting for Film and Television 3 Credits

Analyzes scriptwriting strategies and techniques for film and television. Emphasis on professional principles and practices of story development, scriptwriting form, storyboarding, and marketing of scripts for film and television projects.

Prerequisites: JPC A204.

JPC A403 Communications and Media Research 3 Credits

Evaluates communications and media research. Emphasizes methods and practices of empirical research in communications and media, including concept framing, empirical methods, data generation, data analysis, peer review, and results presentation and publication. Students develop and produce empirical primary research papers using quantitative and qualitative research methods.

Registration Restrictions: Completion of GER Tier 1 (basic college-level skills) courses and junior standing.

Prerequisites: JPC A204 with a minimum grade of C and (STAT A200 with a minimum grade of C or MATH A121 with a minimum grade of C).

Attributes: UAA Integrative Capstone GER.

JPC A404 Global Media and Communications Systems 3 Credits

Evaluates the history and development of global media and communications systems. Emphasis on the technological, social, political, and economic forces that impact the practice of journalism, public communications, and information technology throughout the world.

Prerequisites: JPC A204.

JPC A413 Communications Law 3 Credits

Legal rights, privileges, and regulations of press, radio, television, Internet and films; libel, contempt, copyright, rights of privacy; decisions of regulatory bodies.

Crosslisted With: LEGL A413.

Prerequisites: JPC A202 with a minimum grade of C or JUST A110.

JPC A442 Multimedia Journalism 3 Credits

Applies ethical principles and professional practices of multimedia journalism, especially regarding the creation of storytelling techniques developed on digital platforms. Examines the emergence of a global information society, with a focus on the effects these phenomena are having on the news media.

Prerequisites: JPC A204 and JPC A345.

JPC A443 Public Service Reporting 3 Credits

Applies advanced professional and ethical practices of newsgathering, reporting, producing and dissemination. Presents the most current multimedia resources and tools for public service and investigative journalism.

Prerequisites: JPC A201 and JPC A203 with a minimum grade of C.

JPC A445 Magazines 3 Credits

Magazine production from concept to writing articles and other content to editing to photography, design and layout and distribution. Class will produce a general interest color magazine.

Prerequisites: JPC A201 and (JPC A211 with a minimum grade of C or JPC A212 with a minimum grade of C or JPC A213 with a minimum grade of C).

JPC A462 Corporate Communications 3 Credits

Focuses on the roles and responsibilities of the corporate communication function with all of the organization's stakeholders. Emphasizes professional principles and practices of strategic communication, internal communication, advertising, public relations, integrated marketing communication, investor relations and new communication technologies in corporations.

Prerequisites: JPC A204 with a minimum grade of C.

JPC A463 Crisis Communications 3 Credits

Evaluates crisis communications. Applies ethical principles and professional practices of crisis communications planning, development, and execution during a crisis. Develops a crisis communications plan for organizations for communicating with internal and external audiences during a crisis.

Prerequisites: JPC A363.

JPC A464 Development Communications 3 Credits

Evaluates development communications. Applies ethical principles and professional practices of planning and execution of development communications programs, including fund-raising for businesses and non-profit organizations.

Prerequisites: JPC A363.

JPC A465 Strategic Communications Campaigns 3 Credits

Applies advanced professional strategic communications practices to a weeks-long campaign from the planning to the execution to the evaluation stages. Applies the ethical use of traditional media, social media and other public engagement forums in influencing audiences.

Prerequisites: JPC A204 with a minimum grade of C.

JPC A482 TV Post-Production 3 Credits

Evaluates television segments and programs in non-studio locations. Applies ethical principles and professional principles and practices of idea development, script writing, storyboarding, planning, use of digital video cameras, lighting, sound, and post-production editing. Students produce commercials, public service spots, and promotional videos for multiple formats and audiences.

Prerequisites: JPC A382 or JPC A383.

JPC A483 Motion Graphics and Animation 3 Credits

Overview of contemporary history and concepts of animation and motion graphics. Application of design principles, techniques and practices of animation production including preproduction, production, and postproduction.

Prerequisites: ART A205 or ART A211 or ART A225 or ART A257 or JPC A382 or JPC A383 or JPC A385 or JPC A482 or JPC A484 or THR A131.

JPC A484 Digital Film Production I 3 Credits

Evaluates history and development of film production. Applies ethical principles and professional principles and practices of digital film production including preproduction, production and postproduction.

Prerequisites: ART A225 with a minimum grade of C or ENGL A382 with a minimum grade of C or JPC A213 with a minimum grade of C or JPC A382 with a minimum grade of C or JPC A383 with a minimum grade of C or JPC A385 with a minimum grade of C or JPC A482 with a minimum grade of C or THR A121 with a minimum grade of C or THR A131 with a minimum grade of C.

JPC A486 Digital Film Production II 3 Credits

Applies ethical principles and professional principles and practices of digital film production including preproduction, production and postproduction, emphasizing revision, expansion and completion of work begun in JPC A484.

Prerequisites: JPC A484 with a minimum grade of C.

JPC A490 Selected Topics in Journalism and Public Communications 3 Credits

Analyze, develop, and apply professional principles and practices to changing landscape of contemporary journalism and media.

Special Note: May be taken twice for credit with a change of subtitle.

Registration Restrictions: Junior or senior standing.

Prerequisites: JPC A204.

JPC A492 JPC Capstone Seminar 3 Credits

Integrates and synthesizes material in other JPC major requirements. Emphasizes the transition from student to emerging professional and considers professional competence, ethical practice, project management, and the synthesis of theory and practice.

Registration Restrictions: Completion of GER Tier 1 (basic college-level skills) courses and junior or senior standing

Prerequisites: JPC A204 with a minimum grade of C and (MATH A121 or MATH A151 or STAT A200).

Attributes: UAA Integrative Capstone GER.

JPC A495 JPC Practica and Internships 1-6 Credits

Supervised on-campus and off-campus experience at media organization. JPC practica are supervised media and communications experiences at on-campus media. JPC internships are supervised media and communications experiences at off-campus media. Students perform significant media work under faculty media advisor and on-staff supervision. Students develop portfolios for review.

Special Note: May be repeated for up to 6 credits.

Registration Restrictions: Junior or senior status; 3.00 GPA in JPC courses; permission of JPC media advisor or JPC director of internships.

Prerequisites: JPC A204.