

# Journalism & Public Comm (JPC)

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## Courses

### JPC A104 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 A201 Reporting and Writing News 3 Credits

Presents the fundamentals of news reporting and writing, with a focus on the style, conventions and ethical principles. Students will learn to identify newsworthy events and people, conduct interviews, gather information, and prepare news reports for publication.

**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 or WRTG A2W 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 or WRTG A2W with a minimum grade of C.

### JPC A203 Multimedia Storytelling I 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.

### JPC A210 Infographics, Data Visualization and Strategy 3 Credits

Introduces data science and analytics as used in journalism and public communications. Presents a broad overview of the various aspects of data analytics such as accessing, cleansing, modeling, visualizing and interpreting data. Students will perform hands-on learning of data analytics and visualization topics, including technologies and tools.

### JPC A212 Editing for Journalism and Public Communications 3 Credits

Focuses on principles and practices of editing copy for print, broadcast, Web and mobile; selecting pictures and video; and writing headlines, cutlines, blurbs, teasers and promos. Emphasizes line editing, news judgment, leadership, ethical decision making, media design, language usage, and on-screen editorial and design tools.

**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 or WRTG A2W with a minimum grade of C.

### JPC A213 Digital Imaging 3 Credits

Examines the creation and use of images to communicate with digital single-lens reflex (DSLR) cameras. Emphasizes visual aesthetics, composition, image layering, photo ethics, spatial relationships, compression techniques, selection, masking, stacking, editing, color adjustment, filtering, image capture and file formatting.

### JPC A278 Sharing Science with Diverse Audiences 1-3 Credits

Builds practical skills in sharing science among diverse audiences using a variety of methods, with an emphasis on nonfiction writing, interpretive techniques, public speaking and facilitating interactive discussion in community fora, and the use of social media. Focuses on the effective communication of clear messages to target audiences using evidence-based strategies about how people learn and are motivated to change environmental attitudes and behaviors. Appropriate methods for sharing traditional ecological knowledge in cross-cultural situations will also be emphasized.

**Crosslisted With:** ENGL A278

### JPC A312 History of Alaska Media 3 Credits

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

**Prerequisites:** WRTG A111 with a minimum grade of C or WRTG A1W with a minimum grade of C.

### JPC A313 Film and the First Amendment 3 Credits

Analyzes how First Amendment issues and media professionals are presented in film and television. Emphasis on analysis of First Amendment and media ethics as presented in film and television. Discusses First Amendment issues related to cinema, such as the blacklist era of the 1950s. The impact of fictionalized events and media professionals' actions will be juxtaposed with the reality of media practice.

### JPC A314 Documentary Filmmakers and Filmmaking 3 Credits

Analyzes cinematography and filmmaking techniques of significant American and international documentary filmmakers. Presents documentary film history and criticism from dawn of the genre to present day.

### JPC A342 Photojournalism 3 Credits

Presents history, theory and skills of photojournalism, including still and moving images. Emphasis on principles, practices and professional standards of shooting and editing digital images and video on deadline.

**Prerequisites:** JPC A104 with a minimum grade of C.

### 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 A201 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 A104 with a minimum grade of C and JPC A203 with a minimum grade of C.

**JPC A345 Web Design 3 Credits**

Emphasizes professional practices and processes, usability, design, and accessibility compliance in web design. Addresses mobile design and content management systems.

**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. Emphasizes 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.

**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 A104 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, advertising, news releases, brochures, blogs, position papers, and social media strategy.

**JPC A368 Commercial Photography 3 Credits**

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

**Prerequisites:** JPC A213 with a minimum grade of C.

**JPC A382 Podcasting 3 Credits**

Emphasizes professional principles and practices of digital audio production including recording voice and ambient sound, interviewing, narrating, multi-track mixing, and editing. Students write and produce digital audio programs (podcasts) for broadcast.

**Prerequisites:** JPC A203 with a minimum grade of C.

**JPC A383 TV Studio Production 3 Credits**

Emphasizes professional principles and practices of television studio production. Focuses on fundamentals, including set up, operation, equipment, safety, workflow, the team process of studio-based video production, and the aesthetics and use of studio-based video for communication.

**Prerequisites:** JPC A104 with a minimum grade of C.

**JPC A384 Digital Video Production 3 Credits**

Presents comprehensive digital, non-linear video production and editing practices. Emphasizes professional principles and practices of camera, lighting, sound, and editing of digital video for various distribution systems and audiences.

**Prerequisites:** JPC A203 with a minimum grade of C.

**JPC A403 Communications and Media Research 3 Credits**

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/or qualitative research methods.

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

**Prerequisites:** JPC A104 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 3 Credits**

Compares major foreign mass media systems with the U.S. system. Focuses on dimensions of international mass media and describes issues facing global journalism and media systems. Provides frameworks to critically evaluate various national media and communications systems.

**Prerequisites:** JPC A104 with a minimum grade of C.

**JPC A413 Communications Law 3 Credits**

Examines legal rights, privileges, and regulations of press, radio, television, Internet and films; libel, contempt, copyright, rights of privacy; decisions of regulatory bodies and how they interact with citizens.

**Crosslisted With:** LEGL A413.

**Prerequisites:** JPC A202 with a minimum grade of C or JUST A110 with a minimum grade of C or LEGL A101 with a minimum grade of C.

**JPC A442 Multimedia Storytelling II 3 Credits**

Applies ethical principles and professional practices of multimedia journalism focused on the creation of storytelling techniques developed for online platforms. Emphasizes transition from student to emerging professional by providing opportunity and guidance for refinement of multimedia storytelling and technical production skills.

**Prerequisites:** JPC A203 with a minimum grade of C.

**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 with a minimum grade of C and JPC A203 with a minimum grade of C.

**JPC A445 Magazines 3 Credits**

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

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

**JPC A463 Crisis Communications 3 Credits**

Presents strategic communication approaches to manage how organizations respond to crisis and change such as accidents, product recalls, executive malfeasance, mergers and layoffs, and natural disasters. Identifies and explains dynamics of a crisis, evaluates the effects of crisis and change on organizational reputation, and considers ethical implications. Emphasis is on crisis communications preparedness.

**Prerequisites:** JPC A362 with a minimum grade of C.

**JPC A464 Community and Fundraising Communications 3 Credits**

Emphasizes practical community and fundraising communications. Applies ethical principles and professional practices of planning and execution of nonprofit and fundraising communications programs. Explores role of effective communication in engaging communities in solving problems, building community, and philanthropic giving in nonprofit and for-profit organizations.

**Prerequisites:** JPC A104 with a minimum grade of C.

**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. Student teams produce all aspects of the campaign, from conception to presentation.

**Prerequisites:** JPC A104 with a minimum grade of C.

**JPC A482 Video 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 with a minimum grade of C or JPC A383 with a minimum grade of C.

**JPC A484 Digital Film Production 3 Credits**

Presents digital film production techniques, objectives, ethical foundations, and professional principles and practices, including preproduction, production and post-production for documentary and narrative film.

**Prerequisites:** ART A225 with a minimum grade of C or ENGL A372 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 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 or THR A132 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 journalism, media and public communications. Topics will vary by semester.

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

**Registration Restrictions:** Junior or senior standing.

**Prerequisites:** JPC A104 with a minimum grade of C.

**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:** Junior or senior standing and completion of GER Tier 1 (basic college-level skills) courses

**Prerequisites:** JPC A104 with a minimum grade of C and (MATH A121 with a minimum grade of C or MATH A151 with a minimum grade of C or STAT A200 with a minimum grade of C).

**Attributes:** UAA Integrative Capstone GER.

**JPC A495 JPC Practica and Internships 1-6 Credits**

Applies advanced knowledge and skills in a professional setting. The setting depends on the student, but can include media organizations, nonprofits, for-profit organizations and on-campus experiences.

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

**Registration Restrictions:** Junior or senior standing, minimum GPA of 3.00 in JPC courses, and approval from JPC media advisor or JPC director of internships

**Prerequisites:** JPC A104 with a minimum grade of C and JPC A201 with a minimum grade of C and JPC A202 with a minimum grade of C and JPC A203 with a minimum grade of C.