

COMMENTS: As a review, the course moves very quickly through material that is at best foggy in most people's minds. It is a mistake to believe that the course can be completed successfully with little effort, even though the workload is fairly undemanding.

**J 341 PRIN OF ADVERTISING (3)**  
Keding, 177 LA

MEETS: 14:30 MWF  
FORMAT: Lecture/Discussion  
AVERAGE CLASS SIZE: 225  
WEEKLY READING: 1 Chapter  
PREREQUISITES: Journ/Bus Majors  
EVALUATION: 5%-Attendance; 15%-Quiz; 40%-Midterm; 40%-Final

**J 361 REPORTING I (4)**  
Halverson, 308 Allen

MEETS: 9:30-11:20 MWF  
FORMAT: Discussion/Lab  
AVERAGE CLASS SIZE: 15  
WEEKLY READING: 1 1/2 Chapters  
PREREQUISITES: LSDT and Typing Test; Major Status  
EVALUATION: 15%-Project; 10%-Quizzes; 75%-Papers  
READINGS: Metzler, NEWSGATHERING; Strunk and White, ELEMENTS OF STYLE; STYLELOCK AND LIBEL MANUAL  
DESCRIPTION: Extensive practice in newsgathering and writing under deadline pressure.

**J 407G CURRENT ISSUES IN BROADCAST NEWS (3)**  
Bernstein, 309B Allen

MEETS: 14:00-15:20 UH, 319 Allen  
FORMAT: Seminar  
AVERAGE CLASS SIZE: 16  
WEEKLY READING: 50 Pages  
PREREQUISITES: Seniors; Journalism Majors  
READINGS: Mathson, THE EVENING STARS; THE MAKING OF THE NETWORK NEWS ANCHOR; BROADCASTING MAGAZINE  
DESCRIPTION: Exploration and analysis of contemporary legal, ethical and social issues in broadcast news, especially TV news.

**J 431 RADIO-TV NEWS I (3)**  
Nestvold, 309A Allen

MEETS: 11:30 MWF, 314 Allen  
FORMAT: Lecture/Discussion/Lab  
AVERAGE CLASS SIZE: 16  
WEEKLY READING: 50 Pages  
PREREQUISITES: Journalism majors; passing score on LSDT test; Typing Test  
EVALUATION: 5%-Quizzes; 25%-Homework; 50%-In Class Assignments; 20%-Midterm  
READINGS: Cohler, BROADCAST JOURNALISM  
DESCRIPTION: Gathering and writing news for broadcast media. Emphasis on in-class typing/writing of broadcast news stories under deadline pressure. Class covers broadcast writing style, leads, basic story structure, organization of facts for audio stories, newscasting techniques. Last fourth of the term devoted to radio news tape interviewing, production, writing, and presentation of radio tape actualities.  
COMMENTS: Regular class attendance is mandatory.

**J 431 RADIO-TV NEWS I (3)**  
Somerville, 203 Allen

MEETS: 13:30 MWF, 314 Allen  
FORMAT: Lecture/Discussion and Studio/Lab  
AVERAGE CLASS SIZE: 16  
WEEKLY READING: 3 Chapters  
PREREQUISITES: Typing Test/LSDT  
EVALUATION: 90%-20 Projects; 5%-Midterm; 5%-Final  
DESCRIPTION: Basic broadcast newswriting and reporting skills, the interview, style, sources, ethics, and presentation.

**J 432 RADIO-TV NEWS II (3)**  
Bernstein, 309B Allen

MEETS: 8:30-10:20 MWF, 314 Allen  
FORMAT: Lecture/Discussion and Studio/Lab  
AVERAGE CLASS SIZE: 16  
PREREQUISITES: J 431  
READINGS: Yoakam and Creamer, ENG: TV NEWS AND THE NEW TECHNOLOGY  
DESCRIPTION: Course covers shooting and editing of videotape for TV news; sourcing TV news stories; producing and writing TV news stories; producing and writing TV newscasts; legal and ethical implications in television news.

**J 433 ADVANCED RADIO NEWS (3)**  
Nestvold, 309A Allen

MEETS: 14:30 MWF, 314 Allen  
FORMAT: Discussion/Lab  
AVERAGE CLASS SIZE: 12  
PREREQUISITES: Journalism majors; J 431 or equivalent  
EVALUATION: 25%-Homework; 25%-Attendance; 50%-Projects  
DESCRIPTION: Class members prepare weekly in-depth (4:00-5:00 min.) radio news stories. Reporting (out of class), writing, editing, and airing of the stories. The students will tape record interviews with newsmakers, write the stories, prepare audio carts of actualities, and produce and air the completed stories. The stories are aired on the campus radio station, KWAX.

**J 446 ADVERTISING COPYWRITING (4)**  
Avery, 205 Allen

FORMAT: Discussion  
AVERAGE CLASS SIZE: 16  
WEEKLY READING: 10 Pages  
PREREQUISITES: Journalism majors; J 341  
EVALUATION: 10%-Discussion; 90%-Homework  
READINGS: Rers and Trout, POSITIONING; Roman and Maas, HOW TO ADVERTISE  
DESCRIPTION: Assignments and presentation of copywriting, with emphasis on strategy and concepts.

**J 446 AD COPYWRITING/AD MESS STRATEGY (4/3)**  
Keding, 311D Allen

MEETS: 10:30-12:20 UH, 301B Allen  
FORMAT: Discussion/Presentations  
AVERAGE CLASS SIZE: 12-16  
EVALUATION: 80%-Homework; 20%-Project  
READINGS: Roman and Maas, HOW TO ADVERTISE; Pietro, HOW TO PUT A BOOK TOGETHER AND GET A JOB IN ADVERTISING

**J 447 ADVERTISING LAYOUT (4)**  
Nelson, 213 Allen

FORMAT: Lecture/Discussion/Studio  
AVERAGE CLASS SIZE: 15-17  
WEEKLY READING: 2 Chapters  
PREREQUISITES: Prin. of Advertising  
READINGS: Nelson, THE DESIGN OF ADVERTISING  
DESCRIPTION: Design ads for all media; develop an appreciation for good graphic design (see course description in University catalog).

**J 459 PRINCIPLES OF PUBLIC RELATIONS (3)**  
Bivins, 206 Allen

MEETS: 8:30 MWF, 221 Allen  
FORMAT: Lecture  
AVERAGE CLASS SIZE: 150  
WEEKLY READING: 1-2 Chapters  
PREREQUISITES: Sophomore Standing  
EVALUATION: 20%-4 Quizzes; 50%-2 Midterms; 30%-Final  
READINGS: Crabble and Vibbert, PUBLIC RELATIONS AS COMMUNICATION MANAGEMENT  
DESCRIPTION: An overview of the practice of public relations including social environment, corporate and institutional practice, ethics and theory, and planning.  
COMMENTS: This course is entirely lecture. The midterms and final are multiple choice, computer graded exams. The quizzes vary from fill-in-the-blanks to essay. Reading is moderate.

**J 462 REPORTING II (5)**  
Halverson, 308 Allen

MEETS: 15:30-16:20 MWF  
FORMAT: Discussion  
AVERAGE CLASS SIZE: 15  
PREREQUISITES: REP I; Maj. Status  
EVALUATION: 20%-Participation; 80%-8 Papers  
READINGS: Current Periodicals  
DESCRIPTION: Students cover county and school administration and write eight stories for county newspapers. Most are enterprise stories on topics chosen by the student.  
COMMENTS: Students with grades below B in REP I may have difficulty.

**J 468 MAGAZINE WRITING I (3)**  
Somerville, 203 Allen

MEETS: 10:30-12:20 MW, 301A Allen  
FORMAT: Discussion/Seminar  
AVERAGE CLASS SIZE: 16  
WEEKLY READING: 40 Pages  
PREREQUISITES: REP I; J 361; Major Status  
EVALUATION: 10%-3 Projects; 90%-2 Papers  
READINGS: Nelson, ARTICLES AND FEATURES; Writer's Digest and The Writer  
DESCRIPTION: The magazine article idea, researching the idea, the market or audience, organizing, writing the article.

**J 468 MAGAZINE ARTICLE WRITING (3)**  
Nelson, 213 Allen

FORMAT: Lecture/Discussion/Seminar  
AVERAGE CLASS SIZE: 15-17  
WEEKLY READING: 1 Chapter  
PREREQUISITES: Reporting or instructors permission  
READINGS: Nelson, ARTICLES AND FEATURES

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