

B20 ASUO COURSE GUIDE

DESCRIPTION: Research, writing, and marketing of magazine articles (see course description in university catalog).

J 470 MAGAZINE EDITING (4)

Metzler, 311A Allen

FORMAT: Lecture/Discussion/Lab

AVERAGE CLASS SIZE: 16-18

WEEKLY READING: 2-3 Chapters

PREREQUISITES: Journalism Majors; J 321

EVALUATION: 10%-Midterm; 15%-Quizzes; 50%-Labs; 25%-Project

READINGS: Click and Baird, *MAGAZINE EDITING AND PRODUCTION*
DESCRIPTION: Laboratory centered class with final project, dealing with writing, editing, and production work related to magazines.

J 483 PUBLIC RELATIONS PROBLEMS (3)

Bivins, 206 Allen

MEETS: 12:30-14:20 MW, 301B Allen

FORMAT: Discussion

WEEKLY READING: 20-30 Pages

PREREQUISITES: Journalism majors; J 459

EVALUATION: 20%-Attendance; 80%-4 Papers

READINGS: Center and Walsh, *PUBLIC RELATIONS PRACTICES*

DESCRIPTION: Application of public relations problem-solving techniques through case-study analysis, open discussion, and written assignments. Students will learn the format and uses of the plans and program memorandum.

COMMENTS: Students are encouraged to participate in this class through open discussion. They are expected to do more than just "show up" for class to earn their 20% class participation points. They are also expected to acquire the ability to think logically and display that ability in their papers--which are strictly graded.

J 487G HISTORY OF JOURNALISM (3)

Kessler, 207 Allen

MEETS: 9:30-11:00 UH, 221 Allen

FORMAT: Lecture

AVERAGE CLASS SIZE: 175

WEEKLY READING: 50 Pages

PREREQUISITES: Junior Standing

EVALUATION: 60%-2 Midterms; 40%-Final

READINGS: Schudson, *DISCOVERING THE NEWS*; Kessler, *THE DISSIDENT PRESS*; Packet

DESCRIPTION: The historical development of mass communications and its role in the life of the nation.

J 512 COMMUNICATION RESEARCH METHODOLOGY (3)

Lemert, 310 Allen

MEETS: 3:30 MWF, 310 Allen

FORMAT: Lecture/Discussion/Seminar

WEEKLY READING: 5 Pages

PREREQUISITES: Grad students; open to undergraduates who have taken a course from me previously

EVALUATION: 60%-Paper; 40%-Midterm

DESCRIPTION: This is a "hands-on" research methods course. Class chooses project topic that entire class will do. We do the study and everyone gets the same output of results to work with, basing their research paper on those results.

"User-friendly" intro to statistics--only those necessary to the project are taught, and there's great emphasis on use of the statistic, not its math derivation.
COMMENTS: Much emphasis, early in quarter, on conceptualizing of possible projects, rather than on methodology itself.

J 514 SEMINAR IN PUBLIC OPINION AND PROPAGANDA (3)

Lemert, 310 Allen

MEETS: 8:30-10:20 MW, 301B Allen

FORMAT: Lecture/Discussion/Seminar

AVERAGE CLASS SIZE: 14

WEEKLY READING: 60 Pages

PREREQUISITES: Graduate Journalism majors; other graduate students welcome; undergraduates consent only
EVALUATION: 50%-Paper; 50%-2 Midterms

READINGS: Lemert, *DOES MASS COMMUNICATION CHANGE PUBLIC OPINION AFTER ALL?*; Packet

DESCRIPTION: First 6 weeks primarily lecture-discussion; exams cover that material. Last part of term is seminar, with students reporting to rest of class on research findings in a given area. Topics chosen from list provided by instructor. First part of course presents a new theory of how the media change public opinion without changing anybody's mind. Seminar topics cover research on attitude change and ask students to find media "analogues" of the variables studied.

J 546 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 Naas, *HOW TO ADVERTISE*

DESCRIPTION: Assignments and presentation of copywriting with emphasis on strategy and concepts.

J 546 AD COPYWRITING/AD MESS STRATEGY (4/3)

Keding

MEETS: 10:30-12:20 UH, 301B Allen

FORMAT: Discussion/Presentations

AVERAGE CLASS SIZE: 12-16

EVALUATION: 20%-Project; 80%-Homework

READINGS: Roman and Naas, *HOW TO ADVERTISE*; Pietro, *HOW TO PUT A BOOK TOGETHER AND GET A JOE IN ADVERTISING*

Music

MUS PIANO FOR ADULTS-BEGINNER LEVEL

McCarty, 265 MUS

MEETS: 19:00-21:00 H, 211 MUS

FORMAT: Lab

AVERAGE CLASS SIZE: 8

PREREQUISITES: None. Must contact Community Piano Program office to register. See Comments.

SPECIAL FEES: \$75.00/term (no tuition)

READINGS: Allen, *CREATIVE KEYBOARD FOR ADULT BEGINNERS*

DESCRIPTION: This course provides a well-rounded introduction to playing the piano. Students meet once per week in the electronic piano lab for two-hour sessions. Students are not only provided with the rudiments of reading music but also are given a background in playing by ear, harmonization, and improvisation. Rhythmic and technical skills are systematically developed. Both solo and ensemble music is included. This course provides a foundation for learning different styles of music--classical, folk, and popular.
COMMENTS: This course is a non-graded, non-credit community education course sponsored by the Community Piano Program of the UO School of Music. For more information, or to register, contact the Community Piano Program at 686-5660 or the School of Music at 686-3761 or call the instructor at 345-7339.

MUS PIANO FOR ADULTS-ADVANCED BEGINNER AND INTERMEDIATE LEVELS

McCarty, 265 MUS

MEETS: 19:00-21:00 U, 211 MUS

FORMAT: Lab

AVERAGE CLASS SIZE: 8

PREREQUISITES: Prior instruction in piano. Contact instructor concerning placement and registration. See comments.

SPECIAL FEES: \$75.00/term (no tuition)

DESCRIPTION: This course is intended for adults who have already had a year or more of piano instruction. Students meet once a week in the electronic piano lab for two hour sessions. Rhythmic, technical, and reading skills are systematically developed. Students are also given a background in playing by ear, harmonization, and improvisation. Students choose their own repertoire from any style of music upon consultation with the instructor. Ensemble playing is also included.

COMMENTS: This course is a non-graded, non-credit community education course sponsored by the Community Piano Program of the UO School of Music. For more information, or to register, contact the Community Piano Program at 686-5660 or the School of Music at 686-3761 or call the instructor at 345-7339.

MUP 100 BASIC PIANO (2)

Staff

MEETS: Various Times, 2 days/week, 211 MUS

FORMAT: Lab

AVERAGE CLASS SIZE: 10

SPECIAL FEES: \$45.00

READINGS: Allen, *CREATIVE KEYBOARD FOR ADULT BEGINNERS*

DESCRIPTION: These piano classes are designed for non-music majors who want to learn how to play the piano. There are four levels beginning and one intermediate class offered. The beginning classes stress reading music and the development of technical skills to enable the student to gain independence at the keyboard. The intermediate class is designed for