New Course Request

Indiana University

Check Appropriate Boxes: Undergraduate credit [x] Graduate credit [ ] Professional credit [ ]

1. School/Division: Raclin School of the Arts/Communication Arts
2. Academic Subject Code: JOUR-J
3. Course Number: 413 (must be cleared with University Enrollment Services)
4. Instructor: Heidi Prescott-Weinke
5. Course Title: Magazine Article Writing
   Recommended Abbreviation (Optional): n/a
   (Limited to 32 Characters including spaces)
6. First time this course is to be offered (Semester/Year): Fall 2007
7. Credit Hours: Fixed at 3 credit hrs. Variable from ___ to ___
8. Is this course to be graded S-F (only)? Yes [x] No [ ]
9. Is variable title approval being requested? Yes [ ] No [x]
10. Course description (not to exceed 50 words) for Bulletin publication: Prerequisite: J200
    An in-depth explanation of the nonfiction magazine article field. Examination of trends and problems in nonfiction writing for both general and specialized magazines.
11. Lecture Contact Hours: Fixed at 2.5 or Variable from ___ to ___
12. Non-Lecture Contact Hours: Fixed at n/a or Variable from ___ to ___
13. Estimated enrollment: 25 (maximum) of which ___ percent are expected to be graduate students.
14. Frequency of scheduling: Once per ___ academic year
   Will this course be required for majors? Yes [x] No [ ]
15. Justification for new course: Improving curriculum to provide expanded course offerings/
    requirements for majors. Yes [x] No [ ]
16. Are the necessary reading materials currently available in the appropriate library? Yes [x] No [ ]
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.
19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature] Date: 4/1/06
Department Chairman/Division Director

Dean of Graduate School (when required)

Approved by: [Signature] Date: 12/1/06
Chancellor/Vice-President

University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.
# Course Catalog Summary

**Course ID:** 027834  
**MAGAZINE ARTICLE WRITING**

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**Course Component**

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P: J342. In-depth explanation of the nonfiction magazine article field. Examination of trends and problems in nonfiction writing for both general and specialized magazines. Criticism of student articles written for publication. Seminar sessions with editors and free-lance writers.
Credit hours: 3
Meeting times: 1:00-2:15 pm, MW, EP 214.
Course Descriptions

Graduate Courses
Undergraduate Courses

Graduate Courses

The following graduate-level courses are open to seniors and count for undergraduate credit toward the major:

J 501 Public Affairs Reporting
J 520 Seminar: Visual Communication
J 551 Seminar: Reporting the Law
J 552 Seminar: Reporting the Arts
J 553 Education and Media
J 554 Seminar: Science Writing
J 556 Seminar: Urban Affairs Reporting

Undergraduate Courses

C 201 Topics in Journalism (3 cr.) Topical course dealing with changing subjects and material from semester to semester. May be repeated once for credit with a different topic. Will not count toward journalism major requirements.

C 300 The Citizen and the News (3 cr.) A study of the institutions that produce news and information about public affairs for the citizen of American mass society and problems about the selection of what is communicated. Case studies. International comparisons. Will not count toward journalism major requirements.

C 327 Writing for Publication (3 cr.) A workshop for nonmajors to improve writing skills and learn basic requirements of writing for publication. Instruction in market analysis and interpreting specific editorial requirements, in gathering and researching background materials, and in preparing manuscripts. Examination of various types and styles of published writing. Will not count toward journalism major requirements.

J 110 Foundations of Journalism and Mass Communication (3 cr.) Survey of the institutions of journalism and mass communication, their philosophical
foundations, history, processes, economic realities, and effects.

**J 200 Reporting, Writing and Editing I (3 cr.)** P: ENG-W 131 or its equivalent and fundamental computer skills. C: JOUR-J 155 in Bloomington, J 100 in Indianapolis. Working seminar stressing the creation of journalistic stories for diverse audiences. Students will learn to develop story ideas, gather information, combine visual and verbal messages, and to write and edit news.

**J 201 Reporting, Writing and Editing II (3 cr.)** P: J 200. Working seminar focused on the strengthening of basic journalism skills, including in-depth reporting, editing, and multimedia presentations. Creativity, cooperation, and critical thinking are used to shape effective messages for diverse audiences.

**J 210 Visual Communication (3 cr.)** Theories of visual communications including human perception, psychology of color, and principles of design. Application of those theories to photography, video, and graphic design in news communication.

**J 300 Communications Law (3 cr.)** P: sophomore standing. History and philosophy of laws pertaining to free press and free speech. Censorship, libel, contempt, obscenity, right of privacy, copyright, government regulations, and business law affecting media operations. Stresses responsibilities and freedoms in a democratic communications system.

**J 315 Feature Writing (3 cr.)** P: J 200, J 201 and J 210. Emphasis on developing story ideas, identifying sources, organizing materials, planning, and outlining the story. Techniques for capturing the reader's interest.

**J 320 Principles of Creative Advertising (3 cr.)** Survey course about the field of advertising with a focus on its function as a means of communication. Learn how marketing, psychology, research, mass media, law and ethics are important to professionals working in the industry. Class will emphasize use of strategy to develop creative advertising.

**J 321 Principles of Public Relations (3 cr.)** Survey course about the theory and practice of public relations. Examines public relations' function within organizations, its impact on publics and its role in society. Topics include the evolution of the field, the range of roles and responsibilities that public relations practitioners assume in a variety of settings, ethics, and significant issues and trends that have shaped the practice. Course provides a foundation for more advanced study in the field. Also useful to those planning another professional or managerial career that requires an understanding of public relations concepts and management practices.

**J 337 Media Economics (3 cr.)** This course explores how economic forces influence production of media content, particularly at U.S. organizations. It examines basic economic concepts, such as market and competition, as they relate to commercial media organizations. Special attention is paid to the effect of advertising and market considerations on news decisionmaking.

**J 341 Newspaper Reporting (3 cr.)** P: J 200, J 201 and J 210. Techniques of gathering, analyzing, and writing news and features for newspapers. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.

**J 342 Magazine Reporting (3 cr.)** P: J 200, J 201 and J 210. Techniques of gathering, analyzing, and writing material for specialized and general circulation magazines. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.
J 343 Broadcast News (3 cr.) P: J 200, J 201 and J 210. Techniques of gathering, analyzing, and writing news and features for broadcast. Practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills.

J 344 Photojournalism Reporting (3 cr.) P: J 200, J 201 and J 210. This is an introductory photojournalism course focusing on the basics of light, camera operation, and the use of chemical and digital darkrooms. It includes instruction in spot news and feature photography as well as instruction in ethics, privacy, and law.

J 351 Newspaper Editing (3 cr.) P: J 200, J 201 and J 210. Workshop in fundamentals of editing newspapers, including both individual and team projects. Emphasis on news judgment, fairness, accuracy, editorial balance, and language usage. Practice in writing news summaries, editing copy, writing headlines, laying out pages, and using computer editing technology.

J 352 Magazine Editing (3 cr.) P: J 200, J 201 and J 210. Workshop in fundamentals of editing specialized and general interest publications. Individual and team functions are stressed. Attention is given to editorial voice and judgment, fairness, accuracy, and language usage. Practice in writing headlines and titles, layout, design, and use of computer editing technology.

J 353 Advanced Broadcast News (3 cr.) P: J 200 and J 343. Continuing workshop in reporting, writing, and editing for broadcast. Individual and team functions are stressed. Emphasis on news judgment, fairness, accuracy, editorial balance, and language usage. Practice in editing copy, audio and video tape.

J 354 Photojournalism Editing (3 cr.) P: J 344 or permission of the instructor. Workshop on the role and function of the print media picture editor. Theory and practice of picture editing skills including assigning, selecting, cropping, writing captions and blurs, producing informational graphics, designing photo pages, editing by computer, and managing.

J 360 Journalism Specialties (1-3 cr.) Topical course dealing with changing subjects and material from semester to semester. Course may be repeated once for credit.

J 375 Race, Gender and the Media (3 cr.) Survey and analysis of how news and entertainment media represent issues of race and gender. History of women and people of color as media professionals and media consumers. Discussion of contemporary problems and potential solutions.

J 385 Television News (3 cr.) P: J 343 and J 353, or consent of instructor. Preparation and presentation of news for television. Practice in writing, reporting, filming, and editing news for TV. TV writing problems; use of photographs, film, and videolapse; problems of sound in TV news; ethical problems of the TV film reporter and editor.

J 401 Depth Reporting and Editing (3 cr.) P: one 300-level reporting course and one 300-level editing course. Study and practice in using techniques of social science and traditional methods of investigative reporting. Class will plan, write, and edit news stories in depth.

J 403 Laboratory/Field Experience (0-3 cr.) C: J 453. Laboratory or field experiences for prospective journalism teachers at the middle school or high school level. May be repeated. Graded S or F only.

J 407 Newsgathering and the Law (3 cr.) P: J 300. Students study the law
relating to the content of news media and the processes by which that content is created. Discussion includes the legal issues triggered by story framing, selection of sources, interviewing, photography, and access to information. The course involves reading and research using primary legal materials.

**J 409 Media Management (3 cr.)** Research seminar that examines techniques and processes used in managing media organizations. Through discussions, case analysis, and group projects, the course explores organizational missions and social responsibilities, market analysis techniques, personnel management issues, and budgeting.

**J 410 The Media as Social Institutions (3 cr.)** P: J 300 and senior standing. Examination of the functions and impact of the mass media in society with primary focus on the United States. Discussion of the values of media organizations and the professional and ethical values of journalists. Critical analysis of the relationship of the media and society and the effect of political, economic, and cultural factors on the operation of the media.

**J 413 Magazine Article Writing (3 cr.)** P: J 342. In-depth explanation of the nonfiction magazine article field. Examination of trends and problems in nonfiction writing for both general and specialized magazines. Criticism of student articles written for publication. Seminar sessions with editors and freelance writers.

**J 414 International Newsgathering Systems (3 cr.)** Structure and function of international communication systems and barrier to flow of information among nations. Emphasis on gathering and disseminating information around the world. Study of the major newspapers of the world, international news agencies, and international broadcasting and satellite networks.

**J 415 Literary Journalism (3 cr.)** A study of literary forms and techniques used in journalism. Topics to be considered include formal considerations such as voice and structure, reporting methods, and ethical issues. Students will supplement reading with writing experimental pieces of their own.

**J 420 Advertising Concepts and Copywriting (3 cr.)** P: J 210 and J 320. Intensive practice in producing effective advertising concepts, copy, and design prototypes for newspaper, magazine, direct mail, outdoor, radio, television and converged campaigns.

**J 423 Public Opinion (3 cr.)** Behavioral study of nature, operation, molding, and influence of public opinion, with practice in its measurement and evaluation. Discussion of major political, social, economic, and cultural problems.

**J 425 Supervision of School Publications (3 cr.)** P: 12 credit hours of journalism. C: J 403. Lectures and discussion on designing, producing, and financing school newspapers, magazines, and yearbooks. Management of school news bureau.

**J 428 Public Relations Planning and Research (3 cr.)** P: J 321. Theories and principles relevant to public relations research and strategic planning, including development of goals and objectives, client relationships, budgets, and research methods.

**J 429 Public Relations Campaigns (3 cr.)** P: J 321. How to develop a campaign proposal to meet a client's business objectives and how to pitch it. Part of the course focuses on media relations and crisis communications training.
J 438 Advertising Issues and Research (3 cr.) P: J 320. Seminar in current developments in advertising as an economic and social force. Examines contemporary issues in the profession. Students will conduct independent and original research projects.

J 444 Advanced Photojournalism (3 cr.) P: J 344. Advanced techniques of reporting and interpreting news with photography. Practice in news, sports, features, photographic essays, color photography, electronic imaging, and studio illustration.

J 450 History of Journalism (3 cr.) American social-intellectual history integrated with the story of news media development, emphasizing the historical relationship of the mass media to American social, economic, and cultural patterns and developments. Origin, growth, shortcomings, and achievements of media. Impact of society on the media and vice versa.

J 453 Methods of Teaching Journalism (3 cr.) C: J 403. P: EDUC-W 200, EDUC-P 255, EDUC-M 300, EDUC-H 240 and EDUC-M 314. Examination of the methods, techniques, content, and materials applicable to the teaching of journalism at the middle school or high school level. Experience provided to assess ongoing programs in schools and to study materials appropriate for these programs.

J 455 News Analysis and Opinion Writing (3 cr.) P: J 200, J 201 and J 210. Techniques for understanding, analyzing, and reporting on complex events and issues. Development and refinement of skills and techniques for writing news analysis, editorials, and opinion articles.

J 460 Topics Colloquium (1-3 cr.) P: junior or senior standing. Topical seminar dealing with changing subjects and material from semester to semester. May be repeated once for credit with a different topic.

J 462 History of 20th Century Photography (3 cr.) Surveys twentieth-century photography as a medium of art and communication. Considers portraiture, landscape, still life, the nude, conceptual photography, the social documentary tradition, the magazine picture story, fashion, advertising, and war photography. Examines the impact of post modern theories on photographic practice and the understanding of photography.

J 463 Computerized Publication Design I (3 cr.) P: J 200, J 201 and J 210. This publishing design course incorporates typesetting, electronic photo editing, graphics, and page design. Students are instructed in design theory, computer publishing skills, and creative problem solving.

J 465 Computerized Publication Design II (3 cr.) P: J 463. This advanced publishing design course builds on Computerized Publication Design I and incorporates advanced work in color, type design, computer illustration, creative problem solving, and an introduction to print production.

J 470 Broadcast Media Analysis (3 cr.) Seminar on problems of communicating news through aural and visual channels. Application of communications theory to broadcast news and public affairs presentations. Study of effects of formal, verbal content, nonverbal content, and presenter on communications process.

J 492 Media Internship (S/F grading) (1 cr.) P: prior approval of internship coordinator; journalism majors only. Supervised professional experience in communications media. Does not contribute to 30 credit hours of required course work in journalism major, but will count toward 39 credit hours maximum allowed.
in journalism and telecommunications. May be repeated, but a student may take no more than 3 credit hours total of internship credit for the B.A.J. degree, either through journalism or any other academic unit.

**J 493 Journalism: Off Campus Registration (0 cr.)** P: consent of the School of Journalism undergraduate dean. This non-credit course is for journalism students studying off campus temporarily as part of the B.A.J. degree program.

**J 496 Foreign Study in Journalism (3-8 cr.)** P: consent of the School of Journalism dean. Planning of research project during year preceding summer abroad. Time spent in research abroad must amount to at least one week for each credit hour granted. Research paper must be presented by end of semester following foreign study.

**J 499 Honors Research in Journalism (1-3 cr.)** Opportunity for independent reading, research, and experimentation on relevant issues in mass communications. Work with faculty member on individual basis.

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