JAT 101 INTRODUCTION TO JOURNALISM. (3)
Lectures and readings to introduce students to basic communications theory, to foster an understanding of the history, current functioning, potential, and limitations of mass communication, to make them aware of the variety of professional opportunities within the mass media, and to prepare them to become intelligent media consumers and producers.

*JAT 110 TELECOMMUNICATIONS TODAY. (3)
An introductory survey of telecommunications emphasizing human behavior connected with communications systems characterized by high order economies of scale in distribution patterns. Includes present telecommunication industries, their histories, constraints, operations, content, revenue and cost patterns, evolving technologies. Open to seniors with consent of instructor.

JAT 201 TELECOMMUNICATIONS TECHNOLOGIES AND SOCIETY. (3)
Overview of electronic media technologies, emphasizing their historical development and interrelationships with economics, policy, and society.

JAT 204 WRITING FOR THE MASS MEDIA. (3)
A course designed to introduce students to the mass communications fields to practices and techniques in preparation of information materials for the printed and broadcast media. Designed for students in the School of Journalism and the College of Communications. Lecture, one hour; laboratory, four hours per week. Prereq: JAT 101 or consent of instructor; typing 30 wpm.

JAT 241 COMMUNICATIONS PRACTICUM. (1-4)
Supervised laboratory work in the media of mass communications, with meetings for evaluation of work, study of techniques, analyses of problems, and reports. May be repeated to a maximum of four credits. (Offered in Community College System only.)

JAT 300 TELECOMMUNICATIONS RESEARCH METHODS. (3)
An introduction to behavioral research relating to telecommunications basic survey and experimental methodology including reliability of simple measurements. Prereq: JAT 101, JAT 201.

JAT 301 NEWS REPORTING. (3)
A reporting course which emphasizes special fields of information, news gathering, and news evaluation. Lecture, two hours; laboratory, two hours per week. Prereq: JAT 204 or equivalent.

JAT 303 COPYREADING AND EDITING. (3)
Instruction and practice in newspaper deskwork. Preparation of local, state, telegraph, and radio news and features; picture editing, and page make-up. Lecture, two hours; laboratory, two hours per week. Prereq: JAT 204.

JAT 305 TELECOMMUNICATIONS PROGRAM ANALYSIS. (3)
Course designed to assist students in developing criteria for analyzing structure and content of program material and for analyzing the relationships of audiences, programs, and American telecommunications systems. Lecture, two hours; laboratory, two hours. Prereq: JAT 101, JAT 201.

*JAT 310 TELECOMMUNICATIONS REGULATIONS. (3)
A study of the governmental regulations of telecommunications by the FCC, and other federal, state and local agencies, including licensing, libel and slander, copyrights, illegal practices, self regulation. Prereq: JAT 101, JAT 201.

JAT 312 TELEVISION PRODUCTION I. (3)
An introduction to the fundamentals of video production, from conception to completed product. Practical training with essential production equipment will be offered. Lecture, two hours; laboratory, two hours per week. Prereq: JAT 101 and consent of department chair.

JAT 319 WORLD MEDIA SYSTEMS. (3)
A comparison of the communications media in different countries of the world and the theories used to justify them. How various political and social systems affect the media and how the media affect the societies in which they exist. Prereq: COM 310, JAT 101 or consent of instructor. (Same as COM 319.)
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**Description:**

- **JAT 439 REPORTING PUBLIC AFFAIRS.** Instruction and practice in reporting the news originating in courts and other public institutions. Lecture, two hours; laboratory, two hours per week. Prereq: JAT 301.
- **JAT 445 CASE STUDIES IN PUBLIC RELATIONS.** This course is designed to reinforce and expand the knowledge learned in the introductory public relations course, JAT 341. The course will provide students with an opportunity to apply public relations principles and approaches to institutional experiences. Emphasis will be placed on actual case studies, and students are expected to demonstrate a high level of proficiency in written and oral communications skills. Prereq: JAT 341.
- **JAT 461 ADVERTISING MEDIA PLANNING.** Strategies and tactics connected with the appropriation of advertising budgets, time and space buying, and the general statement of advertising objectives. Includes use of secondary data for target audience, cost efficiency, reach and frequency analyses. Examines both quantitative and qualitative aspects of the mass media. Prereq: JAT 361; JOAD major or instructor’s consent.
- **JAT 464 ECONOMICS OF REGULATED INDUSTRIES.** A study of economic principles and regulatory procedures related to regulated industries. The study includes an analysis of particular regulated industries, such as electric, gas, communications, and transportation. Prereq: ECO 202 or equivalent. (Same as AEC/ECO 464.)
- **JAT 471 ADVERTISING RESEARCH.** Introduces students to applied research as a decision making tool for the advertising professional. Students acquire basic skills in: identification of information needs, stating of research objectives, selection of appropriate research technique(s), sample selection, questionnaire design, analysis procedures, report writing, and budget management. Topics prepare students to conduct small-scale advertising oriented survey research and to buy and evaluate studies from custom and/or syndicated research suppliers. Legal and ethical issues are also examined. Prereq: JAT 361; JOAD major or instructor’s consent.
- **JAT 481 ADVERTISING CREATIVE STRATEGY AND EXECUTION I.** Ideas and their translation into words and images which inform and persuade. Emphasis is on a disciplined, strategic approach to creative decision-making across all media. Topics include setting objectives, selection of appeal, copy structure demands of different media, design principles, layout and storyboarding, and regulations affecting messages. Lecture, two hours; laboratory, two hours per week. Prereq: JAT 361; JOAD major or instructor’s consent.
- **JAT 485G COMMUNITY JOURNALISM.** A study of all phases—editorial, advertising, circulation, production, management—of small town and suburban newspapers, with emphasis on the special concerns and opportunities of community newspaper editors and publishers. Prereq: JAT 204 or consent of instructor.
- **JAT 487 PHOTOJOURNALISM.** This course provides an in-depth study of the many facets of photojournalism from the photo editor’s vantage as opposed to that of the news photographer. The student will, while continuing to shoot assignments, probe the legal aspects of news photography; the ethics of the profession; look at the future of the field; shoot and lay out stories, and attend lectures by visitors from the profession. Lecture, one hour per week; laboratory, four hours per week. Prereq: JAT 387 and consent of instructor.
- **JAT 488 ADVERTISING CREATIVE STRATEGY AND EXECUTION II.** Students refine their ability to meet strategic goals through creative message executions. Media options and their impact on message structure and preparation are explored more fully. Application is made of pertinent theoretical principles such as source credibility, selective exposure/perception, and learning theory. Presentation skills stressed. Portfolio preparation and review. Lecture, two hours; laboratory, two hours. Prereq: JAT 481 and instructor’s consent.
- **JAT 489 TOPICAL STUDIES IN MASS MEDIA PROFESSIONS (Subtitle required).** Each course module offers advanced, pinpoint study of a topic central to the mass media professions. Depending on the topic, the course format may include lectures, seminars, and/or studio work. May be repeated to a maximum of three credits when identified by different subtitles. Prereq: Variable, given when topic is identified.
- **JAT 497 SPECIAL TOPICS IN JOURNALISM (Subtitle required).** A course designed to provide communications majors advanced training in reporting and writing articles on current events, public issues, personalities, culture and entertainment for newspapers, magazines and the broadcast media. Twice weekly seminars; laboratory and independent work by students as needed to complete assignments; individual consultation between instructor and students. Prereq: Consent of instructor.
- **JAT 499 WRITING FOR THE MASS MEDIA.** A course designed to prepare students to write for newspapers, magazines and the broadcast media. Prereq: JAT 361; JOAD major or instructor’s consent.
- **JAT 504 TELECOMMUNICATIONS MANAGEMENT.** To introduce students to the principles of modern telesystems management as applied to telecommunications properties. Prereq: JAT 301 and JAT 305, or consent of instructor.
- **JAT 505 ADVANCED TOPICS IN TELECOMMUNICATIONS POLICY.** Examination of the purposes and processes of formation of public and private policy toward radio, television, and other information industries. Prereq: JAT 301.
- **JAT 508 ADVANCED RESEARCH METHODS.** Provides advanced training for research design, sampling, analysis and evaluation procedures in telecommunications. Telecommunications problems are analyzed through readings, discussion and use of analytic techniques. Prereq: JAT 300 and a statistics course.
- **JAT 510 ADVERTISING AND ELECTRONIC MEDIA.** The data and techniques of radio and television advertising, including problems of coverage and circulation, spot campaigns, testing, time buying, the agency, measuring broadcast effectiveness, merchandising radio and television advertising and time selling. Prereq: JAT 300.
- **JAT 511 TELECOMMUNICATIONS INSTRUCTIONAL SYSTEMS.** The course is designed to assist telecommunications professionals and students to design, operate and evaluate telecommunications tools and materials in support of organized instruction. Lecture, three hours; laboratory, two hours. Prereq: Consent of instructor.
- **JAT 513 SOCIAL EFFECTS OF TELECOMMUNICATIONS.** An examination of the economic, political, social and behavioral effects of telecommunications systems in American society. Focus on theory and empirical research generated since 1940. Prereq: JAT 300.
- **JAT 520 ECONOMICS OF INFORMATION.** Exploration of the economics of information industries, with particular attention to the special characteristics of information, the economic behavior of communications channels, and the role of information in decision making, the economy, organizational behavior, and other domains. Prereq: Consent of instructor.
- **JAT 530 PROSEMINAR IN TELECOMMUNICATIONS.** Discussion and reports on current trends in telecommunications industries and the behavioral, political and regulatory implications attending such trends. Prereq: By departmental invitation only.
- **JAT 531 LAW OF THE PRESS.** A study of the special laws of libel, copyright, and regulatory provisions that pertain to the press.
JAT 532 ETHICS OF JOURNALISM AND MASS COMMUNICATION. (3)
An examination of the nature, role, and evaluation of ethics in journalism and mass communication. Key ethical issues will be analyzed conceptually and illustrated in case studies. The social, political, and economic context of ethical issues in journalism will be identified and examined. The objectives are to enhance the ability to use reason in resolving issues of value as they arise in the practice of journalism and mass communication. Prereq: PHI 130 or consent of instructor.

JAT 535 HISTORY OF JOURNALISM. (3)
A study of the rise and development of American journalism and newspapers.

#JAT 541 CRITICAL TOPICS IN ADVERTISING (Subtitle required). (3)
Students will use psychological or sociocultural perspectives to analyze one or more important aspects of the interaction between advertising and society. Topics that may be considered include behavioral, political, economic, and/or international issues associated with advertising. The course may be repeated to a maximum of six credits when identified by different subtitles. Prereq: Senior or graduate standing; JAT 361 or consent of instructor.

JAT 543 ADVERTISING REGULATION. (3)
Course features regulatory interrelationships among advertisers, advertising agencies, media of distribution, and governments. Extensive use of problem solving approach. Prereq: JAT 361.

JAT 545 ENTERTAINMENT FUNCTIONS OF THE MASS MEDIA. (3)
This course provides an understanding of telecommunications content designed primarily for entertainment. It looks at why audiences seek such content, at the immediate and long-term probable consequences and at the role telecommunications entertainment content plays in society from the vantage both of classic and contemporary theory and research. Prereq: JAT 300.

JAT 599 TELECOMMUNICATIONS TOPICAL SEMINAR. (3)
In-depth seminar approach to a single topical issue in telecommunications. Different topical issues each offering. Course will be offered on demand. May be repeated to a maximum of six credits. Prereq: Consent of department.