**JAT 101 INTRODUCTION TO COMMUNICATION MEDIA.** (3)
Lectures, readings, and other materials provide an introductory survey of the journalism, advertising, and telecommunications professions. This course will foster an understanding of the historical development, theory, effects, regulation, practice, and professional opportunities of these three industries. Students will gain awareness of the possibilities and limitations of evolving communication technologies, preparing them to become intelligent consumers, producers, and managers of communication media.

**JAT 102 INTRODUCTION TO MEDIA CRITICISM.** (3)
The course introduces students to the basic 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 101, JAT 101.

**JAT 103 TELEMORAL COMMUNICATIONS.** (3)
Prerequisites: JAT 101 or consent of instructor. 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 201 TELECOMMUNICATIONS TECHNOLOGIES AND SOCIETY.** (3)
Overview of electronic media technologies, emphasizing their historical development and interrelationships with economics, policy, and society.

**JAT 202 WRITING FOR THE MASS MEDIA.** (3)
A course designed to teach students in the mass communications fields to practice 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.

**JAT 210 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 220 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 230 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 media, programs, and aspects of telecommunication systems. Lecture, two hours; laboratory, two hours. Prereq: JAT 101, JAT 201.

**JAT 240 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 302 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. Prerequisites: 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 101, JAT 101 or consent of instructor. (Same as COM 319.)

**JAT 320 RADIO AND TELEVISION NEWS REPORTING.** (3)
Writing for broadcast builds upon the skills learned in JAT 101. Introduction to Journalism; JAT 204, Writing for the Mass Media; and JAT 303, Reporting. Help the student acquire proficiency required for careers at radio and television news gathering facilities. Writing conversationally and for time instead of space will be essential throughout the course. Voice development and presentation including diction and projection will be studied and put into practice. Basic editing of radio and television news tape will be taught. Ethical problems and situations will be considered. Prereq: JAT 301 or consent of instructor for non-degree journalism students.

**JAT 341 PUBLIC RELATIONS.** (3)
A course introducing students to the basic concepts of public relations, including its theory and practices, professional history, function in organizations, and role in society. This course meets the needs of those planning or currently involved in professional and managerial careers which require an understanding of public relations. Prereq: Admission to upper-division in the College of Communications.

**JAT 361 PRINCIPLES OF ADVERTISING.** (3)
An introductory course in all phases of advertising and its role in contemporary society. Includes an overview of advertising as the communications process of marketing; a study of the creative message in print, radio, and television; the fundamentals of advertising research; a detailed study of media characteristics; an assessment of the advertising campaign and how it is planned in terms of strategy, information processing, sales promotion, and the media mix. Prereq: Junior standing. JAT 204 for journalism majors; MKT 300 or consent of instructor for other majors.

**JAT 387 INTRODUCTION TO PRESS PHOTOGRAPHY.** (3)
A basic course in the use of cameras, and laboratory equipment in modern press photography, and a study of selected readings on photographic methods and skills.

**JAT 391 INDEPENDENT STUDY.** (1-3)
Designed for advanced students with research or special study problems. Regular consultation with the instructor. May be repeated to a maximum of six credits. Enrollment normally limited to juniors and seniors with a 3.0 standing in the major. These requirements may be waived by the department in exceptional circumstances. Prereq: Consent of instructor.

**JAT 392 TELECOMMUNICATIONS PROGRAM CRITICISM.** (3)
Prerequisites: JAT 101, JAT 201. Designed for advanced students with research or special study problems. Regular consultation with the instructor. May be repeated to a maximum of six credits. Enrollment normally limited to juniors and seniors with a 3.0 standing in the major. These requirements may be waived by the department in exceptional circumstances. Prereq: Consent of instructor.

**JAT 399 INTERNSHIP (Subtitle required.)** (1-3)
Qualifications are determined by the professional sector to refine skills and knowledge. Supervised internships approved by the School allow placements in industry, government, radio, television, print media, research agencies, etc. A signed contract must be completed prior to the start of the internship. Prerequisites: admission to upper-division, fulfillment of internship prerequisites for the major, and approval of internship director for the major.

**JAT 409 MAGAZINE ARTICLE WRITING.** (3)
Lectures, personal conferences, and practice in writing and submitting material for publication in magazines; study of the market for this material; free-lance article writing. Prereq: JAT 301 or consent of instructor.

**JAT 410 PUBLICATIONS PRODUCTION.** (3)
Study of the theory and practice in the techniques of effective communication through print. Primary emphasis will be on magazines, but other publications will be considered. The course will provide instruction in the processes involved in defining the purpose of, designing and producing a publication. Those are: planning, design, article grading and editing, picture selection, page layout, headline and title writing. Lecture, two hours; laboratory, two hours per week. Prereq: Consent of instructor.

**JAT 412 TELEVISION PRODUCTION II.** (3)
A follow-up to JAT 312, this course is an advanced television production course and will feature instruction in directing, camera work, editing and lighting. Lecture, three hours; laboratory, one hour per week. Prereq: JAT 312.

**JAT 413 AUDIO PRODUCTION.** (3)
Elements of audio production, including basic machines, microphones, patch panels, the production mixing. Different audio products are discussed. Lecture, two hours; laboratory, two hours per week. Prereq: JAT 303.

**JAT 414 TELECOMMUNICATIONS PERFORMANCE.** (3)
Offers the students the unique opportunity to develop essential skills for professional on-air performance. Development of on-camera presence, pleasing and articulate vocal presentation and a thorough understanding of the performer’s radio and television performance are covered. Lecture, two hours; laboratory, two hours per week. Prereq: JAT 312.

**JAT 420 TELECOMMUNICATIONS PROGRAM CRITICISM.** (3)
Examination of each of several critical theories and approaches to the criticism of telecommunications program content. Practical experience in evaluating critical writing and in the writing of critical pieces. Prereq: JAT 305.

**JAT 430 REPORTING PUBLIC AFFAIRS.** (3)
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.

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**KEY:** # = new course  * = course changed  † = course dropped
JAT 445 CASE STUDIES IN PUBLIC RELATIONS. (3)
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 455 MASS MEDIA AND DIVERSITY. (3)
This course will examine gender and minority issues in the media. The course offers a critical framework for analysis of socio-cultural issues pertaining to women, ethnic groups, disabled persons, and others and of their presentation in the media. Prereq: JAT 461; JOAD major or permission of instructor.

JAT 461 ADVERTISING MEDIA PLANNING. (3)
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. (3)
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. (3)
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. (3)
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. (3)
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. (3)
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 layout 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. (3)
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). (1)
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 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 360.

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.