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 an awareness of the possibilities and limitations of evolving communication technologies, preparing them to become intelligent consumers, producers, and managers of communication media.

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 in 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 20 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 301, 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, to help the student acquire the skills required for careers in 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 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 395 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 399 INTERNSHIP (Subtitle required.) (1-3)
Qualified students enter 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. Pass/Fail only. Prereq: 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 study and practice in magazine markets 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 of the techniques of effective communication through print. Primary emphasis will be on magazine, 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 305.

JAT 414 TELECOMMUNICATIONS PERFORMANCE. (3)
Offers the student 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 439 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.

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: JGED, JOAD, TELE major or permission of instructor.

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 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 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 497 SPECIAL TOPICS IN JOURNALISM (Subtitle required). (1-3)
Course will focus on selected topics drawn from various areas of general editorial, advertising, and public relations, taught by faculty members with special interest. May be repeated in courses of differing topics to a maximum of six credits. A title assigned each time course is offered. Prereq: Consent of instructor.

JAT 499 ADVANCED WRITING FOR THE MASS MEDIA. (3)
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 504 TELECOMMUNICATIONS MANAGEMENT. (3)
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. (3)
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. (3)
Provides advanced training for research design, sampling, analysis and evaluation procedures in telecommunications. Telecommunications problem areas will be analyzed through readings, discussion and use of analytic techniques. Prereq: JAT 300 and a statistics course.

JAT 510 ADVERTISING AND ELECTRONIC MEDIA. (3)
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. (3)
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. (3)
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. (3)
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. (3)
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. (3)
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 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.