

REQUIREMENTS FOR THE BACHELOR OF ARTS IN JOURNALISM

GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION

THE UNIVERSITY OF OKLAHOMA

For Students Entering the
Oklahoma State System
for Higher Education:
**Summer 2002
through
Spring 2003**

Minimum Credit Hours and Grade Averages Required

Credit Hours:
Total - **130** Upper-Division Within Total - **48**
Major - **33** Upper-Division Within Major - **27**

Grade Point Averages:
Overall: Combined OU/Transfer - **2.25** OU - **2.00** Last 60 Hours - **2.25**
Major: Combined OU/Transfer - **2.25** OU - **2.00**

Journalism & Mass
Communication—
Broadcasting & Electronic
Media— 0603G
Bachelor of Arts
in Journalism

GENERAL EDUCATION AND COLLEGE REQUIREMENTS		MAJOR REQUIREMENTS		Hours	MAJOR REQUIREMENTS - continued		Hours
Courses for fulfillment of General Education and College of Journalism requirements must be from the approved General Education course list.		JOURNALISM & MASS COMMUNICATION			Requirements for admission to the Gaylord College of Journalism and Mass Communication are outlined on the back of this page.		
University-Wide General Education Requirements (minimum 40 hours)		1013	Intro. to Mass Communication	3	A maximum of 40 hours of Journalism and Mass Communication may be counted in the 130 hours required for graduation. No student will be awarded a BA in Journalism degree without completing at least 90 semester credit hours outside the College. At least 65 of these hours must be in liberal arts and sciences courses.		A grade of C or better is required in all Journalism and Mass Communication courses.
Core Area I: Symbolic and Oral Communication (9-19 hours, 3-5 courses)		2033	Writing for Mass Media	3			
a: English Composition (6 hours, 2 courses)		3622	Writing for Broadcast	2			
1. English 1113, Principles of English Composition		3632	Audio Production	2			
2. English 1213, Principles of English Composition		3642	Video Production	2			
b: Foreign Language (0-10 hours, 2 courses in the same language). May be met by successful completion of 2 years of the same foreign language in high school.		3663	Electronic News Gathering Tech.	3			
1. Beginning Course, 0-5 hours _____		3683	Survey of Broadcasting	3			
2. Beginning Course, continued, 0-5 hours _____		4813	Mass Communication Law	3			
c: Mathematics (3 hours, 1 course) _____		4653	Current Issues in Broadcasting (Capstone Course)	3			
Core Area II: Natural Science (7 hours, 2 courses). Courses must be taken from different disciplines in the biological and/or physical sciences, one of which must include a laboratory.		Nine hours from:					
1. _____		3011 Mass Media Practices			Electives to bring total applicable hours to 130 including 48 upper-division hours.		
2. _____		3673 Radio-Television Sales					
Core Area III: Social Science (6 hours, 2 courses)		3800 Internship					
1. Political Science 1113, American Federal Government		3840 Special Topics					
and one additional course:		4103 Mass Communication Technology					
2. _____		4613 Radio & Television Regulation					
Core Area IV: Humanities (12 hours, 4 courses)		4633 Advanced Video Production					
a: Understanding Artistic Forms (3 hours, 1 course) _____		4643 Advanced Audio Production					
b: Western Civilization and Culture (6 hours, 2 courses)		4663 Programming					
1. History 1483, U.S., 1492-1865, or History 1493, U.S., 1865-Present,		4683 Interactive Multimedia Design					
and one additional course:		4693 Broadcast Management					
2. _____ (excluding HIST 1483 and 1493)		4970 Special Topics: Broadcast Performance					
c: Non-Western Culture (3 hours, 1 course) _____		_____		3			
Senior Capstone Experience (3 hours, 1 course): _____		_____		3			
Additional Gaylord College of Journalism and Mass Communication Requirements		_____		3			
I. Foreign Language (0-3 hours). One course at the intermediate level or demonstrated competency at that level.							
Intermediate Course, 3 hours _____							
II. Western Civilization (6 upper-division hours, 2 courses). Must be outside the major and in addition to University General Education Core IV							
1. _____							
2. _____							

INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

TOTAL HOURS: A Bachelor of Arts in Journalism degree requires 130 hours, 48 of which must be upper-division (3000-4000 level courses).

Transfer work will be counted as lower-division or upper-division credit depending on the level at which it was offered at the institution where the work was taken. All two-year college work is considered to be lower-division.

HOURS BY EXAM, CORRESPONDENCE STUDY AND/OR EXTENSION: A maximum of 31 semester hours (or 1/4 of the total hours required for a preprofessional program of study) may be completed by a combination of exam, correspondence study and/or extension credit.

ATTENDANCE: Students who do not attend a JMC class or lab on the first day of classes will be dropped from the class or lab.

TRANSFER WORK: A maximum of nine hours of transfer JMC coursework will apply toward the BA in Journalism. No JMC transfer work will be accepted after full admission to the College.

INDIVIDUAL STUDIES (e.g., courses titled "Independent Study"): A maximum of 12 total semester hours may be counted toward graduation.

REPEAT OF FAILED COURSEWORK: A student earning a grade of "F" in an upper-division course at OU may not repeat the course for credit at another institution without the prior written permission of the department that offered the course at OU. Once fully admitted to the College of Journalism and Mass Communication, no additional upper-division JMC transfer work will be accepted.

MILITARY, MILITARY IN-SERVICE, AND P.E. COURSES: A maximum of 16 semester hours total of basic skills courses; aerospace studies, military science, and naval science courses; advanced military in-service experience; and PE activity courses may be included in the minimum 124 semester hours required for graduation. No more than four of the 16 semester hours may be in PE activity courses.

SENIOR INSTITUTION HOURS: A minimum of 60 semester hours applied toward graduation must be earned at senior (4-year) institutions.

RESIDENCY:

- A minimum of 30 semester hours acceptable toward graduation must be earned in residence at OU, including at least 15 of the last 30 hours applied toward the degree.
- At least 15 semester hours of upper-division major work must be completed in residence at OU.
- OU correspondence courses are **not** considered resident credit.
- Credits earned via examination are neither resident nor nonresident credit.

SPECIAL DEGREES: Students may qualify for an Honors degree (cum Laude, Magna cum Laude, or Summa cum Laude) by completing specific requirements of the Honors College. A degree will be earned with Distinction if the student completes at least 60 semester hours at OU with at least a 3.60 combined retention GPA and OU retention GPA. A degree will be earned with Special Distinction if the student completes at least 60 semester hours at OU with at least a 3.90 combined retention GPA and OU retention GPA.

APPLICATION FOR GRADUATION: Students must apply for graduation during the term in which they complete their degree requirements in order to graduate in that term. Application forms are available in the Student Records Office, 118 Copeland Hall. The deadline for completion of all coursework to graduate in a particular term is the last day of classes in that term.

Requirements for full Admission to the College of Journalism and Mass Communication

All incoming freshmen or transfer students are classified as a Pre-Journalism major until the following requirements are met:

- Successfully pass the Language Skills Test (prior to enrollment in JMC 2033);
- Successfully complete 30 semester hours to include JMC 1013 (Introduction to Mass Communication) and 2033 (Writing for Mass Media) with a grade of C or better;
- Maintain a minimum combined retention grade point average of 2.25 on all work attempted, as well as a 2.25 on all major work.

Once admitted as a major in the School of Journalism you may choose a major in one of the following: Advertising, Broadcasting and Electronic Media, Journalism, Professional Writing, or Public Relations.

If you have any questions or advising concerns, please contact:

**Mary Anne Hempe, Coordinator
Administrative Student Services
(405) 325-5199
mahempe@ou.edu**

COURSES IN JOURNALISM AND MASS COMMUNICATION (JMC)

1013 Introduction to Mass Communication. Development, scope, functions and information resources of mass media, emphasizing the role of professionals in mass communication and in solving contemporary problems in the mass media. (F, Sp)

2033 Writing for the Mass Media. Prerequisite: 1013 or concurrent enrollment; passage of the school's writing skills test. Introduction to journalistic writing: the expository and persuasive formats; supervised practice in writing for the print, broadcast and photographic media; study of professional demands of organizing and presenting information in the various media. **Laboratory** (F, Sp)

3011 Mass Media Practices. Prerequisite: permission. May be repeated with change of content; maximum credit three hours, two hours may be in the same area. Restricted to the WIRE, Oklahoma Daily, Radio Station KGOU, Norman Cable News and The Sooner Yearbook student staff members. Discussion and analysis of current problems. (F, Sp, Su)

3622 Writing for Broadcast. Prerequisite: 1013, 2033. Introduction to the various styles of writing news and non-news material for presentation on radio, television and motion pictures. Laboratory consists of time-bound practice in application of principles to different media. **Laboratory** (F, Sp)

3632 Audio Production. Prerequisite: 1013, 2033. Studies in the technology, capabilities and utilization of audio media and laboratory work in production/direction. One hour lecture, four hours laboratory per week. **Laboratory** (F, Sp)

3642 Video Production. Prerequisite: 1013, 2033, 3632. Studies the technology, capabilities and utilization of television medium. Units on video equipment, lighting, scenery, graphics, performance, production and direction. One hour lecture, four hours laboratory per week. **Laboratory** (F)

3663 Electronic News Gathering Techniques. Prerequisite: 1013 and 2033. The history, theory and application of electronic news gathering techniques. Students learn to gather audiovisual information, evaluate it, edit it, and prepare the data for distribution through traditional and emerging news media. (F, Sp)

3673 Radio-Television Sales. Interpretation of sales, market and media data and use in making sales presentations on behalf of radio and television media. Emphasis is on creative use of these data regarding sales problems. (Irreg.)

3683 Survey of Broadcasting. Prerequisite: 1013, 2033. Survey of radio and television media: units of technology, history, regulation, programming, advertising, management and production. (Sp)

3800 Internship. 2 to 3 hours. Prerequisite: 3.00 grade point average required with a total of seventy-five semester hours completed, fifteen in journalism and mass communication courses. May be repeated; maximum credit five hours. Participation in supervised intern experience; grade of S or U based on work performance, regular reports, on-site supervisor evaluation and assigned readings. (F, Sp, Su)

4103 Mass Communication Technology (Slashlisted with 5103). Prerequisite: upper-division standing. An examination of new communication technologies and their impact on the mass communication industry and on society, in the framework of the information revolution. Topical areas include the electric revolution, print and broadcasting technologies, communication satellites and computers and their convergence, interactive communication systems, electronic age, and international impacts. No student may earn credit for both 4103 and 5103. (Sp)

G4613 Radio and Television Regulation. Prerequisite: ninety hours including twelve hours in journalism and mass communication. Study and research of the various laws and rules, regulations and industry codes which affect the radio and television media, their history and development. (Irreg.)

4633 Advanced Video Production. Prerequisite: 2033, 3622, 3632, 3642, 3663. May be repeated once for credit. Advanced study of the technology, capabilities and utilization of the television medium. Units on aesthetics, lighting, visualization, pictorialization and the integration of sound and visual image. Intensive practice and skill development in television production techniques. **Laboratory** (F)

4643 Advanced Audio Production. Prerequisite: 3622, 3632. May be repeated once for credit. Advanced study of the technology, capabilities and utilization of audio media. Units on advanced audio techniques for radio, television and film. Intensive practice and skill development in audio production techniques. **Laboratory** (Irreg.)

4663 Programming. Prerequisite: 1013, 2033, 3683. Contemporary problems, issues, and policies in programming in the broadcast industry. (Irreg.)

4683 Interactive Multimedia Design (Slashlisted with 5683). Prerequisite: permission of instructor. Description and history of Interactive Multimedia. Explore current uses of these new technologies and receive instruction in practical application. Students conceive and design IAM programs, incorporating computer graphics, text, animation, audio and video. No student may earn credit for both 4683 and 5683. (F)

4693 Broadcast Management (Slashlisted with 5693). Prerequisite: 1013, 2033, 3683. Legal, economic and policy factors in station construction and operations management. No student may earn credit for both 4693 and 5693. (Irreg.)

4813 Mass Communication Law. Prerequisite: ninety hours, including thirteen hours of journalism and mass communication. Capstone course for the "Journalism" sequence. Examines the principles by which the mass media exercise their public functions and fulfill the mission of the First Amendment. Areas studied include: the right to know, truth and fairness, responsibility, libel, privilege, fair comment, privacy, contempt, copyright, regulation of advertising and the rules, regulations and industry codes which affect the broadcast media. (F, Sp)

4653 Current Issues in Broadcasting. Prerequisite: 1013, 2033, and 3683 or permission. Capstone course for Broadcasting and Electronic Media sequence. Identification, examination, and analysis affecting media and media industries. Course content varies. (Sp)