

# Jour 101: Media, News & Audience

## [School of Journalism and New Media](#)

An introduction to the various facets of communication from the world of news media to the persuasive realms of marketing, advertising, public relations, and social media. This course will also strengthen your knowledge of the media and communication industries, their history and current practices, their content, and their effects on us, as individuals, and society.

3 Credits

### Prerequisites

- Successful completion of DS 097 (or DS 094), if required.
- Course may be repeated only once.

### Instruction Type(s)

- Lecture: Lecture for Jour 101
- Lecture: Web-based Lecture for Jour 101
- Lecture: iStudy for Jour 101

### Subject Areas

- [Communication, Journalism and Related Programs, Other](#)
- [Mass Communication/ Media Studies](#)

