JOURNALISM (BAJ)

Description

The Bachelor of Arts in Journalism immerses students in the breadth and depth of knowledge necessary to prepare them for successful careers in the dynamic journalism and media industries. The program develops versatile storytellers who understand the critically important role their work plays in an effectively functioning society. Students learn the cutting-edge skills and innovative mindsets needed to thrive in the rapidly changing field and are able to gain real world professional experience while working towards their degrees.

Students seeking the B.A.J. will complete the School core of five classes, as well as an additional two courses focusing on the professional fundamentals of journalism. The foundational skills gained in these classes prepares students to choose a concentration area that best fits their interests. Concentrations include TV and multimedia news reporting, social justice and political reporting, sports media, TV and video storytelling, and visual journalism.

Minimum Total Credit Hours: 124

Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to

1. change or withdraw courses;
2. change rules for registration, instruction, and graduation; and
3. change other regulations affecting the student body at any time.

General Education

Code	Title	Hours
Select one of the following First Year Writing I courses:		3
HONR 1010	Freshman Honors I	
WRIT 1000	Introduction to College Writing	
WRIT 1010	First-Year Writing I	
Select one of the following First Year Writing II courses:		3
LIBA 1020	First Year Seminar	
WRIT 1020	First-Year Writing II	
HONR 1020	Freshman Honors II	
Select six hours of Literature Survey from the following:		6
ENGL 2220	Survey in Literary History	
ENGL 2221	Survey of World Literature to 1650	
ENGL 2222	Survey of World Literature since 1650	
ENGL 2223	Survey of American Lit to the Civil War	
ENGL 2224	Survey of American Lit since Civil War	
ENGL 2225	Survey of British Lit to 18th Century	
ENGL 2226	Survey of Brit Lit since Romantic Period	
Select at least six hours at the 2000 level or above in one modern or ancient language.		6
Select three hours in one of the following areas:		3
African American Studies;		
Classical civilization		
ISOM 1030	Women In Antiquity	
ISOM 2010	Introduction to Gender Studies	
ISOM 3900	Feminist Philosophy	
Philosophy		
Religion		
SSTU 1010	Introduction to Southern Studies I	
DMST 1010	Introduction to Digital Media Studies	
POLS 1010	Introduction to American Politics	3
Select three semester hours in anthropology, economics, political science, psychology or sociology		3
Select at least three hours of Math [1]		3
Select six hours of History (HIST) coursework		6
Select 9-12 hrs of science coursework. Two courses must include labs from the following:		9-12
Biology		
Chemistry and Biochemistry		
Geology and Geological Engineering		
LIBA 1500	Integrated Science I	
LIBA 1510	Integrated Science II	
Physics and Astronomy		
Complete at least two science laboratory courses		2
Select three hours of fine arts from the following: [2]		3
Art History		
Music		
Dance		
Theatre Arts		
ARTH 1010	Introduction to Western Art	
ARTH 1020	Art Beyond the West	
ARTH 2010	Global Art: Prehistory to 1500	
ARTH 2020	Global Art: 1300 to the Present	
LIBA 1300	Introduction to the Fine Arts	
MUSC 1010	Introduction to Music Literature	
MUSC 1020	Fundamentals of Music Theory	
MUSC 1030	Introduction to Music	
MUSC 1040	Introduction to World Music Cultures	
MUSC 1050	Music Theory and Analysis I	
DANC 2000	Dance Appreciation	
THEA 2010	Appreciation of the Theatre	
THEA 2020	Introduction to Cinema	
All journalism majors must also fulfill a cultural competency requirement by taking 3 semester hours in a course related to race, ethnicity, culture, gender, or religion. [3]		3
Total Hours		**53-56**

1 no lower than MATH 1150 Elementary Statistics

2 Studio and workshop courses cannot be used to satisfy this requirement.

3 This course must be in addition to any class used to fulfill the school's humanities requirement. Courses must be selected from the following list or approved by the school's director of academic advising: Journalism (3450, 4000 or 5130), African American studies (any course), gender studies (any course), Latin American studies (any course), anthropology (1010, 3030), religious studies (any course),

sociology (3130, 3250, 4130), international studies (any course), or a study abroad experience

Major Requirements

Code	Title	Hours
SJNM 1010	Media, News & Audience	3
SJNM 1020	Introduction to Multimedia Writing	3
SJNM 1030	Visual Media Principles	3
SJNM 2020	Introduction to Research for Comm	3
SJNM 2700	Digital Story Production	3
SJNM 2710	Information Gathering	3
SJNM 3690	Media Law & Ethics	3
Total Hours		**21**

Journalism Residency Hrs

Students must earn at least 12 hours of their major courses in residence with a grade of C or better in each course.

Overall Major GPA

Please contact your academic advisor for grade point requirements.

Resident Major GPA

Please contact your academic advisor for grade point requirements.

Emphasis Required

Students must complete an emphasis chosen from: Multimedia News Reporting, Political & Social Justice Reporting, TV & Video Storytelling, or Visual Journalism.

Emphasis - Multimedia News Reporting

Description

The multimedia news reporting emphasis is designed for students pursuing careers in text-based and digital news media.

Degree Requirements

Code	Title	Hours
SJNM 3100	Social Media in Society (conceptual course)	3
SJNM 3770	Advanced Reporting	3
SJNM 3790	Editing	3
Select two of the following:		6
SJNM 2730	Creative Visual Thinking	
SJNM 3750	Photojournalism	
SJNM 3780	Television Reporting	
SJNM 3951	Journalism Internship	
SJNM 4950	Journalism Practicum	
Select one of the following:		3
SJNM 4030	Advanced Photojournalism	
SJNM 4790	Applied Video Storytelling	
SJNM 4800	Advanced Broadcast Reporting	
Select an additional three hours of a conceptual course from the following:		3
SJNM 3010	History of Mass Media	
SJNM 3450	Digital Media Diversity	
SJNM 5130	The Press and the Changing South	
SJNM 5250	Mass Media Ethics and Social Issues	
Total Hours		**21**

Emphasis - Political & Social Justice Reporting

Description

This emphasis is designed for students seeking careers in political reporting or reporting on social justice issues.

Degree Requirements

Code	Title	Hours
SJNM 3010 & SJNM 3100	History of Mass Media and Social Media in Society (Conceptual Courses)	6
SJNM 3770	Advanced Reporting	3
SJNM 3780	Television Reporting	3
or SJNM 4790	Applied Video Storytelling	
Select six hours of the following: [1]		6
SJNM 4000	International Journalism	
SJNM 4440	Investigating Criminal Justice	
SJNM 5130	The Press and the Changing South	
SJNM 5420	Peace Journalism	
SJNM 6765	Documentary and Social Issues	
SJNM 5270	Depth Reporting	
Total Hours		**18**

[1] Approved special topics courses may be eligible; speak with your academic advisor.

Emphasis - TV & Video Storytelling

Description

The TV & video storytelling emphasis is designed for students pursuing careers in television news or video storytelling.

Degree Requirements

Code	Title	Hours
SJNM 3780	Television Reporting	3
SJNM 4800	Advanced Broadcast Reporting	3
SJNM 3951	Journalism Internship	3
or SJNM 4950	Journalism Practicum	
SJNM 3300	Media Performance	3
or SJNM 4790	Applied Video Storytelling	
SJNM 3100	Social Media in Society (conceptual course)	3
Select an additional three hrs of a conceptual course		3
SJNM 3010	History of Mass Media	
SJNM 3450	Digital Media Diversity	
SJNM 5130	The Press and the Changing South	
SJNM 5250	Mass Media Ethics and Social Issues	
or other courses approved by the school. Consult with your advisor.		
Total Hours		**18**

Emphasis - Visual Journalism

Description

This emphasis is designed for students seeking careers in media design and photojournalism.

Degree Requirements

Code	Title	Hours
SJNM 2730	Creative Visual Thinking	3
SJNM 3750	Photojournalism	3
SJNM 4030	Advanced Photojournalism	3
Select one of the following:		3
SJNM 4790	Applied Video Storytelling	
SJNM 5400	Multimedia Storytelling I	
Select six hours of Conceptual courses		6
SJNM 3010	History of Mass Media	
SJNM 3100	Social Media in Society	
SJNM 3450	Digital Media Diversity	
SJNM 5130	The Press and the Changing South	
SJNM 5250	Mass Media Ethics and Social Issues	
or other courses approved by the school. Consult with your advisor.		
Total Hours		**18**

Specialization - Public Relations

Code	Title	Hours
SJNM 3910	Public Relations	3
SJNM 4910	Public Relations Techniques	3
Select one of the following:		3
SJNM 3200	Event Planning	
SJNM 3540	Nonprofit Marketing Communications	
SJNM 3410	Persuasion	
SJNM 4920	Public Relations Case Problems	
SJNM 5140	Crisis Communication	
or complete an approved 3-credit internship		
Total Hours		**9**

Specialization - Magazine Publish & Mgmt

Code	Title	Hours
SJNM 4010	Magazine Service Journalism	3
SJNM 5050	Magazine Service Journalism Publishing	3
Select one of the following:		3
SJNM 5035	Service Journalism Management	
or complete an approved 3-credit internship		
Total Hours		**9**

Specialization - Media Sales and Mgmt

Description

A specialization in media sales and management prepares students for additional roles within media organizations, exploring business models and the fundamentals of management and entrepreneurial thinking as they relate to media entities.

Degree Requirements

Code	Title	Hours
SJNM 3860	Media Sales	3
SJNM 3880	Media Management	3
Select one of the following:		3
SJNM 3410	Persuasion	
SPCH 3140	Intercollegiate Debating	
or an approved 3-credit sales internship (internship must be approved before it starts)		
Total Hours		**9**

Specialization - Sports Comm & Promotion

Code	Title	Hours
SJNM 5360	Foundations of Sports	3
SJNM 5370	Sports Promotion	3
Select one of the following:		3
SJNM 3720	Sports Announcing	
SJNM 3740	Sports Photography	
SJNM 3650	Sports Media and Reporting	
SJNM 5390	Sports Television Production	
or a pre-approved 3-credit sports-themed course		
or a pre-approved 3-credit sports-themed internship		
Total Hours		**9**

Emphasis - Sports Media

Description

This emphasis is for students seeking careers working in sports journalism and sports media.

Degree Requirements

Code	Title	Hours
SJNM 3650	Sports Media and Reporting	3
SJNM 3770	Advanced Reporting	3
or SJNM 3780	Television Reporting	
Select six hours of additional courses from the following:		3
SJNM 3660	Sports Writing	
SJNM 3740	Sports Photography	
SJNM 3951	Journalism Internship	
or SJNM 495	Journalism Practicum	
SJNM 5390	Sports Television Production (with Dean's approval)	
Select three additional hours from the following courses:		3
SJNM 3010	History of Mass Media	
SJNM 3450	Digital Media Diversity	
SJNM 5130	The Press and the Changing South	
SJNM 5250	Mass Media Ethics and Social Issues	
SPRA 2700	The Business of Sport	
SPRA 3300	Sport Governance and Policy	
SJNM 5360	Foundations of Sports	
SJNM 5370	Sports Promotion	
Total Hours		**12**

Accelerated Law (3+3)

Description

An emphasis in pre-law is intended to prepare students for further study in law school. Courses required for the B.A.J. or B.S. pre-law preparation are approved by the University of Mississippi School of Law as part of the Accelerated 3+3 Program in which students early admitted to law school may apply 33 credit hours of law courses directly to the B.A.J. or B.S. degree programs.

Degree Requirements

Code	Title	Hours
LAWS 5505	Contracts	3-6
LAWS 5520	Torts	3-6
LAWS 5515	Civil Procedure I	1-4
LAWS 5525	Property	3-6
LAWS 5501	Constitutional Law I	3-4
LAWS 5930	Legal Writing I	1-4
LAWS 5931	Legal Writing II	1-3
LAWS 5510	Criminal Law	2-3
LAWS 5940	Contract Negotiation and Drafting	1-4
LAWS 5990	Legal Methods	1-4
Total Hours		**19-44**

Specialization - Visual Design

Code	Title	Hours
SJNM 3050		3
Select two of the following:		6
SJNM 3490	3-D Modeling	
SJNM 5026	Motion Graphics	
SJNM 5024	Designing Interactivity	
or complete an approved 3-credit internship		
Total Hours		**9**

Specialization - Health Communication

Code	Title	Hours
SJNM 5350/5380	Health Communication	3
SJNM 3410	Persuasion	3
Select one of the following interdisciplinary courses:		3
PHAD 3950	Pharmacy Ethics	
PHIL 3340	Biomedical Ethics	
PSYC 3110	Developmental Psychology	
PSYC 3130	Psychopathology: Integrative Approaches	
PSYC 3160	Social Psychology	
PSYC 4601	Health Psychology	
PSYC 4632	Disasters and Mental Health	
PSYC 3602	Psychology of Human Sexuality	
ISOM 3602	Psychology of Human Sexuality	
PSYC 5101	Psychology of Gender	
ISOM 5460	Queer Mississippi	
ISOM 5480	Directed Readings in Gender Studies	
ISOM 5150	Psychology of Gender	
SCWK 4270	Psychosocial Aspects of Loss Death Grief	
SOCY 3010	The Family	
SOCY 3100	Sociology of Disability	
SOCY 3110	Social Problems	
SOCY 3450	Population Trends and Problems	
SOCY 3700	Society and Population Health	
HONR 3150	Explorations in Population Health	
SOCY 4130	Race and Ethnicity	
SOCY 4270	Social Stratification	
SOCY 4550	Population Studies Applied Research	
ANTH 3490	Medical Anthropology	
SJNM 5350	Health Communication	
SJNM 5380	Health Communication	
NAHM 3110	Nutrition	
NAHM 3230	Human Development Across the Lifespan	
NAHM 3280	Child Development	
NAHM 4170	Community Nutrition	
LSTU 4110	Elder Law	
SOHE 3010	Topics in Society and Health Abroad	
SOHE 3020	Topics in Society and Health	
SOHE 3290	Medical Humanities	
SOHE 4950	Society and Health Internship	
SOHE 4970	Directed Study in Society and Health	
or complete an approved 3-credit internship		
Total Hours		**9**

Specialization - Social Media

Description

Students who wish to specialize in social media should take SJNM 3100 Social Media in Society and then two of the following additional courses: SJNM 3060 Digital Marketing Communication (except for IMC majors, who can't count this course toward the specialization), SJNM 3080 Social Media Content Creation, SJNM 3090 Introduction to Video Storytelling, SJNM 3250 Data Literacy WRIT 3500 Writing for Digital Media, or an approved 3-credit social media internship, or an approved 3-credit social media-themed course in another department.

Degree Requirements

Code	Title	Hours
SJNM 3100	Social Media in Society	3
Select two of the following:		6
SJNM 3060	Digital Marketing Communication (except for IMC majors, who can't count this course toward the specialization)	
SJNM 3080	Social Media Content Creation	
SJNM 3090	Introduction to Video Storytelling	
SJNM 3250	Data Literacy	
WRIT 3500	Writing for Digital Media	
or an approved 3-credit social media internship		
or an approved 3-credit social media-themed course in another department		
Total Hours		**9**

Specialization - Fashion Promo. & Media

Code	Title	Hours
SJNM 3140	Fashion Promotion and Media	3
SJNM 3150	Fashion Merchandising	3
or MKTG 3061	Retailing and E-Commerce	
Select one of the following:		3
SJNM 3090	Introduction to Video Storytelling	
SJNM 3760	Commercial Photography	
a preapproved 3-credit fashion-themed course		
a preapproved 3-credit fashion-themed internship		
Total Hours		**9**

Community Engaged Leadership Residency Hours

6 hours must be taken in residency for the Community Engaged Leadership minor.

Overall Minor GPA

Please contact your academic advisor for grade point requirements.

Resident Minor GPA

Please contact your academic advisor for grade point requirements.

Other Academic Requirements

Students must take a minimum of 72 hours in courses outside the major. All students are required to successfully complete a minor in another area of study.

Students must purchase a school-approved laptop computer prior to enrolling in SJNM 2710 Information Gathering. Specifications for the computer are posted on the school website.

A minimum grade of C is required in all journalism courses for students pursuing a major in journalism or a minor in journalism. A student may not enroll in a journalism course until a minimum grade of C has been obtained in prerequisite courses. No journalism course may be taken more than two times.