

JOURNALISM AND MEDIA STUDIES MAJOR WITH PUBLIC RELATIONS AND ADVERTISING FOCUS

Requirements

Degree Requirements

This major is available as a bachelor of arts degree only, as defined in the section on degree requirements (<http://catalog.linfield.edu/degrees-and-programs/undergraduate/ba-bs-bsn/>) for all majors in this catalog.

Major Requirements

44 credits

Code	Title	Credits
Core Courses		
JAMS 112	AUDIO & VIDEO STORY LAB	1
JAMS 150	LIVING IN A MEDIA WORLD	4
JAMS 180	MULTIMEDIA STORYTELLING	4
JAMS 200	INTRO TO MEDIA WRITING	4
JAMS 230	MEDIA THEORY & RESEARCH	4
JAMS 485	SENIOR CAPSTONE	4
Experiential Learning		
Select 3 credits of the following:		3
JAMS 111	JOURNALISM STORY LAB	
JAMS 287	CAREER PREPARATION	
JAMS 480	INDEPENDENT STUDY	
JAMS 487	INTERNSHIP	
Focus Courses		
JAMS 343	SOCIAL MEDIA CONTENT & STRATEGY	4
JAMS 347	PRINCIPLES OF PUBLIC RELATIONS	4
JAMS 349	PRINCIPLES OF ADVERTISING	4
JAMS 370	STRATEGIC & PR WRITING	4
Media Electives		
Select one of the following: ¹		4
JAMS 243	PHOTOJOURNALISM	
JAMS/ARTS 246	GRAPHIC DESIGN	
JAMS 324	PODCASTING & AUDIO PRODUCTION	
JAMS 325	DOCUMENTARY FILM & VIDEO PRODUCTION	
JAMS 335	MEDIA ETHICS	
JAMS/POLS 337	MEDIA & THE LAW	
JAMS 339	MEDIA, HEALTH & COMMUNICATION	
JAMS 351	PRINCIPLES OF JOURNALISM	
JAMS/POLS 353	POLITICAL COMMUNICATION	
JAMS/COMM/ ENVS 357	ENVIRONMENTAL COMMUNICATION AND ADVOCACY	
JAMS 360	TOPICS IN JOURNALISM & MEDIA STUDIES	
JAMS 377	FEATURE WRITING & REPORTING	

JAMS 378	AUDIO & VIDEO SCRIPT WRITING
JAMS 398	SPECIAL TOPICS: JAN TERM TRAVEL
JAMS 425	ADVANCED MEDIA PRODUCTION
And other courses as approved by department chair.	

Total Credits 44

¹ One off-campus January Term course (SPECIAL TOPICS: JAN TERM TRAVEL (JAMS 398) offered by the department may be counted toward this requirement.

Only courses in the major completed with a grade of C- or better may be used to meet prerequisite requirements or count toward the major.

Student Learning Outcomes

- create media content that is informative, entertaining, and/or persuasive;
- analyze and evaluate legal, ethical, organizational, cultural, and other contexts in which media content is produced and circulated;
- examine how audiences consume, use, interpret, and interact with media; and
- understand the narrative elements, formal structures and societal roles of mediated communication