

# JOURNALISM AND MEDIA STUDIES

## Faculty

Kevin Curry, Ph.D.

Kahlil Pedizisai (Lacroute Initiative Visiting Artist)

Jennifer Rauch, Ph.D. (Chair)

Scott Selberg, Ph.D. (Non-Tenure Track)

## Overview

Linfield's Journalism and Media Studies program gives students a flexible structure where they can develop a portfolio of creative media work appropriate to their own goals. Our program integrates multimedia courses in photojournalism, videography and audio production with courses devoted to writing, editing and sharing content in a wide range of media formats, platforms and audiences. We blend hands-on practice with theory and analysis in areas like storytelling, strategy, law, ethics, and politics.

Our curriculum lets students customize their academic experience to explore passions and develop new interests within and beyond Journalism and Media Studies. Common pathways include a combination of news, sports, public relations, advertising, and/or social media. The program allows majors to earn academic credit for making original content in guided labs, for leading student media clubs, for working in university communications and sports information offices, and for performing internships with off-campus organizations.

The Journalism and Media Studies program prepares students to be *creative, strategic, and social* – talents useful in any field. It nurtures harder skills like conducting research, verifying facts, meeting deadlines, planning projects, and working in teams alongside softer ones like resourcefulness, curiosity, empathy, and persistence. The program provides a springboard to becoming entrepreneurs, creators and strategists in media-related fields as well as graduate students in advertising, journalism, law, strategic communication, and other areas.

## Honor Society

The department sponsors a chapter of Kappa Tau Alpha, the national honor society that recognizes academic excellence in journalism and mass communication. KTA was founded at the University of Missouri in 1910 and has inducted 75,000 students since its founding. The Greek letters "Kappa Tau Alpha" suggest three English words: "Knowledge, Truth, Accuracy."

Membership in Kappa Tau Alpha is by invitation only. Students are selected as seniors based on overall GPA and must rank in the upper 10 percent of their graduating class in Journalism & Media Studies. KTA initiates receive honor cords, certificates, keypins, and lifetime membership in the honor society. In addition, their names are listed in the program at Commencement.

The Kappa Tau Alpha "Top Scholar" Award is given each year to the graduating senior with the highest GPA in Journalism & Media Studies.

In addition to the honors bestowed on all KTA initiates, the Top Scholar receives an engraved plaque and a medallion to wear at graduation.

## Student Organizations

The Journalism and Media Studies department supports four media clubs run by students and advised by faculty:

- The Linfield Review (<https://thelinfieldreview.com>) (TLR) is the independent, student-led website covering university news and campus life.
- Linfield Pawdcast Network (<https://www.linfield.edu/life-at-linfield/clubs/mcminnville/pawdcast.html>) (LPN) is the student-led audio streaming and podcasting organization.
- Wildcat Productions (<https://www.linfield.edu/life-at-linfield/clubs/mcminnville/wildcat-productions.html>) (WP) is the student-led video production organization.
- The Linfield University Camera Club (LUCC) is the student-led photography organization.

These groups give students real-world experience in creating content, promoting their work, and leading creative teams – as well as social and networking opportunities. The department welcomes and encourages JAMS majors, Media Studies minors and students throughout the university to get involved with campus media clubs.

## Scholarships

Each spring, the Journalism and Media Studies faculty awards three scholarships to current, continuing students:

- *The J. Richard and Evelyn Nokes Scholarship*, for students with an excellent academic record and promise in journalism. The Nokes graduated from Linfield together in 1936. Evelyn earned a teaching degree, studied music, and had a fine soprano voice. Richard was an editor at The Oregonian for more than 30 years as well as a distinguished visiting professor and trustee of Linfield College, 1977-1993.
- *The Charlotte Filer Scholarship*, for students engaged in journalism as writers, reporters or editors. Filer, '54, worked at the News-Register and later directed the Linfield news bureau. She became a much beloved teacher at Linfield who advised the student newspaper and yearbook. Her former students founded the scholarship in her honor in 1986.
- *The John E. Buchner Scholarship*, for students who participate in campus media organizations or university communications involving writing, design, social media or public relations. Buchner, '63, was sports information director at Linfield and later sports reporter and photographer at the News-Register frequently seen at home football games.

## Programs

- Journalism and Media Studies Major (<http://catalog.linfield.edu/programs-az/arts-sciences/journalism-media-studies/journalism-media-studies-major/>)
- Media Studies Minor (<http://catalog.linfield.edu/programs-az/arts-sciences/journalism-media-studies/media-studies-minor/>)

## Courses

### Paracurricular Courses

#### JAMS 011 JOURNALISM STORY LAB (1 credit)

Introduces journalistic skills and professional standards of news writing, interviewing, research, editing and photography. Students create stories and projects for an online publication.

*Typically offered:* Fall and Spring Semesters, Annually  
(EXPERIENTIAL LEARNING)

#### JAMS 012 AUDIO & VIDEO STORY LAB (1 credit)

Introduces audio and video production skills, distribution channels, legal issues, professional standards and business practices. Involves work at Linfield Pawdcast Network or Wildcat Productions.

*Typically offered:* Fall and Spring Semesters, Annually  
(EXPERIENTIAL LEARNING)

#### JAMS 013 SPORTS STORY LAB (1 credit)

Explores fundamentals of sports media production. Introduces students to audio and video production skills, distribution channels, legal issues, professional standards and business practices. Involves work at the Linfield Pawdcast Network, Wildcat Productions, and/or Linfield Sports Information.

(EXPERIENTIAL LEARNING)

#### JAMS 015 SOCIAL MEDIA STORY LAB (1 credit)

Explores fundamentals of social media platforms, content and strategies. Introduces students to social media planning, production, distribution, audience engagement, legal issues, professional standards and business practices.

*Typically offered:* Annually  
(EXPERIENTIAL LEARNING)

### Journalism and Media Studies Courses

#### JAMS 111 JOURNALISM STORY LAB (1 credit)

Introduces journalistic skills and professional standards of news writing, interviewing, research, editing and photography. Students create stories and projects for an online publication.

*Typically offered:* Fall and Spring Semesters, Annually  
(EXPERIENTIAL LEARNING)

#### JAMS 112 AUDIO & VIDEO STORY LAB (1 credit)

Introduces audio and video production skills, distribution channels, legal issues, professional standards and business practices. Involves work at Linfield Pawdcast Network or Wildcat Productions.

*Typically offered:* Fall and Spring Semesters, Annually  
(EXPERIENTIAL LEARNING)

#### JAMS 113 SPORTS STORY LAB (1 credit)

Explores fundamentals of sports media production. Introduces students to audio and video production skills, distribution channels, legal issues, professional standards and business practices. Involves work at the Linfield Pawdcast Network, Wildcat Productions, and/or Linfield Sports Information.

(EXPERIENTIAL LEARNING)

#### JAMS 150 LIVING IN A MEDIA WORLD (3 credits)

Examines the evolving media landscape and its influence on U.S. society, politics, economy and culture. Explores formats such as books, newspapers, magazines, recorded music, radio, photography, TV, movies and video games. Introduces media theory, research, law, ethics and literacy skills related to journalism, advertising, public relations and social networks.

*Typically offered:* Fall and Spring Semesters, Annually  
(INDIVIDUAL/SYSTEMS/SOCIETIES, U.S. PLURALISM)

#### JAMS 175 INTRO TO MEDIA WRITING (4 credits)

Introduces writing styles used in journalism, public relations, advertising, marketing, and other communication professions. Students practice reporting, interviewing and editing skills as they produce news stories, press releases, broadcast scripts, and social-media posts. They improve grammar, punctuation, organization, clarity, tone and voice. Recommended for staff of The Linfield Review.

*Prerequisites:* Instructor consent.

*Typically offered:* Fall Semester, Annually  
(MAJOR WRITING INTENSIVE)

#### JAMS 180 MULTIMEDIA STORYTELLING (4 credits)

Students learn to think visually and to use multimedia tools and techniques common across journalism, photography, public relations and audio-video professions. They create, publish and promote stories featuring images, audio, video, and text. They apply storytelling concepts like conflict, character, setting, narrative arc, and plot.

*Total Course fees:* \$30.00

*Prerequisites:* Instructor consent required. JAMS 011, 012, 013, 111, 112 or 113.

*Typically offered:* Spring Semester, Annually  
(CREATIVE STUDIES)

#### JAMS 230 MEDIA THEORY & CRITICISM (4 credits)

Introduces theoretical perspectives and analytical techniques used in journalism, media and other criticism. Students develop research skills and use scholarly texts to produce original critiques of media producers, organizations and content as well as the political, social or cultural effects of media.

*Prerequisites:* Sophomore standing. INQS 125 and JAMS 150.

*Typically offered:* Annually

#### JAMS 243 PHOTOJOURNALISM (4 credits)

Builds skills in creative digital color photography, including camera operations, principles of exposure, digital editing, printing, composition. Students focus on developing a personal style and integrating content with imagery. Emphasis on historical and contemporary trends in photojournalism. Recommended for staff of The Linfield Review.

*Prerequisites:* JAMS 180.

*Typically offered:* Fall Semester, Annually  
(CREATIVE STUDIES)

#### JAMS 246 GRAPHIC DESIGN (4 credits)

Examine principles and elements of graphic design used in the production of digital and print media, including branding, multi-page editorial, and promotional materials. Explore typographic principles, anatomy and classifications. Develop design and technical skills using the Adobe CC. Emphasize importance of workflows, and production/presentation. (Listed as ARTS 246 and JAMS 246.)

*Total Course fees:* \$100.00

*Typically offered:* Spring Semester, Annually  
(CREATIVE STUDIES)

#### JAMS 287 CAREER PREPARATION (1 credit)

Prepares students for internships and careers in journalism, media and other creative fields. Students develop résumés, cover letters and portfolios. They practice interviewing, networking, researching and applying for jobs. For Journalism and Media Studies majors and Media Studies minors. Students who received credit for JAMS 187 may not enroll in JAMS 287.

*Prerequisites:* Sophomore standing.

*Typically offered:* Annually

**JAMS 321 TOPICS IN MEDIA PRODUCTION (4 credits)**

Focuses on selected topics in the production of media content for distribution through various channels. May be taken twice with different topics.

*Total Course fees: \$45.00*

**JAMS 324 PODCASTING & AUDIO PRODUCTION (4 credits)**

Develops techniques for creating audio stories that are sonically, emotionally and intellectually engaging. Students learn to record and edit voice narration, natural sound, music and audio effects. Projects may include personal narratives, interviews, radio plays, and/or discussion of current events. Recommended for students in the Linfield Podcast Network.

*Typically offered: Fall Semester, Annually  
(CREATIVE STUDIES)*

**JAMS 325 DOCUMENTARY FILM & VIDEO PRODUCTION (4 credits)**

Develops techniques for creating video stories that are visually, emotionally and intellectually engaging. Students learn about shot framing, camera movement, video editing, color grading, graphics and audio tools. Projects may include interviews, ads/promos, news and/or documentary work. Recommended for students in Wildcat Productions.

*Typically offered: Spring Semester, Annually  
(CREATIVE STUDIES)*

**JAMS 327 INTRODUCTION TO FILM (ALSO LISTED AS ENGL 327) (4 credits)**

The tools of visual literacy. Responding to and evaluating cinema as art and as mass media. The vocabulary of film-making and film criticism. Sample topics: genre analysis, directorial study, international film industry, film narrative.

*Prerequisites: INQS 125.*

**JAMS 330 MEDIA HISTORY (4 credits)**

Examines the evolution of human expression and communication technologies from antiquity to the recent past. Focuses on how media (including newspapers, books, radio, TV, film, journalism, advertising, public relations) interact with political, economic, social and cultural institutions. Students learn about and apply theories and methods of historical research.

*Prerequisites: INQS 125. JAMS 150.*

*Typically offered: Fall Semester, Odd Years  
(VITAL PAST)*

**JAMS 335 MEDIA ETHICS (4 credits)**

Addresses ethical issues, conflicts and professional codes in journalism, advertising, public relations, entertainment and social media. By applying classic and contemporary ethical theories and frameworks, students consider the roles and responsibilities of media producers, owners, clients and consumers. Topics include accountability, objectivity, privacy, and the public interest.

*Prerequisites: INQS 125. JAMS 150.*

*Typically offered: Spring Semester, Even Years  
(ULTIMATE QUESTIONS)*

**JAMS 337 MEDIA & THE LAW (4 credits)**

Investigates legal issues and judicial decisions related to the First Amendment of the U.S. Constitution. Students learn to analyze court cases and do legal research, including public records requests. Topics include press freedom, intellectual property, libel, privacy, obscenity, censorship, corporate/commercial speech, media regulation, and more. (Listed as JAMS 337 and POLS 337.)

*Prerequisites: INQS 125. JAMS 150.*

*Typically offered: Spring Semester, Odd Years*

**JAMS 339 MEDIA, HEALTH & COMMUNICATION (4 credits)**

Explores how media practices and communication technologies influence access to, delivery of, and education about healthcare, as well as how they construct social norms around medicine, bodies, and disabilities. Topics include health gamification, biometrics and surveillance, fitness devices, telemedicine, pharmaceutical advertising, medical journalism, social-media campaigns, and health narratives in TV and movies.

*Prerequisites: INQS 125. JAMS 150.*

*Typically offered: Spring Semester, Annually  
(INDIVID/SYSTEMS/SOCIETIES)*

**JAMS 343 SOCIAL MEDIA CONTENT & STRATEGY (4 credits)**

Examines effective and ethical uses of social media by journalists, PR professionals, marketers, and other communicators. Explores the history, economics and psychology of social media as well as relevant scholarly theories and research. Students get experience planning and implementing social-media strategies and campaigns.

*Prerequisites: Sophomore standing and INQS 125.*

*Typically offered: Fall Semester, Odd Years*

**JAMS 347 PRINCIPLES OF PUBLIC RELATIONS (4 credits)**

Introduces principles, practices and strategies for managing relationships with the public, media, government, businesses and communities.

Examines the effective use of media releases, online newsrooms, social media, and other tools. Students practice persuasive writing and ethical thinking as they plan, evaluate and present PR campaigns. Projects may focus on sports, wine, or other industries.

*Prerequisites: Sophomore standing. INQS 125.*

*Typically offered: Fall Semester, Annually  
(INDIVID/SYSTEMS/SOCIETIES)*

**JAMS 349 PRINCIPLES OF ADVERTISING (4 credits)**

Introduces advertising as a creative, strategic profession. Discusses effective principles and practices for branding, media planning, segmenting audiences, implementing and evaluating ad campaigns. Students consider advertising's cultural impact as well as its ethical and social responsibilities.

*Prerequisites: Sophomore standing. INQS 125.*

*Typically offered: Spring Semester, Even Years*

**JAMS 351 PRINCIPLES OF JOURNALISM (4 credits)**

Introduces journalism's democratic responsibilities, ethical framework, and the legal foundations of free speech. Addresses traditional practices of verification, independence, and accountability as well as emerging principles like community, curiosity, empathy and inclusion. Students consider economic, cultural and political biases of journalists as well as public perceptions and film representations of the profession.

*Prerequisites: Sophomore standing. INQS 125.*

*Typically offered: Spring Semester, Annually  
(U.S. PLURALISM)*

**JAMS 353 POLITICAL COMMUNICATION (ALSO LISTED AS POLS 353) (4 credits)**

The uses and functions of communication in modern democracies. Exploration of dilemmas involved in communicating political information to the citizenry and the role of citizens in the broader political communication system.

*Prerequisites: Sophomore standing or higher.*

*(INDIVID/SYSTEMS/SOCIETIES)*

**JAMS 357 ENVIRONMENTAL COMMUNICATION AND ADVOCACY (ALSO LISTED AS ENVS 357 AND COMM 357) (4 credits)**

Investigates the challenges and methods for informing the public and engaging stakeholders in addressing environmental problems. Students practice a variety of communication and engagement techniques as well as create and critique environmental messages, public participation strategies and information dissemination styles for multiple audiences and purposes.

*Prerequisites:* Sophomore standing required; one of ENVS 201, JAMS 150, COMM 255; or consent of instructor.  
(INDIVID/SYSTEMS/SOCIETIES)

**JAMS 360 TOPICS IN JOURNALISM & MEDIA STUDIES (4 credits)**

Focuses on selected topics in media production, content, effects, technologies, and/or innovations. Format (lecture, seminar, lab) varies as appropriate to topic. Course may be taken twice with different topics.

*Prerequisites:* INQS 125 and JAMS 150.

**JAMS 370 STRATEGIC & PR WRITING (4 credits)**

Examines strategies for researching, planning and writing diverse promotional materials, including news releases, story pitches, newsletter and magazine articles, email blasts, creative briefs, advertisements, brochures, and more. Students develop strategic message plans that target specific audiences, reporters and advocates. Topics may include newsjacking, crowdsourcing, and brand journalism.

*Total Course fees:* \$15.00

*Prerequisites:* INQS 125

*Typically offered:* Spring Semester, Odd Years

(MAJOR WRITING INTENSIVE)

**JAMS 377 FEATURE WRITING & REPORTING (4 credits)**

Develops techniques for producing creative work such as in-depth profiles, issue and trend stories, reviews and essays for magazines, websites, public relations, and other outlets. Students practice finding original angles, adding context and asking deeper questions as they write and report long-form narratives. Recommended for staff of The Linfield Review.

*Prerequisites:* INQS 125.

*Typically offered:* Fall Semester, Odd Years

(MAJOR WRITING INTENSIVE)

**JAMS 378 AUDIO & VIDEO SCRIPT WRITING (4 credits)**

Students examine and apply techniques for writing news scripts, documentary features, commentary, and promotional content for audio, video and other media channels. They learn to develop story ideas, structures and characters that connect with audiences. Recommended for students in the Linfield Pawdcast Network and Wildcat Productions.

*Prerequisites:* INQS 125. JAMS 175, CRWR 200 or CRWR 289.

*Typically offered:* Spring Semester, As Needed

(MAJOR WRITING INTENSIVE)

**JAMS 398 SPECIAL TOPICS: JAN TERM TRAVEL (4 credits)**

Topics vary according to faculty availability and interest. Most recent topic offered has been media in the European Union. Offered only as student interest and university resources permit. May be repeated for credit with different topics.

*Prerequisites:* IDST 098 previous fall.

**JAMS 425 ADVANCED MEDIA PRODUCTION (4 credits)**

Students enhance critical and technical skills in photography, writing, audio, video or other media production through individual projects. They may gain practical, professional experience as peer instructors assisting faculty members in classrooms, labs and studios.

*Prerequisites:* JAMS 175, JAMS 180 and instructor consent.

*Typically offered:* As Needed

**JAMS 450 MEDIA RESEARCH METHODS (4 credits)**

Introduces research methods used by social-science scholars and media professionals to answer theoretical and applied questions about audiences, voters, consumers and users. Students design research projects and practice techniques related to surveys, interviews, focus groups, ethnography, and/or other methods.

*Prerequisites:* JAMS 230 or instructor consent.

**JAMS 480 INDEPENDENT STUDY (1-4 credits)**

Advanced study in the fields of journalism and media studies. Students design and produce independent projects in consultation with department faculty.

*Prerequisites:* Consent of department chair required.

*Typically offered:* As Needed

**JAMS 485 SENIOR CAPSTONE (4 credits)**

Capstone seminar for majors that integrates theoretical and practical aspects of the JAMS program. Students examine recurrent and new issues in journalism and media studies. They perform self-assessments, prepare portfolios, and develop advanced media or research projects based on their interests, then present their portfolios and projects to the JAMS community.

*Prerequisites:* Senior standing and instructor consent.

*Typically offered:* Spring Semester, Annually

**JAMS 487 INTERNSHIP (1-4 credits)**

Provides academic credit for supervised work at a publication, broadcast station, PR or advertising agency, marketing department, or other approved media outlet. Individual students arrange internships in consultation with department faculty. Letter grades given. May be repeated up to a cumulative total of 4 credits.

*Prerequisites:* Instructor consent.

*Typically offered:* As Needed

(EXPERIENTIAL LEARNING)