JOURNALISM AND MEDIA STUDIES

Faculty

Kevin Curry, Ph.D. (Chair)
Jennifer Rauch, Ph.D. (sabbatical 2026-2027)
Scott Selberg, Ph.D.

Overview

Linfield's Journalism and Media Studies program, nicknamed "JAMS," gives students a flexible structure where they can pursue personal goals and develop a creative media portfolio. Our program integrates multimedia work in photojournalism, videography and audio production with courses devoted to creating and sharing stories for diverse platforms and audiences. Alongside this hands-on practice in storytelling, students learn about and apply media theories and research methods, in addition to exploring media law, history, and ethics.

The JAMS program prepares students to be *creative, strategic,* and *social* – talents useful in any field. It nurtures harder skills like meeting deadlines, planning projects, and working in teams alongside softer ones like being resourceful, curious, empathetic, and persistent. The program provides a springboard to becoming entrepreneurs, creators and strategists in media-related fields as well as to graduate studies in advertising, journalism, law, integrated communications, and other areas.

Our curriculum lets students customize their education to explore passions and develop new interests. Students work with their faculty advisor to identify their interests and choose from three majors:

- Journalism and Media Studies - This traditional JAMS major allows students to explore widely among all areas of media and journalism.
- Journalism and Media Studies: Digital Storytelling & Content Creation - This JAMS major focuses on developing a range of skills in production, including photo, audio, video, and graphic design.
- Journalism and Media Studies: Public Relations & Advertising: This JAMS major provides students with crucial principles for PR, advertising, social media and marketing while also developing their strategic writing and communication skills.

JAMS majors can earn academic credit, and often get paid, for participating in student-led media clubs, for working on university teams in strategic communication/marketing and sports information/broadcasting, and for doing internships with off-campus organizations. See Student Organizations, below, for more information.

Student Organizations

The Journalism and Media Studies department supports three 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.

These groups give students real-world experience in making 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 of any major 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 juniors with an excellent academic record and promise in journalism. The Nokeses 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, photography, design, social media or public relations. Buchner, '63, worked as reporter and photographer at the News-Register, sports information director at Linfield, and publisher of the Albany Democrat-Herald.

Honor Society

The department sponsors a chapter of Kappa Tau Alpha, the national honor society recognizing academic excellence in journalism and mass communication. KTA was founded at the University of Missouri in 1910 and has inducted more than 75,000 students.

Membership in Kappa Tau Alpha is by invitation. 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. Other benefits include national recognition for academic excellence and a sense of community with fellow outstanding scholars in journalism and mass communication.

Programs

- Journalism and Media Studies Major (https://catalog.linfield.edu/programs-az/arts-sciences/journalism-media-studies/journalism-media-studies-major/)

- Journalism and Media Studies Major: Digital Storytelling & Content Creation (https://catalog.linfield.edu/programs-az/arts-sciences/journalism-media-studies/journalism-media-studies-major-digital-storytelling-content-creation/)
- Journalism and Media Studies Major: Public Relations & Advertising Focus (https://catalog.linfield.edu/programs-az/arts-sciences/journalism-media-studies/journalism-media-studies-major-public-relations-advertising-focus/)
- Media Studies Minor (https://catalog.linfield.edu/programs-az/arts-sciences/journalism-media-studies/media-studies-minor/)

Courses

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. Recommended for staff of The Linfield Review. May be repeated for credit up to four times.
Prerequisites: Instructor consent required
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. Students create stories and projects for online distribution, choosing from news, sports, lifestyle, culture, opinion, and/or other areas. May be repeated for credit up to four times.
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 (4 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
(INDIVID/SYSTEMS/SOCIETIES, U.S. PLURALISM)

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: $75.00
Prerequisites: Instructor consent required. JAMS 011, 012, 013, 111,112 or 113 are recommended.
Typically offered: Spring Semester, Annually
(CREATIVE STUDIES)

JAMS 200 INTRO TO MEDIA WRITING (4 credits)
Introduces writing styles used in journalism, public relations, advertising, marketing, and related professions. Students practice reporting, interviewing and editing skills as they produce news stories, media kits, audio-video 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 230 MEDIA THEORY & RESEARCH (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 insights on media producers, organizations and content as well as the political, social or cultural effects of media.
Prerequisites: Instructor consent.
Concurrent Or Previous Courses: JAMS 150
Typically offered: Fall Semester, 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.
Total Course fees: $45.00
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 or higher.
Typically offered: Spring Semester, Annually

JAMS 319 NONFICTION WRITING (4 credits)
Workshop, conferences, and practice in techniques of literary nonfiction writing. Reading of modern and contemporary literary nonfiction writers and study of various forms within the genre, including memoir, personal essay, lyric essay, literary journalism, cultural critique, etc. May be repeated once for credit. (Listed as CRWR 319 and JAMS 319)
Typically offered: Spring Semester, Annually
(CREATIVE STUDIES)

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
Typically offered: Every Third Year Or Less Often
(CREATIVE STUDIES)

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 Pawdcast Network.
Total Course fees: $45.00
Concurrent Or Previous Courses: JAMS 180.
Typically offered: Fall Semester, Even Years
(CREATIVE STUDIES)

JAMS 325 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. (Listed as JAMS 325 and ARTS 325)
Total Course fees: $75.00
Concurrent Or Previous Courses: JAMS 180.
Typically offered: Spring Semester, Annually
(CREATIVE STUDIES)

JAMS 327 INTRODUCTION TO FILM (4 credits)
This course explores how film differs from other media due to its stylistic and formal properties, institutional production, and historical reception. Students learn the basic language of film analysis and composition (like editing, mise-en-scene, lighting); examine a range of film scholarship and criticism (like auteur theory, documentary, genre, star studies); and consider how the medium has evolved since its emergence at the turn of the 20th century. (Listed as JAMS 327 and LITR 327)
Prerequisites: INQS 125.
(CREATIVE STUDIES)

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
(ULTIMATE QUESTIONS)

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, Odd Years
(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. Projects can focus on wine, sports and other industries.
Prerequisites: Sophomore standing and INQS 125.
Concurrent Or Previous Courses: JAMS 150.
Typically offered: Fall Semester, Even Years
(INDIVID/SYSTEMS/SOCIETIES)

JAMS 345 MEDIA & POLITICS (4 credits)
The role of the mass media in shaping and changing American public opinion and in the political and electoral processes. Examination of the links between mass media and government, and between the media and the individual citizen. Explorations of the interactions between media and attitudes, agendas, and behaviors. Focus on presidential and congressional election campaigns. (Listed as JAMS 345 and POLS 345)
Prerequisites: INQS 125.
Typically offered: Fall and Spring Semesters, Every Third Year Or Less Often

JAMS 347 PRINCIPLES OF PR & CONTENT STRATEGY (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, health, 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. Projects may focus on sports, wine, art, or other industries.
Prerequisites: Sophomore standing. INQS 125.
Concurrent Or Previous Courses: JAMS 150
Typically offered: Spring Semester, Even Years
(INDIVID/SYSTEMS/SOCIETIES)

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. JAMS 150 recommended previous or concurrent.
Concurrent Or Previous Courses: JAMS 150.
Typically offered: Spring Semester, Every Third Year Or Less Often
(U.S. PLURALISM)

JAMS 353 POLITICAL COMMUNICATION (4 credits)
Explores the dynamic interplay between the media, the public, and politics, with emphasis on how different forms of communication shape public opinion and democratic processes. Analysis and discussion of citizens' role in the broader political communication system and dilemmas involved. (Listed as JAMS 353 and POLS 353)
Typically offered: Every Third Year Or Less Often
(INDIVID/SYSTEMS/SOCIETIES)

JAMS 357 ENVIRONMENTAL COMMUNICATION AND ADVOCACY (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. (Listed as COMM 357, ENVS 357 and JAMS 357)
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 362 ADS, BRANDS & CULTURE (4 credits)
This course examines advertising and branding as cultural forms in the United States. We will survey the history of the ad industry, exploring a range of campaigns in print, radio, television, and digital media from the end of the 19th century until present day. We will learn to analyze these ads in their historical context rather than as a set of abstract techniques or appeals, and we will explore how advertising and branding have changed to address different kinds of consumers in U.S. history. The course pays particular attention to relevant social and ethical issues, including transparency, ethical consumerism, cause-related marketing, surveillance and data collection, and social difference. By the end of the course, you can expect to have developed the skills and perspective to better understand, analyze, and create advertising.
Typically offered: Fall Semester, Even Years
(INDIVID/SYSTEMS/SOCIETIES, VITAL PAST)

JAMS 365 FILM GENRES (4 credits)
This course is an introduction to genre studies in film. Genres are useful for narrowing our options on streaming sites like Netflix. But what other purposes do they serve? The course will survey important genres in the history of American cinema, like horror, musicals, and westerns, but we will also explore a range of smaller genres like teen films, sports movies, and film noir. In addition to learning historical genre conventions, the course will try to understand why they matter. We will investigate their origins and how they have changed over time to meet audience interests. We will learn how genres play an important role in the production and marketing of films. And we will explore how they reflect and shape shifting social values. In addition to watching and analyzing movies, course assignments will explore film criticism, podcasting, film festivals, fan studies, and film marketing. Students will also have a chance to explore movie genres they finding compelling through individual research projects in creative formats.
Typically offered: Spring Semester, Odd Years
(CREATIVE STUDIES, VITAL PAST)

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.
Prerequisites: INQS 125.
Concurrent Or Previous Courses: JAMS 200
Typically offered: Spring Semester, Odd Years
(MAJOR WRITING INTENSIVE)

JAMS 374 FOOD & WINE WRITING (4 credits)
Explores diverse kinds of food and beverage writing: profiles, memoirs, blogs, interviews, reviews and more. Students develop knowledge and vocabularies relevant to gastronomy, oenology, cultural history and current issues in food, wine and beer industries. Field trips to local producers in Willamette Valley restaurants, bars, breweries and/or wineries.
Prerequisites: INQS 125
Concurrent Or Previous Courses: JAMS 175, CRWR 200 or CRWR 289
Typically offered: Spring Semester, Every Third Year Or Less Often

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. JAMS 200, CRWR 200, or CRWR 289 recommended previous or concurrent.
Concurrent Or Previous Courses: JAMS 175, CRWR 200 or CRWR 289.
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.
Typically offered: Spring Semester, Even Years
(MAJOR WRITING INTENSIVE)

JAMS 398 SPECIAL TOPICS: JAN TERM TRAVEL (4 credits)
Topics and locations vary according to faculty availability and interest. Recent offerings have included digital storytelling in Greece and Italy as well as Japan. Offered occasionally as student interest and university resources permit. May be repeated for credit, though only applied once as a JAMS elective.
Prerequisites: IDST 098 previous fall.
Typically offered: January Term, As Needed

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.
Total Course fees: $45.00
Prerequisites: JAMS 200, JAMS 180 and instructor consent.
Typically offered: As Needed

JAMS 439 PEER INSTRUCTION (1-5 credits)
Advanced study opportunity for outstanding students to assist faculty members in the classroom or laboratory. Focus on course content and pedagogy.
Prerequisites: Application and consent of instructor.
(EXPERIENTIAL LEARNING)

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)