

JOURNALISM AND MEDIA COMMUNICATION (JMC)

Journalism and Media Communication Graduate Courses

JMC 8046 SOCIAL MEDIA MEASUREMENT AND MANAGEMENT (3 credits)

Social Media Measurement and Management explores the dynamic development of social media platforms within a journalism and media communication context. Students of journalism, broadcasting, public relations, advertising and marketing will examine theories and best practices of social media interaction and engagement. (Cross-listed with JMC 4040).

Prerequisite(s): Good standing as a UNO graduate student.

JMC 8246 PUBLIC RELATIONS CASE STUDIES (3 credits)

The course is designed to enable the student: 1) to integrate issue-management and decision-making theoretical models with the communication theory and research techniques presented in JMC 3230/ JMC 8236 and 2) to apply professional judgment to the public relations problem-solving process through the development of structured analysis of historical cases. (Cross-listed with JMC 4240).

JMC 8266 MEDIA RELATIONS (3 credits)

This course focuses on the communication tools used in media relations, the nuances of working with reporters from press and various media, news writing, news judgment, strategic planning, and the application of communication theories in understanding the relationship between news organizations and media relations representatives for organizations and corporations. (Cross-listed with JMC 4260).

JMC 8316 MEDIA & POLITICS (3 credits)

An in-depth study of the impact of the media on political communication. This course will explore the symbiotic relationship of media and political communication, including the influence of traditional mass media, digital media, and social media on the political communication process. Students will delve into media theories and critically examine the influence of the media on the political communication process. (Cross-listed with JMC 4310).

JMC 8346 MEDIA REGULATION & FREEDOM (3 credits)

Media and Internet regulation and free expression as defined and interpreted through First Amendment rights, prior restraint and obscenity case law, advertising and public relations, broadcast and cable TV regulation and deregulation policy, new telecommunication media, and privacy. (Cross-listed with JMC 4340).

Prerequisite(s): ENGL1160

JMC 8376 COMMUNICATION WORKSHOP (3 credits)

A workshop to explore communication theory and processes and to develop skills in their application. (Cross-listed with JMC 4370).

Prerequisite(s): Junior Standing, Permission of instructor

JMC 8396 MEDIA ENTREPRENEURSHIP (3 credits)

4390 Media Entrepreneurship explores new and emerging media business models from local, national and global perspectives. Students learn about and work within the start-up economy and entrepreneurial approaches. The course offers professional and critical perspectives. (Cross-listed with JMC 4390, ENTR 4390).

Prerequisite(s): JMC 3340 and JMC 3350 or permission of instructor

JMC 8816 DIGITAL LITERACIES FOR TECHNICAL COMMUNICATORS (3 credits)

This course addresses emerging issues in digital literacies such as the rhetoric of technology, technological competency, technology and information ecologies, critical awareness of technology and human interactions, judicious application of technological knowledge, user-centered design, networking and online communities, ethics and technology, and culture and technology. (Cross-listed with ENGL 4810, ENGL 8816, JMC 4810).

Prerequisite(s): Graduate standing or permission of instructor

JMC 8826 POLITICS AND FILM (3 credits)

This course introduces students to the analysis of politics and film, focusing on how politics is portrayed in film and the politics of film making. (Cross-listed with PSCI 4820, JMC 4820, PSCI 8826).

JMC 8836 TECHNICAL COMMUNICATION (3 credits)

Technical Communication introduces students to the field of technical communication. Students will study the development of print and electronic genres common to industry settings, the design and production of technical documents, the writing processes and work practices of professional technical communicators, and the roles of technical communicators in organizational contexts. (Cross-listed with ENGL 4830, ENGL 8836, JMC 4830).

Prerequisite(s): Graduate standing or permission of instructor

JMC 8856 INFORMATION DESIGN FOR TECHNICAL COMMUNICATORS (3 credits)

This course introduces students to strategies for integrating visual and textual elements of technical documents. Instruction will focus on design theory and application through individual and collaborative projects. Students will develop the professional judgment necessary for making and implementing stylistic choices appropriate for communicating technical information to a lay audience. (Cross-listed with ENGL 4850, ENGL 8856, JMC 4850).

Prerequisite(s): Graduate standing or permission of instructor

JMC 8876 TECHNICAL EDITING (3 credits)

This course introduces students to the roles and responsibilities of technical editors: the editorial decision-making processes for genre, design, style, and production of technical information; the communication with technical experts, writers, and publishers; the collaborative processes of technical editing; and the techniques technical editors use during comprehensive, developmental, copyediting, and proofreading stages. (Cross-listed with ENGL 4870, ENGL 8876, JMC 4870).

Prerequisite(s): ENGL 1160 or permission of the instructor

JMC 8896 CAPSTONE COURSE IN TECHNICAL COMMUNICATION (3 credits)

In this capstone course, students will extend foundational skills learned in previous technical communication courses. Students will demonstrate their competency in the technical documentation process in organizational environments, the issues important to the technical communication profession, and the practices of writing and creating complex technical documents for specific purpose and audience. (Cross-listed with ENGL 4890, ENGL 8896, JMC 4890).

Prerequisite(s): Graduate standing or permission of instructor.

JMC 8906 SEMINAR MASS COMMUNICATION (3 credits)

A senior seminar applying historical and theoretical perspective to current issues and developments in mass communications. (Cross-listed with JMC 4900)

Prerequisite(s): Graduate standing

JMC 8926 MEDIA LITERACY (3 credits)

An advanced seminar on the study of media and information literacy through deconstruction of mass communication content, meaning construction, framing analyses and critical/cultural approaches. (Cross-listed with JMC 4920).