

# JOURNALISM (JOU)

The Journalism Program offers an interdisciplinary minor in the practice of journalism and its role in a free society. Students report and tell stories in a range of media as they learn to verify facts, establish their independence, and serve their readers or audience. A minor in journalism pairs well with any major in the College or School of Business.

## Contact Information

Journalism Program

## Programs

### Minor

- Minor in Journalism (<https://bulletin.wfu.edu/courses-instruction/journalism/minor-journalism/>)

## Courses

### Journalism (JOU)

#### JOU 270. Introduction to Journalism. (3 h)

Fundamentals of news reporting, news writing, and news judgment. Digital skills introduced and practiced. Intensive in-class writing.

#### JOU 278. News Literacy. (3 h)

Exploring the difference between news and propaganda, news and opinion, bias and fairness, citizen reporting and professional journalism with a goal of training more discriminating and thoughtful producers and consumers of news. Included: historical context of the news industry.

#### JOU 310. Editing. (3 h)

Fundamentals in copy editing and headline writing as it applies to print and online journalism. Applying grammar, adherence to Associated Press style, and use of photos, lay-out and news judgment to improve news and feature stories. Intensive in-class editing. P - JOU 270 or POI.

#### JOU 315. Beat Reporting. (3 h)

Fundamentals in identifying and developing news and feature beats. Emphasis on interviewing skills, source development, story identification and writing for print and online. Digital skills such as blogging, photography, video production, and social media practiced. Highly interactive. P - JOU 270.

#### JOU 320. Community Journalism. (3 h)

Produce stories in a range of media for an online publication with a growing readership about the people, places, and trends that create community in downtown Winston-Salem. Students will break news, explore the arts scene, tell stories about interesting people in town and practice journalism on the ground. P - JOU 270 or POI.

#### JOU 325. Writing for a Social Purpose. (3 h)

Combines writing, service learning, and entrepreneurship approaches in communication by partnering students with a local nonprofit organization to provide a range of writing solutions in print and online. Also listed as ENT 203. P - JOU 270 or POI.

#### JOU 330. Podcasting. (3 h)

Introduction to audio storytelling. As the world of podcasting and nonfiction audio grows rapidly, students will learn the building blocks and best practices of audio journalism, including sound editing, and interviewing, and story, and will discuss what journalism means in these changing times.

#### JOU 335. Multimedia Storytelling. (3 h)

Provides concepts and applied skills related to digital news production, digital research, use of search engine optimization and analytics, social media as a reporting and branding tool, navigating content management systems, visual storytelling and web publishing.

#### JOU 340. Magazine Writing. (3 h)

Analysis of magazine writing and long form journalism with practice pitching, reporting and writing articles in a range of styles and of varied lengths with specific audiences in mind. Also listed as WRI 344.

#### JOU 345. Sports Journalism. (3 h)

Introduction to the world of sports, the lives of athletes and the influence both have on American culture and college campuses. Students will keep a blog, conduct regular interviews, cover on- and off-campus sporting events, write opinion columns, produce multimedia stories and profile Wake Forest athletes. P - JOU 270 or POI.

#### JOU 350. Writing for Public Relations and Advertising. (1.5, 3 h)

Principles and techniques of public relations and applied advertising and marketing. Students use case studies to develop public relations and advertising strategies. Also listed as COM 117.

#### JOU 355. Broadcast Journalism. (3 h)

Introduces students to best practices in broadcast storytelling, including scripting, producing, filming, editing and anchoring a news broadcast. Also listed as COM 215.

#### JOU 370. International Reporting. (3 h)

Students explore a part of the world as journalists do, interviewing, observing, and exploring to produce stories that shed light on the people, culture, and issues that define that place. P - JOU 270 or POI.

#### JOU 375. Special Topics in Journalism. (1-3 h)

Study and practice of new trends, innovations and subject matters in journalism. May be repeated once for credit, provided the topic has changed. P - JOU 270 or POI.

#### JOU 390. Internship. (1-3 h)

Practical experience in journalism. Students work with a faculty adviser. Cannot be repeated except with approval of the director.

#### JOU 395. Individual Study. (1-3 h)

Independent study with faculty guidance. By prearrangement.

## Faculty

**Director, Associate Professor of the Practice** Phoebe Zerwick

**Professor of the Practice** Justin Catanoso

**Assistant Professor of the Practice** Ivan Weiss

**Adjunct Lecturer** Peter Mitchell, Barry Yeoman

**Part-time Lecturer** Maria Henson