JDM 103 INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION 3
Prerequisite: None
An introductory, yet critical examination of the history of journalism and the media and how mass media continues to influence society. Attention will be given to advances in technology and how they have changed journalism, the development and role of mediated communication and competition between traditional and emerging media.

JDM 133 VIDEO AESTHETICS I 3
Prerequisite: None
This course is an introduction and exploration of basic visual storytelling techniques using digital content creation tools such as video cameras and computer editing software. Students will learn the principles of visual aesthetics through the use of single-camera shooting technique. The focus will be on the creation and interpretation of meaning through the use of framing, shot composition, lighting, and editing.

JDM 203 WRITING FOR THE MEDIA 3
Prerequisite: None
This course stresses with development of practical skills in news writing for mass media in print, broadcast, and web formats. Emphasis is placed on news values and judgment, effective leads and organization, writing clarity, and style. Class assignments will involve writing projects on a variety of news topics.

JDM 211 PROFESSIONAL PRACTICE: NEWS PRODUCTION 1
Prerequisite: Major or minor with Department of Journalism & Digital Media
Students in this course will get practical, hands-on experience working within the JDM facilities producing news and sports content for AUTV-20, The Collegian, and WRDL-FM. Students will focus on creating multi-media news and sports stories that will air during shows on AUTV-20 and WRDL-FM, and also be published in the paper and online for The Collegian. Students will also work with other students in JDM 212 and 213 to coordinate news and sports coverage. This one credit course is repeatable and is for JDM majors and minors only. Digital Media Journalism majors and minors are required to take at least four credits of this course. Course is graded S/U.

JDM 212 PROFESSIONAL PRACTICE: RADIO PRODUCTION 1
Prerequisite: Major or minor with Department of Journalism & Digital Media
Students in this course will get practical, hands-on experience working within the JDM facilities producing media content for WRDL-FM. Students will work within all facets of radio production, including working as DJs, board operations for sporting events and shows, remotes, audio production, and working with JDM 211 students to coordinate content for various shows. This one credit course is repeatable and is for JDM majors and minors only. Digital Media Production majors and minors are required to take at least two credits of this course. Course is graded S/U.

JDM 213 PROFESSIONAL PRACTICE: TELEVISION PRODUCTION 1
Prerequisite: Major or minor with Department of Journalism & Digital Media
Students in this course will get practical, hands-on experience working within the JDM facilities producing media content for AUTV-20. Students will work within all facets of television production, including working as crew for remote and studio productions, creating graphics, shooting and editing video, and working with JDM 211 students to coordinate content for various shows. This one credit course is repeatable and is for JDM majors and minors only. Digital Media Production majors and minors are required to take at least two credits of this course. Course is graded S/U.

JDM 214 PROFESSIONAL PRACTICE: SPECIAL TOPICS 1
Prerequisite: Major or minor with Department of Journalism & Digital Media
Students in this course will get practical, hands-on experience producing media content for various purposes that are not part of the existing Journalism and Digital Media curriculum or professional practice offerings. This course is offered once a year and specific topic varies. This one credit course is repeatable and is for JDM majors and minors only. Course is graded S/U.

JDM 224 SPECIAL TOPICS IN DIGITAL MEDIA 3
Prerequisite: JDM 103
This course covers various topics and content related to today’s media industry that are not a part of the Journalism and Digital Media curriculum. Topics reflect new techniques, areas, and issues facing the media currently. May be repeated for credit as topics change.

JDM 232 VIDEO AESTHETICS II 3
Prerequisite: JDM 133
In this course, students will build on the skills learned in JDM 133 to create more advanced video shooting and editing projects. The focus will be on the aesthetics and creative techniques associated with lighting, audio, and shooting video in the field. Additionally, students will learn the appropriate use of advanced editing techniques (effects, transitions, graphics, and color correction) to create meaning within a piece.

JDM 234 STUDIO PRODUCTION 3
Course covers the practices, procedures, and techniques associated with the production of studio television programs.

JDM 237 BASIC AUDIO PRODUCTION 3
Prerequisite: JDM 133
Covers the basic theories of field and studio audio production. Students will become familiar with the use of field and studio audio equipment and will learn the basics of audio pre- and post-production techniques.

JDM 243 SPORTS BROADCASTING & PRODUCTION 3
Prerequisite: JDM 133
The course examines the history of multi-camera sports production techniques, the technology used and coverage formulas utilized by the broadcast and cable networks producing sporting events today.

JDM 245 FUNDAMENTALS OF RESEARCH AND REPORTING 3
Prerequisite: JDM 103, JDM 203
A course designed to instruct students in the fundamentals of news-gathering. Emphasis will be on interviewing techniques, computer-assisted research, public records laws, and how to glean important information from historical archives. The course will also focus on information literacy and the importance of sound news judgment.

JDM 246 MULTIMEDIA REPORTING 3
Prerequisite: JDM 103, JDM 203
This course is designed to teach students the fundamentals of creating news and information content for the web. The focus will be on writing techniques, information gathering and relevant software. Skills learned in this course will serve as the basis for longer-form web content created in JDM 307 and 336.

JDM 303 MEDIA LAW AND ETHICS 3
Prerequisite: None
An examination of the roles of the law and ethics in determining appropriate conduct in the fields of journalism, media production, and other areas of public communication. A fundamental understanding of first amendment principles and legal philosophy affecting freedom of expression in the media industries will be stressed.
JDM 307 ADVANCED REPORTING AND EDITING 3
Prerequisite: JDM 245, JDM 246 or Permission
A course designed to instruct students in comprehensive news gathering skills and new disseminating skills. Emphasis on investigation journalism that is assisted by gathering material derived from interviews, observation, public records, and other documents, and on using such research material to construct effective, in-depth news articles. The class will also analyze selected examples of hard news reporting from contemporary journalistic practice. Class assignments will involve extensive field research, in-depth written news stories and multi-media productions for the web.

JDM 311 SCRIPT WRITING AND DIRECTING 3
Prerequisite: JDM 234
An examination and practice in the two most basic functions in media production; directing and scriptwriting. Working collaboratively, students will execute a series of scriptwriting and direction projects of various format and lengths.

JDM 320 FEATURE WRITING 3
Prerequisite: JDM 245
A course stressing the development of effective techniques for researching and writing various forms of feature writing, including advances, entertainment reviews, columns, human interest and trend stories. The class will also analyze selected examples of feature writing from contemporary journalistic practice. Class assignments will involve a series of practical writing projects.

JDM 330 ORGANIZATION AND CORPORATE VIDEO 3
Prerequisite: JDM 232
This course covers the practices and procedures associated with producing video for organizations and corporations. Pre- and post-production, as well as field and studio production work are all addressed in a corporate training video setting. Working with clients is also a key component to the course.

JDM 331 DIGITAL MEDIA MANAGEMENT 3
Prerequisite: JDM 103
A course exploring management theories and practices as they apply to radio and television broadcast stations, cable outlets and other electronic media facilities. Course topics include station management, programming, and formats, sales, marketing and research, promotion, engineering, consultants and syndication.

JDM 332 RADIO PRODUCTION AND PROGRAMMING 3
Prerequisite: JDM 237
Instruction in production technique with special emphasis on producing a full scale radio program. This course examines the role of the production director, state-of-the-art gear and how radio formats impact production mix down.

JDM 333 DIGITAL MEDIA TECHNOLOGIES 3
Prerequisite: JDM 232
This course explores more advanced and specialized video content using software-based tools. Students will go beyond basic shooting and editing and use the latest software tools to create broadcast-ready content including show opens, film trailers, graphics, and stop projects.

JDM 335 BROADCAST ANNOUNCING 3
Prerequisite: JDM 133
This is a course designed to improve presentation skills in the area of radio and television announcing. Students will learn proper techniques and voicing skills associated with announcing various types of radio and TV copy, including commercials, news, and sports. Assignments are written and performance based.

JDM 336 BROADCAST REPORTING AND WRITING 3
Prerequisite: JDM 245, JDM 246
Building off the foundation built in JDM 245 and 246, students will focus on the process of gathering, writing and presenting news for broadcast. Students will gather and edit video and audio, as well as prepare web versions of their stories. Student work will air on WRDL and AUTV-20 and be posted on The Collegian website.

JDM 337 ADVANCED AUDIO PRODUCTION 3
Prerequisite: JDM 2437
Building from the skills learned in JDM 237, this course covers more advanced practices, procedures and techniques of audio field and studio production and post-production with emphasis on the design and construction of professional quality audio production involving complex mixture of audio techniques. Advanced non-linear soft ware-based sound editing is also introduced.

JDM 342 SPORTS JOURNALISM 3
Prerequisite: JDM 245, JDM 246
This course is designed to instruct students in comprehensive news gathering and disseminating skills within the specific context of sports. Emphasis will be placed on the practices of sports reporting including game stories, interviews, features, the gathering and use of sports statistics, and the use of social media in sports journalism. Students will cover Ashland University sporting events and produce written pieces for use in The Collegian, and multi-media pieces for use on AshlandCollegian.com, WRDL-FM, and AUTV-20.

JDM 403 MASS MEDIA EFFECTS 3
Prerequisite: Junior status
This course is an intensive study of the effects of different forms of mass media on the audiences who consume media content. Students will explore the different theories and research in this field in order to gain a better understanding of the social and cultural impact of media systems.

JDM 405 THE GLOBAL IMPACT OF SOCIAL MEDIA 3
Prerequisite: Junior status
This course will study the evolution of social media and how it has changed the way society communicates and consumes information and content on a global scale. The course will focus on the application of relevant media theories in order to better understand how social media has shaped us as individuals and restructured interpersonal and mass communication on a societal level.

JDM 407 NARRATIVE JOURNALISM 3
Prerequisite: JDM 307 or JDM 336
A course designed to instruct students in the development of long form narrative journalism and the study of contemporary journalism. Class assignments will involve extensive field research and the writing of in-depth, nuanced narrative stories with multimedia components accompanying.

JDM 412 ADVANCED POST PRODUCTION AND EDITING 3
Prerequisite: JDM 333
This course covers the advanced techniques of non-linear video editing and special effect creation. It includes the creation and use of computer-generated graphics and digital video effects during the editing process. Students will produce video and web content. This course builds on skills learned in JDM 133, 232, 333.

JDM 436 INTERNSHIP IN DIGITAL MEDIA 3
Prerequisite: Junior status
A - Digital Media Journalism. B - Digital Media Production
All students enrolled in one of the majors are required to complete an internship. Students should apply the knowledge attained through their studies in a workplace similar to what they might seek after graduation. Internships can be started any time after the student’s sophomore year, must reflect the student’s area of study, and must be pre-approved by the faculty internship advisor for that major. Students must complete 100 hours the faculty of work at their internship in order to receive credit. Graded S/U.

JDM 437 MULTIPLATFORM AUDIO PRODUCTION 3
Prerequisite: JDM 337
This course is designed to develop an understanding of the relationship of audio production or podcasting to various related media including multimedia and broadcast. Sound design and the creation and recording of audio assets are stressed as the student develops the conceptual and practical know-how to operate as a creative producer of digital media.