

News-Editorial Program

John Temple, M.F.A., Chair

The news-editorial program teaches fact-gathering, news and feature writing, beat reporting, editing, design, immersion reporting, journalism history and law, ethics, online research and writing, public affairs reporting, investigative reporting, editorial and critical writing, as well as visual journalism. Students in the news-editorial major complete a core curriculum along with taking an area of emphasis in either news or visual journalism.

Most news-editorial graduates have found employment with newspapers, magazines, online publications, and international press associations. Some graduates, however, have entered broadcasting or public relations; still others occupy writing and editing positions in scientific fields, business, industry, and government.

As a condition of graduation, news-editorial majors are required to have 500 or more column inches of bylined writing published in campus or off-campus news media. At least 100 of these inches must be published following the junior year. News-editorial students frequently earn a minor in political science, history, general English, creative writing English, sociology, or business administration.

Core requirements for the news-editorial major include: JRL 101, JRL 210, JRL 215, JRL 318, JRL 489, NE 428, and NE 459. Students taking the news area of emphasis are required to take NE 426; they must also complete at least two of the following courses: NE 418, NE 420, NE 427, NE 430, JRL 220, JRL 320, JRL 431, JRL 440. Other upper-division NE, JRL, or BN courses may be included with approval of the news-editorial sequence head. Students taking the visual journalism area of emphasis are required to take JRL 220 and JRL 431; they must also complete at least one of the following courses: JRL 320 and JRL 440.

Required non-major classes include: BUSA 340 or ACCT 201, two semesters of the same foreign language, ULIB 101, POLS 102, POLS 220, PSYC 101, HIST 153, ECON 201, ECON 202, ENGL Lit (from approved list), and one additional GEC class from Objectives 4, 5, 7, or 9.

Within the University's General Education Curriculum, the school requires that students complete the following: ENGL 101; ENGL 102; eight hours in same science, including at least one semester of lab science; the University math requirement—MATH 121/126 or equivalent; STAT 111 (or equivalent); HIST 152; JRL 115 or UNIV 101 (or equivalent); PHIL 100 or 130; JRL 101 (see major requirements); and one course each from the school's approved list of Objectives 4, 5, 7, and 9.

Public Relations Program

R. Ivan Pinnell, Ph.D., Chair

Public relations offers challenging opportunities to align the interests of industrial, non-profit, educational, medical, military, or charitable organizations with those of their publics.

The curriculum is organized to provide a comprehensive familiarity with specialized forms (brochures, reports, slides, speeches, and the like). In addition to public relations, students learn principles of persuasion and media technology.

Public relations majors are encouraged to select minors that will provide a deeper understanding of personal and interpersonal relationships (political science, sociology, anthropology, or business administration) or a second concentration field that will enhance the student's projected area of practice (psychology, general business, environment, health, or a science-related subject).

Major requirements for the public relations program include: JRL 101, JRL 215, JRL 318, JRL 489, NE 428, PR 215, an editing/design course (PR 319, PR 333, JRL 319, or ADV 319) PR 324, PR 422, and PR 459.

Required non-major classes include: BUSA 340 or ACCT 201, two semesters of the same foreign language, ULIB 101, POLS 102, POLS 220, PSYC 101, HIST 153, ECON 201, ECON 202, ENGL Lit (from approved list), and a public speaking course (COMM 103, SPA 270, or THET 102).

Within the University's General Education Curriculum, the school requires that students complete the following: ENGL 101; ENGL 102; eight hours in same science, including at least one semester of lab science; the University math requirement—MATH 121/126 or equivalent; STAT 111 (or equivalent); HIST 152; JRL 115, or UNIV 101 (or equivalent); PHIL 100 or 130; JRL 101 (see major requirements); and one course each from the school's approved list of Objectives 4, 5, 7, and 9.

Minors and Special Programs

Advertising Minor

Students in colleges and units outside of the P.I. Reed School of Journalism may earn a minor in advertising online during summer sessions by completing the following courses and meeting the requirements as stated below. (Changes are pending to the advertising minor. Contact Dr. Ralph Hanson at sojexlearning@mail.wvu.edu for the latest requirements.)

Course Requirements	Prerequisites and Schedule	Hrs.
JRL 101 <i>Introduction to Mass COMM</i>	May be taken any term, in classroom, or online.	3
ADV 215 <i>Principles of Advertising</i>	May be taken any term, in classroom, or online.	3
ADV 315 <i>Advertising Copywriting</i>	ADV 215.....	3
ADV 403 <i>Media Analysis</i>	Must be taken online during summer. ADV 215.....	3
ADV 459 <i>Campaigns</i>	Must be taken online during summer. ADV 215, 315, 403.....	3

To earn a minor in advertising a student must earn a grade of C or better in each of the five courses.

The advertising minor is not available to any student enrolled in the P.I. Reed School of Journalism.

Successful completion of the minor in advertising will be recorded on the student's official transcript.

Journalism Education Program

The School of Journalism has worked for a number of years with West Virginia journalism teachers and administrators to improve their instruction and school publications. An even greater effort has been made over the past decade through regional high school workshops, critiques of school papers, the West Virginia University High School Journalism Competition, and individual consultation with newspaper and yearbook advisors by School of Journalism faculty.

One of the outgrowths of these cooperative efforts is a certification program in journalism. The School of Journalism provides courses for the five-year master's program in the WVU College of Human Resources and Education, which requires a primary teaching field besides journalism.

Curriculum Requirements

Suggested Four-Year Advertising Schedule

First Year

First Semester	Hrs.	Second Semester	Hrs.
Take JQE.....	N/A	Obj. 1 ENGL 102.....	3
Obj. 1 ENGL 101	3	Obj. 2 Same Science.....	4
Obj. 6 PHIL 100 or 130.....	3	Obj. 3 HIST 152.....	3
Obj. 2 Lab Science	4	POLS 102.....	3
Obj. 5 course from approved list.....	3	ULIB 101	1
Obj. 6 JRL 115/UNIV 101 (or equivalent)	1	Total	14
Obj. 8 JRL 101.....	3		
Total	17		