

JOUR 374. Principles of Public Relations Communications techniques and public relations applications. Preparation of material by public relations professionals for mass media use. Prerequisite: JOUR 210.	3 cr.	JOUR 494. Special Topics Specific-subjects to be announced in the <i>Schedule of Classes</i> .	3 cr.
JOUR 377. Mass Media Ethics Philosophical and moral examination of problems relating to mass media. Use of case study method to analyze media situations; development of framework for media professionalism.	3 cr.	JOUR 495. Mass Communication Theory Theoretical approaches to mass communications. Examination of media effects, audiences, media socialization.	3 cr.
JOUR 380. Women and the Mass Media Portrayal and participation of women in mass media from colonial to contemporary times. Same as W S 450.	3 cr.	JOUR 499. Independent Study in Mass Communications Individual study directed by consenting instructor with prior approval of department head. Prerequisites: 2.5 GPA and consent of instructor. May be repeated for a maximum of 6 credits.	1-3 cr.
JOUR 399. New Mexico Law Same as C J 399, GOVT 399, HIST 399, and SOC 399.	3 cr.		
JOUR 407. Media Internship Paid supervised work with a mass communications organization. Students who take JOUR 407 may not take JOUR 408. Prerequisite: consent of internship coordinator.	3 cr.		
JOUR 408. Media Practicum Unpaid supervised work with a mass communications organization. May be repeated for a maximum of 3 credits. Prerequisite: consent of internship coordinator.	1-3 cr.		
JOUR 412. Documentary Photojournalism Discussion of documentary photojournalism; preparation of a documentary photojournalism essay. Prerequisites: JOUR 319 and consent of instructor. May be repeated for a maximum of 6 cr.	3 cr.		
JOUR 414. RTV Scriptwriting and Announcing Preparation of scripts for various types of broadcast programs; delivery of scripted materials; vocal techniques, nonverbal and body movements. Prerequisite: JOUR 313 or JOUR 314.	3 cr.		
JOUR 423. Computer-Assisted News Reporting Advanced news reporting techniques, utilizing sources such as computerized databases. Development of in-depth multiple-source stories. Prerequisite: JOUR 310.	3 cr. (2+2P)		
JOUR 425. Media Planning and Buying Covers the principles of media planning for an ad campaign and procedures for purchasing ad time or space.	3 cr.		
JOUR 430. Electronic Field Production Overview of technical and aesthetic skills needed to execute videotaped on-location productions. Field videography, script development, on-location audio and videotape editing. Prerequisites: JOUR 314 and JOUR 307.	3 cr. (2+2P)		
JOUR 450. Media Management Explores leadership concepts and basic managerial functions necessary to operate a mass communications organization such as radio, TV, newspaper, magazine, or advertising agency.	3 cr.		
JOUR 460. Public Relations Promotion in Sports Examination of sports as a business and how public relations promotion is executed in professional sports franchises. Prerequisite: JOUR 210.	3 cr.		
JOUR 474. Community Journalism Examines the role that media play and how effective civic or public journalism requires interpersonal communication between media and township. Prerequisite: JOUR 210.	3 cr.		
JOUR 476. Public Relations Cases and Problems The study and solving of problems in the mass media industry. Prerequisite: JOUR 374.	3 cr.		
JOUR 482. Broadcast Business and Regulation Station organization and management of commercial and public radio and television; FCC regulations; programming, sales, ratings.	3 cr.		
JOUR 484. Public Opinion Seminar on forces which help form public opinion; individual projects in attitude measurement; measuring effectiveness of mass communication.	3 cr.		
JOUR 489. Mass Media Research Examination of the role of empirical research in solving mass communication problems. Survey techniques, field studies, content analysis, data analysis.	3 cr.		
JOUR 490. Advertising Campaigns Capstone course utilizing all previous instruction to create and develop plans for a long-term national or local advertising campaign. Prerequisites: JOUR 312 or JOUR 425 or consent of instructor.	3 cr.		
JOUR 493. Mass Communications Law Examination of legal issues relating to mass media in the United States. Invasion of privacy, libel, sedition, copyright, and advertising regulation. Same as COMM 493, GOVT 493.	3 cr.		
		• JPNS—Japanese Department of Languages and Linguistics	
		JPNS 111. Elementary Japanese I Japanese language for beginners.	4 cr.
		JPNS 112. Elementary Japanese II Japanese language for beginners. Prerequisite: grade of C or better in JPNS 111 or consent of instructor.	4 cr.
		JPNS 211. Intermediate Japanese I Speaking, reading, and writing the Japanese language. Prerequisite: grade of C or better in JPNS 112 or consent of instructor.	3 cr.
		JPNS 212. Intermediate Japanese II Speaking, reading, and writing the Japanese language. Prerequisite: grade of C or better in JPNS 211 or consent of instructor.	3 cr.
		JPNS 313. Intermediate Composition and Grammar Exercises in written Japanese with emphasis on advanced grammatical features. Prerequisite: JPNS 212 or consent of instructor.	3 cr.
		JPNS 320. Oral Practicum in Japanese Service training for facilitators leading informal conversation groups in Japanese. Prerequisites: fluency in Japanese and consent of instructor. May be repeated for a maximum of 4 credits.	1-3 cr.
		JPNS 325. Intermediate Conversational Japanese Japanese conversation through intensive oral practice; emphasis on vocabulary acquisition and pronunciation. Prerequisite: JPNS 212 or consent of instructor.	3 cr.
		JPNS 449. Special Problems Directed readings for graduate students in their specific fields to satisfy language requirements for master's or doctoral programs. Course subtitled in the <i>Schedule of Classes</i> . May be repeated to a maximum of 6 credits.	1-3 cr.
		• L A—Laguna Acoma Studies <i>The following course is offered at the branch campuses only.</i>	
		LA 101. Introduction to Laguna/Acoma Studies Covers geography, demography, institutions of modern Laguna and Acoma pueblos with historical overview.	3 cr.
		• LANG—Languages Department of Languages and Linguistics	
		LANG 113. Beginning Indigenous Language I Developing language skills. Language identified in <i>Schedule of Classes</i> . Prerequisite: consent of instructor.	3 cr.
		LANG 213. Intermediate Indigenous Language I Development of language skills and vocabulary activities to strengthen command of language. Language identified in <i>Schedule of Classes</i> . Prerequisite: LANG 113 or consent of instructor.	3 cr.
		LANG 214. Intermediate Indigenous Language II Development of language skills and vocabulary development. Discussion of problematic areas in grammar. Language identified in <i>Schedule of Classes</i> . Prerequisite: LANG 213 or consent of instructor.	3 cr.
		LANG 449. Special Problems Directed reading/translation in a specific field to satisfy language requirement for master's or doctoral programs. Topic to be announced in the <i>Schedule of Classes</i> . Prerequisite: consent of instructor. May be repeated for a maximum of 6 credits.	1-3 cr.
		LANG 451. Special Topics Selected topics relating to cultures or literatures of a specific country. Prerequisite: consent of instructor. May be repeated for a maximum of 12 credits.	1-3 cr.
		LANG 453. Independent Studies Individualized, self-paced projects for advanced students. Prerequisite: consent of instructor. May be repeated under different subtitles for a maximum of 6 credits.	1-3 cr.