

Journalism and Communications

Journalism Major

The Journalism Major teaches the art of telling stories that are true. Storytelling comes in many forms in the information age. Both print and broadcast media now use sophisticated technologies, and the Internet has emerged as an important platform for the delivery of news. The Journalism program introduces students to the technologies and the skills they need to tell stories in a professional setting. St. Thomas offers students the opportunity to acquire skills in print, broadcast and on-line media that will prepare them for a career in journalism in the evolving multimedia world.

Communications and Public Policy Major

The Communications and Public Policy Major explores the connection between communicating with citizens and creating, implementing and evaluating public policy. Students in the program will explore the influence of communications in the process of a participatory democracy, preparing them to work as communications professionals in the public, private and non-profit sectors.

Journalism

Students who Major in Journalism must fulfill 48 credit hours of required courses.

Major in Journalism

Required Courses:

Year 1

JOUR 1013 The Messenger: Journalism and Storytelling

JOUR 1023 The Message: Great Stories of Journalism

Year 2

JOUR 2013 Multi-Media News: Reporting From the Field

JOUR 2023 Journalistic Writing: The Language of Storytelling

JOUR 2033 Community Journalism: Reporting Political and Social Issues

JOUR 2063 Media, Ethics and the Law

Year 3

Students must take two of the following courses in first semester:

JOUR 3013 Video Storytelling I

JOUR 3023 Storytelling in Sound I

JOUR 3033 Advanced Writing I

Students must take two of the following courses in second semester:

JOUR 3043 Video Storytelling II

JOUR 3053 Storytelling in Sound II

JOUR 3063 Advanced Writing II

Year 4

JOUR 4006 The New Journalism: Storytelling in the Wired World

JOUR 4016 The Newsroom: Reporting for the Web

Students majoring in Journalism may choose from the following electives, which are not requirements for graduation:

JOUR 2043 Photojournalism

JOUR 2053 Understanding Television News

Students in the BA with a Major in Journalism must also fulfill a 6 credit hour Canadian Studies requirement, which may include the following courses or other courses approved by the program director:

POLS 1013 The Study of Politics

POLS 2103 Canadian Constitutional Politics

POLS 2113 Contemporary Issues in Canadian Politics

POLS 3103 Political Parties and Elections in Canada

POLS 3113 Canadian Federalism: Theory and Practice

POLS 3123 The Canadian Constitution: Federalism

POLS 3133 The Canadian Constitution: The Charter of Rights and Freedoms

POLS 3203 Canadian Provincial Government and Politics

JOUR-1013. The Messenger: Journalism and Storytelling

Journalism is the art of storytelling. This course will explore the nature of stories, the ways journalists tell stories, and the role these storytellers play in open and closed societies.

JOUR-1023. The Message: Great Stories of Journalism

This course will introduce students to a range of works of print and broadcast Journalism to allow them to understand the scope, purpose, and influence of stories in the journalistic tradition. Students will respond to these works in writing and post their responses in an online discussion forum.

JOUR-2013. Multi-Media News: Reporting From the Field

This course will introduce students to multi-media storytelling and the collection of video, still photographs and sound, and how all these elements can be used in storytelling. The course will introduce students to the technology used in the collection of material and editing software used to create stories. Enrolment is normally restricted to students admitted to the Major in Journalism.

JOUR-2023. Journalistic Writing: the Language of Storytelling

This course will introduce students to storytelling in Journalism through an intensive program of writing instruction and workshops. Students will write news and feature stories, read and respond to literary non-fiction writing. They will develop stories through the process of generating ideas, conducting research, editing, and rewriting. Prerequisites: JOUR 1013, 1023.

JOUR-2033. Community Journalism: Reporting Political and Social Issues

This course is the foundation reporting course for Journalism at St. Thomas. All stories of Journalism contain some relation to political and social issues in our communities. This course is designed to immerse students in current events, which they will be required to

place in a broader historical context. Topics include finding and focusing story ideas in the community, exploring how journalists report on the agenda of governments and social groups, and how journalists set their own agendas. The class will require students to attend and report on public events in the community. Enrolment is normally restricted to students admitted to the Major in Journalism in accordance with procedures outlined in Section One, Part F of the University's calendar.

JOUR-2063. Media, Ethics and the Law

This course will introduce students to the freedoms and responsibilities of journalists in Canada. Topics include press freedom and the Canadian Charter of Rights and Freedoms, publication bans, defamation, confidentiality of sources, investigative reporting and the law. Students will be introduced to the fundamentals of court reporting. Prerequisite: JOUR 2023.

JOUR-3013. Video Storytelling I

This course explores storytelling with video, focusing on story structure, writing to pictures and editing. Prerequisite: JOUR 2013.

JOUR-3023. Storytelling in Sound I

This course explores story telling with sound, focusing on story structure, telling stories with sounds and editing. Prerequisite: JOUR 2013.

JOUR-3033. Advanced Writing I

This course explores news writing for the web, the integration of multi-media in stories, with a focus on daily news reporting. Prerequisite: JOUR 2013.

JOUR-3043. Video Storytelling II

This course explores long form storytelling with video, focusing on story structure, writing to pictures and editing. Prerequisite: JOUR 3013.

JOUR-3053. Storytelling in Sound II

This course explores long form storytelling with sound, focusing on story structure, telling stories with sounds, and editing. Prerequisite: JOUR 3023.

JOUR-3063. Advanced Writing II

This course explores long form storytelling on the web, focusing on advanced reporting, story structure and the integration of multi-media in stories. Prerequisite: JOUR 3033.

JOUR-4006. The New Journalism: Storytelling in the Wired World

This course will explore the role of journalism in society, both in historical contexts and current affairs. It will examine the decline of traditional media institutions and the rise of new media on the internet. What is the future for journalism in the world of instant communication? How can we make stories matter? Prerequisites: JOUR 3043, 3053, 3063.

JOUR-4016. The Newsroom: Reporting for the Web

This capstone course will require students to produce an internet news site called the NB Beacon throughout the academic year. Students will produce stories and act as editors and producers for the news site. The course will also focus on advanced reporting, investigative reporting and research methods. Prerequisites: JOUR 3043, 3053, 3063.

Major in Communications and Public Policy

Students will be required to complete 36 credit hours of Communications and Public Policy (COPP) courses and 24 credit hours of courses in one of five Focus Areas. These Focus

Areas are: Politics and Governance; Law and Justice; Social Policy and Social Justice; Science, Technology, and the Environment; and International Relations. The courses to support these Focus Areas are drawn from a variety of disciplines at St. Thomas University, ensuring that students participate in the breadth and depth of the liberal arts experience. Normally, students will choose a Focus Area during the winter semester of the first year in the program and will begin assembling the courses in their Focus Area during the fall semester of second year.

The program encourages as many of its graduates as possible to be able to work in both English and French and will provide opportunities for bilingual students and students graduating from French immersion programs to continue their studies in both languages. All students entering the program will be encouraged to complete the Certificate in French Language Proficiency offered by the St. Thomas University French Department. The two core 4000-level courses – a public policy case studies course and an internship course – will be designed to offer students the opportunity to complete course work (and internships) in English and French.

In their fourth year, students will complete a mandatory rigorously supervised internship course that will require all students to gain valuable professional experience before graduation.

Part One – Core Courses and Electives

Students must complete 36 credit hours in Communications and Public Policy Courses, including the core courses listed below.

Year 1

Semester 1

COPP 1013 Introduction to Communications

Semester 2

COPP 1023 Introduction to Policy Studies

Year 2

Semester 1

COPP 2013 Fundamentals of Writing

Semester 2

COPP 2023 Policy Making in the Information Age

COPP 2033 Research Methods

Year 3

Semester 1

COPP 3013 Rhetoric

COPP 3023 Ethics and Social Responsibility

Semester 2

COPP 3033 Public Policy and the Media

Year 4

Semesters 1 and 2

COPP 4006 Case Studies in Public Policy

COPP 4016 Internship

Part Two – Focus Areas

To complete the Focus Areas requirement, students must complete 24 credit hours in one of the five following areas:

1. Science, Technology, and the Environment
2. Social Policy and Social Justice
3. Politics and Governance
4. Law and Justice
5. International Relations

Suggested Courses

Please note that these lists are subject to change and modifications and that all courses are not offered every academic year. Additional courses not on these lists may be approved by the Director of Journalism and Communications upon request from a student.

1. Science, Technology and the Environment

ECON 3323	Environmental Economics
ENVS 1013	Intro to Environmental Problems
ENVS 2023	Intro to Perspectives on the Environment
ENVS 3013	Environmental Policy
ENVS 3023	Environmental Praxis
NATI 2233	Natural Resources and First Nations of the Maritimes
NATI 3223	Native Environmental Ethics and Ecology
SOCI 2213	Society and Ecology
STS 1003	Science, Technology, and Society 1
STS 2103	Science, Technology and Society 2
STS 2123	Food, Science & Sustainability
STS 2303	Natural Disasters
STS 2313	Energy and Society
STS 2403	Science, Technology, and War
STS 2413	Science, Technology and Innovation
STS 2503	History of Disease
STS 2603	Animals: Rights, consciousness and experimentation
STS 2903	The Politics of Science
STS 3803	Space Exploration

2. Social Policy and Social Justice

CRIM 2743	Social Protest in Canada
CRIM 4123	Peacemaking Criminology and Restorative Justice
ECON 2203	Community Economic Development
ECON 2403	Economics of Poverty
ECON 4323	Social Policy: Current Issues and Global Contexts
GERO 2013	Introduction to Gerontology
GERO 2023	Multidisciplinary Issues in Aging

- GERO 3023 Aging and Health
- GERO 3733 Social Work and Aging
- HMRT 1006 Introduction to Human Rights
- HMRT 3013 Codes and Commissions
- HMRT 3063 Humanitarian Law and Human Rights
- HMRT 3113 The Charter
- HMRT 3123 International Human Rights
- HMRT 3133 Human Rights and Non-Governmental Organizations
- HMRT 3506 Human Right in International Relations and Foreign Policy
- HMRT 3803 Child and Youth Rights
- NATI 3313 Contemporary Issues in Native/Non-Native Relations
- NATI 3623 Native Education and Colonization
- NATI 3803 Indigenous Cultures and Immigrant Ethnic Minorities
- NATI 3813 Native Cultural Identity and Cultural Survival
- NATI 3843 Suicide and Indigenous Peoples
- NATI 3853 Alcohol, Drugs, and Indigenous People
- NATI 3863 Indian Public Health
- SOCI 2106 Canadian Society
- SOCI 2416 Inequality in Society
- SOCI 2423 Social Problems 1 – Sociological Perspectives
- SOCI 2433 Social Problems 2 – Canadian Social Problems
- SOCI 2443 Race and Ethnic Relations
- SOCI 2523 Sociology of Aging
- SOCI 3123 Social Movements
- SOCI 3413 Employment Equity Policy and Gender Inequality at Work

3. Politics and Governance

- ECON 1006 Introduction to Economics
- ECON 2403 Economics of Poverty
- ECON 2153 Political Economy
- ECON 3433 Economics of Government
- ECON 3443 New Brunswick Economy
- ECON 3453 Labour Economics
- NATI 3703 Indigenous and Western Economics and the Idea of Development
- POLS 1103 Canadian Government
- POLS 2103 Canadian Constitutional Politics
- POLS 2113 Contemporary Issues in Canadian Politics
- POLS 3103 Political Parties and Elections in Canada
- POLS 3113 Canadian Federalism: Theory and Practice
- POLS 3123 The Canadian Constitution: Federalism
- POLS 3133 The Canadian Constitution: The Charter of Rights and Freedoms

POLS 3213	Media and Politics in Canada
POLS 3223	Themes and Problems in Contemporary New Brunswick Politics
POLS 4103	Seminar in Canadian Government and Politics
POLS 3333	Introduction to Political Economy
SOCI 2106	Canadian Society
SOCI 2323	Sociology for Cyborgs
SOCI 2513	Communications
SOCI 3123	Social Movements
SOCI 3163	Development Issues
SOCI 3693	Discourse and Society
SOCI 3163	Development Issues
SOCI 3413	Employment Equity Policy and Gender Inequality at Work
STS 2903	The Politics of Science

4. Law and Justice

CRIM 1006	Introduction to Criminology and Criminal Justice
CRIM 2123	Criminal Law
CRIM 2223	Young Offenders and Juvenile Justice
CRIM 2233	Police and the Canadian Community
CRIM 2243	Corrections
CRIM 2263	Children and Youth-at-Risk
CRIM 2943	Victimology
CRIM 3123	Contemporary Issues in Criminal Justice
CRIM 3143	Charter of Rights and Criminal Justice
CRIM 3243	Advanced Criminal Law
CRIM 3283	Crime Prevention
CRIM 3803	Child and Youth Rights
CRIM 3843	Corporate Crime and Corporate Regulations
CRIM 4133	International and Comparative Criminal Justice
CRIM 4153	Advanced Studies in Youth Justice Policy
CRIM 4403	Feminist Legal Studies
CRJS 3003	Government and the Criminal Justice System
ECON 2423	Political Economy of Crime
HMRT 1006	Introduction to Human Rights
HMRT 3013	Codes and Commissions
HMRT 3063	Humanitarian Law and Human Rights
HMRT 3113	The Charter
HMRT 3123	International Human Rights
HMRT 3133	Human Rights and Non-Governmental Organizations
HMRT 3506	Human Right in International Relations and Foreign Policy
HMRT 3803	Child and Youth Rights

NATI 3903	Native People and the Law 1
NATI 3913	Native People and the Law 2
NATI 3923	Aboriginal Rights: The Land Question
SOCI 2313	Deviance
SOCI 2343	Surveillance Society
SOCI 3313	Sociology of Law
SOCI 3323	Sociology of Women and Law
SOCI 3333	Social Control and Social Justice

5. International Relations

CRIM 3643	Terrorism
CRIM 4133	International and Comparative Criminal Justice
ECON 3343	Banking and International Finance
HMRT 3123	International Human Rights
HMRT 3506	Human Rights in International Relations and Foreign Policy
POLS 2303	Comparative Politics of the Developed World
POLS 2313	Comparative Politics of the Developing Areas
POLS 3303	US Government and Politics
POLS 3323	Political Leadership: Local, National, and Global
POLS 3413	The European Union and Europe
POLS 3423	Politics & Society in Russia and Eurasia
POLS 2603	Political and Economic Integration in the Americas
POLS 2613	International Relations I
POLS 2623	International Relations II
POLS 3313	US Foreign Policy
POLS 3503	Human Rights in International Relations and Foreign Policy
POLS 3513	Canadian Perspective on International Law
POLS 3523	International Relations in the Asia Pacific Region
POLS 3533	Canadian Foreign Policy
POLS 3603	The United Nations
POLS 3613	Model United Nations
POLS 4603	Seminar in International Relations
SOCI 3153	Sociology of War
SOCI 3163	Development Issues

COPP 1013. Introduction to Communications

This course introduces students to the history and evolution of the communications profession, with particular emphasis on communications in the public policy sphere, from the pioneers who sold ideas on behalf of their clients, to the modern world of two-way communications with the public through the internet and social media tools. The course will explore how this evolution is changing the way governments, politicians, non-governmental organizations, citizens groups and corporations interact with the public.

COPP 1023. Introduction to Policy Studies

This course introduces students to the policy making process, how policies are researched, drafted, legislated, and communicated. The course will also explore how non-governmental organizations, citizens groups and corporations influence public policy.

COPP 2013. Fundamentals of Writing

Communicating public policy requires clear and effective writing at every stage in the process. This is a foundational writing course that will help students learn to express themselves in clear, compelling language. Prerequisites: COPP 1013, COPP 1023

COPP 2023 Policy Making in the Information Age

This course will explore how social media and internet tools are transforming the world of communications and public policy. The course will explore cases around the world where social media and the access to information on the internet is influencing public policy and the political process. Prerequisite: COPP 2013

COPP 2033. Research Methods

This course will introduce students to the methods for gathering and analyzing data through interviews, surveys, focus groups, content analysis, and polls and how this information can be applied to public policy initiatives and planning an accompanying communications strategy. Prerequisite: COPP 2013

COPP 3013. Rhetoric

This course builds on the skills developed in the Fundamentals of Writing course and applies them to rhetoric, speech writing and debating. Students will read ancient and modern speeches, historical writings on rhetoric and explore the influence of persuasive writing on public affairs. Prerequisites: COPP 2013, COPP 2023, COPP 2033.

COPP 3023. Ethics and Social Responsibility

This course explores the ethical challenges that arise while communicating public policy issues for an organization in the public or private sector. The course will allow students to develop a code of ethics for a communications professional. Prerequisites: COPP 2013, COPP 2023, COPP 2033.

COPP 3033. Public Policy and the Media

This course will explore how public policies are reported in various forms of media and how communications planning can influence the success or failure of these initiatives. The course will examine communications planning and media relations strategies such as proactive and reactive methods of representing an organization in the media. Prerequisites: COPP 2013, COPP 2023, COPP 2033.

COPP 4006. Case Studies in Public Policy

The capstone case study course will require students to spend the fall semester surveying scholarly literature on public policy analysis (regarding policy development, design and implementation) and the winter semester applying this research as they write two case studies that will require students to synthesize the issues encountered in their Focus Areas with their studies in Communications. Course work can be presented in English and French. Prerequisites: COPP 3013, COPP 3023, COPP 3033.

COPP 4016. Internship

Students will complete two supervised professional unpaid internships in a professional communications agency, non-profit organization, or government office and will complete a

detailed exit report. Where possible, students will have the opportunity to pursue internships that require them to work in French or in a bilingual office. Prerequisites: COPP 3013, COPP 3023, COPP 3033.

Communications Major

Students who wish to pursue an Interdisciplinary Major in Communications Studies must take 6 credit hours of Communications and Public Policy (COPP) courses above the 1000-level as well as the following required courses:

JOUR 1013 The Messenger: Journalism and Storytelling

JOUR 1023 The Message: Great Stories of Journalism

JOUR 2023 Journalistic Writing: The Language of Storytelling

COMM-2013. Edward L. Bernays and the Manufacturing of Public Opinion

The course will explore the birth of modern public relations in North America, with particular attention to the innovative work of Edward L. Bernays (1891-1995). Bernays was a social scientist who studied the way the public processes information and forms opinions. The communications strategies he developed, from the media event to the message track, are still in use today. This is the foundation course for students pursuing an Interdisciplinary Major in Communications. Prerequisites: JOUR 1013, JOUR 1023.

COMM-2033. Reaching the Public: Fundamental Skills in Strategic Communications

This course introduces students to the essential skills of the communications industry, with a particular emphasis on writing. Students learn the importance of writing skills in developing and executing communications plans, which may include a number of formats, such as news releases, backgrounders for new conferences, political speeches and other information-driven events. Students will interpret and learn to communicate research data, including polling results and other measures of public opinion. Students will also explore the ethical issues involved in shaping public opinion. Prerequisite: COMM 2013.

COMM-3013. The Politics of Communications

This course explores the management of information by political organizations and in the broader public sector, including NGOs and citizens groups. Topics include the use of polling data, the development of strategic messages, the use of language to shape political campaigns and the influence of strategic communications in the modern political world, and the influence of digital technology in political communications. Prerequisites: JOUR 1013, 1023.

COMM-3023. The Business of Communications

This course will explore information management in the business and corporate worlds. Topics include the manner in which corporations respond to public issues and events, both positive and negative, and the influence of digital technology in communications and corporate communications. Prerequisites: JOUR 1013, 1023.

COMM-4003. Independent Study/Internship

This is a required capstone course that will require students majoring in Communications to either write a substantial Communications case study under the supervision of a faculty member, or complete a supervised internship with a professional Communications agency, or nongovernmental organization and complete a detailed exit report. Prerequisites: COMM 3013, 3023.

Electives

Students who are pursuing an interdisciplinary Major in Communications can choose from among the following electives, or other electives that must be approved by the program director:

ANTH 2553	Language, Culture, and Society
CRIM 3263	Crime and the Media
ENGL 2103	Creative Writing I
ENGL 2123	Creative Writing II
ENGL 2383	Reading Popular Culture
ENGL 2393	Literature, Technology, and Culture
ENGL 2773	The Journalism of John McPhee
ENGL 3623	The Literature of Politics
JOUR 2043	Photojournalism
JOUR 2053	Understanding Television News
JOUR 2063	Law and the Media in Canada
POLS 2103	Canadian Constitutional Politics
POLS 2113	Contemporary Issues in Canadian Politics
POLS 2303	Comparative Politics of the Developed World
POLS 2323	Religion and Politics (RELG 2183)
POLS 3103	Political Parties and Elections in Canada
POLS 3303	US Government and Politics
POLS 3323	Political Leadership: Local, National, and Global
RELG 3583	Media and Ethics
SOCI 2513	Sociology of Communication
SOCI 3523	Sociology of Knowledge

NOTE: Not all courses listed are offered each year. Please consult with the Department Chair for more information about current and planned course offerings.