

# NORTHWESTERN

## Undergraduate Catalog 2007–08

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This catalog for the academic year beginning September 1, 2007, contains University regulations and information about the programs and courses offered by the Judd A. and Marjorie Weinberg College of Arts and Sciences, School of Communication, School of Education and Social Policy, Robert R. McCormick School of Engineering and Applied Science, Medill School of Journalism, and School of Music and about cross-school undergraduate programs. Failure to read this catalog does not excuse a student from knowing and complying with its content.

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## Medill School of Journalism

The Medill School has epitomized excellence in journalism since 1921. Now, as the media face unprecedented change, Medill's undergraduate program is leading the way in preparing multimedia journalists to shape and navigate a dynamic media landscape. A Medill education ensures that students become skilled not only at writing, reporting, editing, production, and critical thinking but also with multiple platforms (print, online, broadcast, and wireless) so that they can create compelling, high-impact journalism for increasingly interactive audiences.

Producing such versatile graduates requires broad faculty expertise. Medill is the only school in the country with a faculty ranked as a standard-setter in teaching both journalism and integrated marketing communications (IMC). Its Media Management Center is world renowned for pioneering research on what motivates readers, viewers, and listeners to use news media and for its work with industry professionals and leaders. Building on these strengths, the Medill curriculum emphasizes journalism excellence, multimedia storytelling, ethics and professional behavior, audience understanding, research, quantitative literacy, visual literacy, and creativity.

The bachelor of science in journalism (BSJ) degree program develops well-rounded students who are broadly educated in the liberal arts and sciences, knowledgeable about diverse cultures and the world beyond the United States, and ready for careers in the news media. Core journalism courses make up 30 percent of the curriculum, with opportunities to take 2 to 4 journalism electives that develop specialized skills and knowledge.

During their junior or senior year, students participate in the Journalism Residency, an academic internship that gives them invaluable real-world experience and networking potential within a media company. They receive course credit for working alongside professional mentors in one of more than 100 newspapers, magazines, broadcast stations, or online news operations across the United States and selected locations abroad, including South Africa.

Many Medill students find jobs in print, broadcast, or online journalism, public relations, or related fields directly after graduation. Others pursue a Medill master's degree. Medill offers two graduate programs. The master of science in journalism program offers advanced study in specialized subject reporting (such as business, politics, or science) and in specialized techniques (such as magazine

writing and editing, interactive media, and videography). The master of science in IMC program has specialized concentrations in consumer insight and analysis and stakeholder communications.

Medill graduates stand among the leaders of the journalism and IMC professions. The school's 950 students — 650 undergraduates and 300 graduate students representing nearly every one of the United States and many countries — take pride in its ranking as one of the nation's preeminent journalism centers. They continue to distinguish Medill by winning national awards such as the Hearst Foundation's Journalism Awards and the Scripps Howard Foundation's "Top Ten Scholars" competition.

For more information, see the school's web site at [www.medill.northwestern.edu](http://www.medill.northwestern.edu).

## ACADEMIC POLICIES

### Requirements for the Degree of Bachelor of Science in Journalism

- A minimum of 45 units must be completed on the college level.
- Students must take the final 23 units at Northwestern and must complete the last three quarters of work while enrolled at Medill. (Exceptions: Students who are enrolled in a study abroad program that has been approved in advance by Northwestern's Study Abroad Office and by Medill are exempt from this requirement. Credit for summer work taken at other colleges or universities may be counted as part of the final 23 units if approved in advance by Medill.) In addition to and independent of the requirements set by Medill, all students must satisfy the Undergraduate Residence Requirement. (See the Undergraduate Education section of this catalog.)
- Of the 45 units, at least 31 must be earned in courses outside of Medill, and at least 12 must be earned in Medill courses. Students with more than 45 units may take additional journalism units.
- Exceptions to any degree requirements must be approved by Medill's senior director of undergraduate education and teaching excellence. Petitions and rules for filing petitions are available in the Medill Office of Student Life.
- No course may be counted in more than one requirement category. (Exception: Medill students completing a double major in Weinberg College may apply courses

used to meet Medill's distribution requirements toward the second major. Courses used for Medill's three-unit social science concentration, however, cannot be applied to a Weinberg College major.)

### Grade Requirements

Students must achieve a minimum grade point average (GPA) of 2.00 in all nonjournalism courses taken for a letter grade and a minimum GPA of 2.25 in journalism courses. In addition, all journalism students are subject to the following grade requirements:

- The journalism GPA reflects the grades of all journalism courses attempted (including F's).
- All Y and X grades, unless made up satisfactorily by the end of the subsequent quarter, are counted as F's.
- A grade of F and/or N earned twice in the same required course is grounds for mandatory transfer out of Medill.
- Before starting the Journalism Residency, students must
  - earn a grade of C or better in EDIT 301 Enterprise Reporting in Diverse Communities and in the presentation and storytelling courses taken before the residency
  - have a minimum GPA of 2.25 in those three courses plus EDIT 201-1 Reporting and Writing and EDIT 201-2 Multimedia Storytelling
- Students may earn a grade of D or worse in no more than 2 units in journalism and 3 units overall. Exceeding these limits is grounds for mandatory transfer out of Medill.
- When journalism courses are repeated, both grades are computed in the journalism GPA but only 1 unit may be applied toward the 45 units required for the BSJ. (Exception: a second unit of EDIT 373 Investigative Journalism may be applied toward the 45-unit requirement with consent of the instructor.)
- Students who do not meet the minimum GPA requirements are placed on academic probation. Continued poor performance results in mandatory transfer to another school within Northwestern or dismissal from the University.

Medill undergraduates are required to take the following courses for letter grades (A, A-, B+, B, B-, C+, C, C-, D, F):

- all distribution requirements
- all courses in the social science concentration
- all journalism courses (except those offered by the faculty under the P/N option)
- all foreign language courses taken to meet the global and diverse cultures requirement

Other courses may be taken pass/no credit (P/N) if that option is available. No more than 3 courses taken P/N may be counted toward the 45 units required for graduation (excluding the Journalism Residency). Only 1 course per quarter may be taken P/N.

### Medill Integrity Code for Academic and Professional Conduct

All Medill students are required to uphold the Medill Integrity Code for Academic and Professional Conduct, which, among other things, requires adherence to principles of honesty and integrity in academic efforts and related professional work, whether students are in school, on an internship or a job, or acting as volunteers in a professional or academic activity.

## ACADEMIC OPTIONS

### Accelerated Master's Program

Medill offers an accelerated degree program that permits outstanding students to complete both the bachelor of science in journalism and the master of science in journalism degrees in less than five years. Candidates apply during their junior year and are admitted after the Journalism Residency on the basis of academic excellence and promise of success in journalism.

### Internships, Field Studies, and Special Programs

Internship employment by newspapers, magazines, radio and television stations, online media, governmental agencies, and advertising and public relations agencies may be available to Medill students, particularly during the summer. Many employers look to Medill for talented young journalists who can be introduced to their organizations through internships. The school encourages these opportunities as a means of enriching students' education but gives academic credit only for the Journalism Residency.

Medill students also may seek internship or field study credit through other schools at Northwestern. If these experiences involve work in journalism (newspaper, magazine, radio, television), mass communications, public relations, advertising, and/or direct marketing, students must receive prior approval from Medill's senior director of undergraduate education and teaching excellence before applying internship or field study credit to the 45 units required for the BSJ degree.

### Other Undergraduate Programs

Students in the Medill School also may enroll in courses offered by the Center for the Writing Arts, the Undergraduate Leadership Program, and the international studies and legal studies adjunct majors, among other areas (see the Cross-School Programs and Weinberg College sections of this catalog).

### ROTC Course Credits

ROTC course credits may be used as a portion of the 45 units required for graduation. These units are considered elective courses.

## Early Graduation

Students who plan to graduate early must notify the school in writing at least three quarters before the expected date of graduation. These students also should check with the Office of the Registrar to make sure they have fulfilled the Undergraduate Residence Requirement (see Undergraduate Education section of this catalog).

## STUDENT RESOURCES

### Faculty Advisers

When students enter Medill, they are assigned to a faculty adviser who is available to help develop an individual academic program. Staff members within Medill's Office of Student Life and student peer advisers also help advise students in such areas as degree requirements, career paths, noncredit internships (especially during the summers), and work in campus media.

### Activities

Through student publications and broadcast media, professional organizations, and convocations, Medill students have many journalistically related opportunities outside of the classroom.

Students write and edit the *Daily Northwestern* and the *Chronicle*, independent, student-run newspapers published during the academic year, and the *Summer Northwestern*, a weekly newspaper published during Summer Session. Students also may participate in a variety of other student-run print and online campus publications. The University gives no academic credit for work on student-run publications, which have no formal connection with Medill.

Radio station WNUR-FM provides another outlet for student reporters, sportscasters, editors, and commentators, as does Northwestern News Network, a student-produced news program aired on local and Chicago public access and cable television channels and online. Writing skills are helpful in other extracurricular activities such as student government, the Waa-Mu Show, student-planned colloquia, and various literary publications.

Professional organizations that promote high standards among journalists maintain chapters on campus, including the Society of Professional Journalists, the National Association of Black Journalists, the Asian American Journalists Association, the National Association of Hispanic Journalists, and the National Lesbian and Gay Journalists Association. Other organizations for students interested in journalism include Blackboard and the Communications Residential College. Top scholars in the senior and graduate classes are initiated into Kappa Tau Alpha, the national journalism honorary society.

## ACADEMIC PROGRAM

### Medill Curriculum Requirements

*Arts and Sciences (23 units)*

See the *Medill Undergraduate Handbook* for a complete list of courses that fulfill the arts and sciences course requirements.

#### Distribution requirements — 14 units

- Art or art history — 1 unit
- Economics — 1 unit
- History — 3 units; at least 1 must be in U.S. history and at least 1 in non-U.S. history
- Literature — 3 units chosen from any department in the University dealing with literature, either in English or in a foreign language
- Political science — 2 units, 1 in American government and 1 in international relations or international studies
- Religion, philosophy, or ethics — 1 unit not including courses in logic
- Science, mathematics, or logic — 3 units  
1 course in statistics chosen from ANTHRO 362; BME 220; IEMS 201; MATH 202, 285; POLI SCI 310, 311, 315; PSYCH 201; SESP 210; SOCIOL 226, 303, 329  
2 courses in astronomy, biological sciences, chemistry, computer science, electrical engineering and computer science, geological sciences, mathematics, or physics or from the list above or chosen from ANTHRO 213; CIV ENG 206; COG SCI 210; GEOG 211, 235, 313, 341; MAT SCI 101; PHIL 150, 250, 350, 351

**Social science concentration** — 3 units in anthropology, economics, history, political science, psychology, or sociology. No more than 1 unit may be at the 100 level; at least 1 unit must be at the 300 level. No more than 1 unit of field study or independent study credit and no AP credits may be applied toward the social science concentration. Students may not double-count economics, history, or political science courses toward both the distribution requirements and the social science concentration. Students should check with an adviser about whether the social science courses they have chosen also meet the global and diverse cultures requirement. Note: INTL ST 201-1,2 may be counted toward the social science concentration in political science.

**Elective concentration** — 6 units in any Weinberg College department outside the area selected for the 3-unit social science concentration. No more than 1 unit may be at the 100 level; at least 2 units must be at the 300 level. (Exceptions: Exempt from these requirements are students concentrating in astronomy, biological sciences, chemistry, geological sciences, mathematics, physics, or a foreign language and students completing a minor or a second major in Weinberg College or an adjunct major in a

cross-disciplinary area offered through Weinberg College, such as business institutions, international studies, gender studies, or legal studies. Permission to pursue a second or adjunct major must be secured from the appropriate Weinberg College department.) No more than 1 unit of field study or independent study credit and no AP credits may be applied toward the elective concentration. Students should check with an adviser about whether the courses they have chosen also meet the global and diverse cultures requirement.

### *Electives (8–10 units)*

Students may take any non-Medill credit course to explore or extend their interests.

### *Global and Diverse Cultures*

The Medill faculty believes that all students should understand and appreciate diverse cultures and the world beyond the United States. Consequently, 11 of the units chosen to meet the arts and sciences and elective requirements must be related to the study of global and diverse cultures.

Three of these units must be in a foreign language, unless students can demonstrate proficiency as defined by Weinberg College. The other 8 units must focus on one or more of the following themes: gender, race, age, class, ethnicity, religion, or disability. Students choose from a Medill-approved list of classes offered throughout the University but may appeal to Medill's senior director of undergraduate education and teaching excellence if they believe other classes qualify.

### *Journalism (12–14 units)*

**Core** — 5 units

#### *Freshman year*

EDIT 201-1 Reporting and Writing

EDIT 201-2 Multimedia Storytelling

EDIT 202 Introduction to 21st-Century Media

#### *Sophomore year*

EDIT 301 Enterprise Reporting in Diverse

Communities

#### *Junior year*

EDIT 370 Media Law and Ethics

**Journalism Residency** — 5 units

Students begin pursuing one of the following programs during late sophomore year or junior year:

#### *Newspaper/Online*

- EDIT 310 Media Presentation: Newspaper/Online
- 1 of the following:
  - EDIT 320 Storytelling: Interactive News
  - EDIT 321 Storytelling: Magazine and Feature Writing
  - EDIT 322 Storytelling: Videography and Broadcast Presentation
- 3 of the following:
  - EDIT 345 Journalism Residency in Newspaper/Online: Reporting (1 or 2 units)

EDIT 346 Journalism Residency in Newspaper/Online: Presentation (1 or 2 units)

#### *Magazine*

- EDIT 311 Media Presentation: Magazine
- 1 of the following:
  - EDIT 320 Storytelling: Interactive News
  - EDIT 321 Storytelling: Magazine and Feature Writing
  - EDIT 322 Storytelling: Videography and Broadcast
- 3 of the following:
  - EDIT 355 Journalism Residency in Magazine: Writing (1 or 2 units)
  - EDIT 356 Journalism Residency in Magazine: Presentation (1 or 2 units)

#### *Broadcast*

- EDIT 312 Media Presentation: Videography and Broadcast
- 1 of the following:
  - EDIT 320 Storytelling: Interactive News
  - EDIT 321 Storytelling: Magazine and Feature Writing
  - EDIT 322 Storytelling: Videography and Broadcast
- 3 of the following:
  - EDIT 365 Journalism Residency in Broadcast: Reporting (1 or 2 units)
  - EDIT 366 Journalism Residency in Broadcast: Production (1 or 2 units)

### **Electives** — 2–4 units

Students must take at least 2 journalism electives from as many of the following categories as their program allows. Electives may be taken as early as sophomore year — particularly if students take 4 electives — and may be chosen regardless of a student's Journalism Residency program. For example, a student pursuing a Journalism Residency in broadcast may take courses in magazine writing, newspaper reporting, investigative journalism, IMC, audio and video, or a combination.

#### *Elective Category I: Storytelling Techniques*

EDIT 310 Media Presentation: Newspaper/Online

EDIT 311 Media Presentation: Magazine

EDIT 312 Media Presentation: Videography and

Broadcast

EDIT 320 Storytelling: Interactive News

EDIT 321 Storytelling: Magazine and Feature Writing

EDIT 322 Storytelling: Videography and Broadcast

EDIT 368 Documentary

EDIT 371 Journalism of Empathy

EDIT 374 News and Numbers

EDIT 375 Literary Journalism

EDIT 376 Design and Infographics

EDIT 378 Photojournalism

#### *Elective Category II: Subject Areas*

EDIT 372 International Journalism: South Africa

EDIT 373 Investigative Journalism

EDIT 380 Legal Reporting

EDIT 381 Business Reporting

EDIT 382 Environmental Reporting  
 EDIT 383 Health and Science Reporting  
 EDIT 384 Building Interactive Communities  
 EDIT 390 Special Topics  
 EDIT 399 Independent Study  
*Elective Category III: Media Marketing Communications*  
 IMC 303 Ad Creativity and Innovation  
 IMC 304 Direct and Database Marketing

## COURSES

**EDIT 201-1 Reporting and Writing** Introduction to the fundamentals of journalism necessary for any platform or storytelling format. Includes news and information gathering; story construction; using basic numbers and data to tell a story and assess information; editing and presentation; ethical issues while covering stories; and visual literacy. The course emphasizes drills and practice in basic reporting and writing skills and working on deadline.

**EDIT 201-2 Multimedia Storytelling** Introduction to multimedia skills and how to use them to create more effective web-based journalism. Skills include still photography, photo editing, audio recording, audio editing, audio slide-shows, video shooting, video editing, video storytelling, web page creation and design, and basic exposure to Flash.

**EDIT 202-0 Introduction to 21st-Century Media** Exposes students to the range of journalism genres and media in which they are practiced; how and why journalism practices and industries have evolved and continue to evolve in the digital age; how people access, use, and participate in news and information. Includes modules on ethical decision making and professional behavior. The course connects current trends with the history of journalism.

**EDIT 301-0 Enterprise Reporting in Diverse Communities** Advanced-skills course on in-depth multimedia reporting and storytelling. By getting to know a specific audience within a Chicago neighborhood and experimenting with a variety of storytelling techniques, students produce cross-platform content for print, broadcast, and the web. The course also provides training in reporting for and about diverse audiences. Prerequisites: 201-1,2 and sophomore standing.

**IMC 303-0 Ad Creativity and Innovation** Introduction to advertising in the economy and society: theory and practice of marketing, research, copywriting, media planning, direct marketing; how advertising works; advertising agencies and other organizations; role of advertising in society and the economy; legal aspects. Prerequisite: 301.

**IMC 304-0 Direct and Database Marketing** Fundamental principles of direct marketing, including marketing, promotion, and business considerations; survey of database, media, and creative techniques used by traditional and nontraditional marketers. Prerequisite: 301.

**EDIT 310-0 Media Presentation: Newspaper/Online** Essentials of newspaper editing and online production, including headlines, page layout and design, photo editing,

information graphics, and appropriate electronic tools. Prerequisite: 301.

**EDIT 311-0 Media Presentation: Magazine** Fundamentals of editing magazine copy and graphics, with emphasis on precision, style, and structure for print and online products. Provides an overview of the magazine industry — both traditional and increasingly interactive — and the role of magazines in society. Prerequisite: 301.

**EDIT 312-0 Media Presentation: Videography and Broadcast** Writing and producing broadcasts for television, the web, and alternative digital platforms (such as PDAs) using the appropriate computer and editing equipment, news wires, and video feeds. Emphasis on the editorial decision-making process. Prerequisite: 301.

**EDIT 320-0 Storytelling: Interactive News** The craft of digital storytelling, with emphasis on creating compelling packages for the web and other digital platforms (such as PDAs) using a variety of narrative formats, interactive tools (such as Flash), and other digital content, including blogs, RSS feeds, and citizen journalism. Prerequisites: 301; 310, 311, or 312.

**EDIT 321-0 Storytelling: Magazine and Feature Writing** The craft of magazine and feature writing, with emphasis on character, scene and theme development, story architecture, voice, alternative story forms, in-depth reporting, public service journalism, and marketing ideas for articles. Prerequisites: 301; 310, 311, or 312.

**EDIT 322-0 Storytelling: Videography and Broadcast** The craft of audio-video storytelling for television and the web, including practice in field reporting and producing packages ranging from one- to three-minute television news pieces to longer alternative audio-video formats for the web and other digital platforms. Prerequisite: 301; 310, 311, or 312.

**EDIT 345-0 Journalism Residency in Newspaper/Online: Reporting** (1 or 2 units) Hones reporting and newswriting skills in a newsroom through practical assignments, including multimedia opportunities whenever possible, under deadline pressure and close editorial supervision. Prerequisites: 310; 320, 321, or 322. Taken with 346.

**EDIT 346-0 Journalism Residency in Newspaper/Online: Presentation** (1 or 2 units) Hones skills in news editing, headline writing, page layout/design, and graphics for print and the web in a newsroom environment through practical assignments under deadline pressure and close editorial supervision. Prerequisites: 310; 320, 321, or 322. Taken with 345.

**EDIT 355-0 Journalism Residency in Magazine: Writing** (1 or 2 units) Exploration of aspects of magazine writing and reporting. Practical assignments, including print and web content whenever possible, in a magazine office with deadline pressure and close professional supervision. Prerequisites: 311; 320, 321, or 322. Taken with 356.

**EDIT 356-0 Journalism Residency in Magazine: Presentation** (1 or 2 units) Exploration of aspects of magazine editing,

graphics, and publishing for print and/or online products. Practical assignments in a magazine office with deadline pressure and close professional supervision. Prerequisites: 351; 320, 321, or 322. Taken with 355.

**EDIT 365-0 Journalism Residency in Broadcast: Reporting** (1 or 2 units) Gathering television news in the field; writing scripts, readers, voiceovers, vosots, packages, and on-camera news for reporters and anchors. Practical assignments in a television newsroom under close professional supervision. Prerequisites: 312; 320, 321, or 322. Taken with 366.

**EDIT 366-0 Journalism Residency in Broadcast: Production** (1 or 2 units) The television production process: working with the assignment desk; editing voiceovers, sound bites, and packages; possibly producing entire shows. Practical assignments in a television newsroom under close professional supervision. Prerequisites: 312; 320, 321, or 322. Taken with 365.

**EDIT 368-0 Documentary** Formats used in audio and video documentary production, with emphasis on transforming a major research effort into a radio or broadcast program or a multipart series. Prerequisites: 361 and junior standing.

**EDIT 370-0 Media Law and Ethics** The legal and ethical framework defining media freedoms and constraints in the United States, including copyright and trademark issues. Historical context and focus on the evolution of constitutional, statutory, judicial, and ethical standards. Prerequisite: junior standing.

**EDIT 371-0 Journalism of Empathy** Exploration of writing and reporting about people and places neglected and misunderstood by mainstream America. Prerequisite: senior standing.

**EDIT 372-0 International Journalism: South Africa** An introduction to South Africa, with a special focus on the country's newspapers, magazines, and broadcast outlets. Students compare and contrast various aspects of South African and U.S. life — especially the history of the HIV/AIDS pandemic — and explore historical, political, and cultural connections between the two countries. Required for South Africa Journalism Residency. Prerequisites: 301 and junior standing for Medill students; consent of instructor for others.

**EDIT 373-0 Investigative Journalism** The news media in their adversarial role in public affairs reporting, including investigative and interpretative reporting and advocacy journalism; the impact of the news media on public opinion and policy making. Prerequisite: senior standing and consent of instructor. A second unit of 373 may be counted toward the 45 units required for the BSJ with consent of instructor.

**EDIT 374-0 News and Numbers** Development of an in-depth reporting/writing project, including researching the subject; analyzing the appropriate interviews, computer data, and/or surveys; writing and editing; and preparing information graphics. Prerequisite: 301.

**EDIT 375-0 Literary Journalism** A survey of the work of several print and broadcast journalists to explore the intersection of journalism and literature; analysis of the relationships between form and content within the historical contexts in which pieces were produced. Prerequisite: 340, 351, or 360.

**EDIT 376-0 Design and Infographics** Advanced tools of layout, typographic contrast, and color theory, including creating infographics, with a focus on current approaches to newspaper, magazine, web, and newsletter design. Prerequisite: 310, 311, or 312.

**EDIT 378-0 Photojournalism** Advanced skills and practice in telling stories with photographs, photo slideshows, photo galleries, and audio slideshows. Ethics as it applies to photojournalism. Prerequisite: 310, 311, or 312.

**EDIT 380-0 Legal Reporting** Students gain in-depth knowledge of legal issues while covering and writing stories related to the courts and the law. Students are encouraged to take this course in conjunction with a non-Medill course complementing the subject matter.

**EDIT 381-0 Business Reporting** Students gain in-depth knowledge of business and economic issues while covering and writing stories related to business. Students are encouraged to take this course in conjunction with a non-Medill course complementing the subject matter.

**EDIT 382-0 Environmental Reporting** Students gain in-depth knowledge of environmental issues while covering and writing stories related to the environment. Students are encouraged to take this course in conjunction with a non-Medill course complementing the subject matter.

**EDIT 383-0 Health and Science Reporting** Students gain in-depth knowledge of health and science issues while covering and writing stories related to health, science, and technology. Students are encouraged to take this course in conjunction with a non-Medill course complementing the subject matter.

**EDIT 384-0 Building Interactive Communities** Advanced course in creating digital “playgrounds,” including interactive web sites and games, for users to interact with one another. Managing a variety of community and “pull” content.

**EDIT 388-0 Internship** (0 units) Student-initiated internships in journalism. Supervised by Medill's career services director. Prerequisites: sophomore standing and consent of Medill's Director of Career Services.

**EDIT 390-0 Special Topics** Specialized, experimental courses offered from time to time by faculty. Prerequisites: vary depending on the course.

**EDIT 399-0 Independent Study** Academic work sponsored and supervised by a faculty member working one-on-one with a student. Prerequisite: consent of Medill's senior director of undergraduate education and teaching excellence.