MAY INTERSESSION 2019

IMC 353: Top Global Brands. What makes a brand successful? How do some brands revolutionize a category and stay on top while others fail? This course will demonstrate the classic and enduring formulas for success. Although consumer needs, tastes and desires change over time, the fundamental tools for creating enduring brands have remained the same for decades. M-F 1-4:30 PM | Instructor: Leslie Westbrook

Jour 353: Drones. This course will examine how journalists can use drones in a safe and responsible way to craft messages for a mass audience. News stories and content can benefit from the aerial perspectives that drone-mounted cameras can provide. This course will explore the FAA regulations, local regulations, drone operations and techniques, and ethics on using drones. Students will produce a video and take the FAA Part 107 Remote Pilot Certification at the end of the course. M-F 1-4:30 PM | Instructor: Ji Heo

FIRST SUMMER 2019

Jour 353: Join IMC and Journalism faculty for a month-long excursion to Prague and the Czech Republic! The program includes shared apartments in Prague, guest lectures, service-learning opportunities, a tour of Prague Castle, visits to Czech cafes for coffee and cake, a ticket to a music/theatre performance, a walking tour of the Jewish Quarter, a Czech cooking class, full-day excursion to Kutna Hora, overnight excursion to Moravia, and an overnight excursion to Cesky Krumlov. Students choose two of four classes being offered for a total of six credits:
IMC 505 – Internet and Mobile Media
IMC 557 – Brand and Relationship Strategies
JOUR 400 – International Journalism
JOUR 353 – Video Production
Expected Price - $4650. Email Dr. Jason Cain at jacain@olemiss.edu for more details or go to www.omjabroad.com.

SECOND SUMMER 2019

IMC 353, Sec. 1: Social Media in Society. This class takes a critical approach to understanding the relationship between society and social media. The course will explore the development of social media by situating them in broader social, political, historical, and business contexts. We will examine how the emergence of social media technologies are discussed, the ethical and legal challenges surrounding these technologies, and how social media affect various aspects of our lives including our social relationships, identity, privacy and work. By the end of the class, you should be able to think about these emerging technologies and debates around social media in new and more sophisticated ways. M-F 10-11:50 AM | Instructor: Brad Conaway

Jour 361: What does “Black Mirror” reflect? Social media and tech in society. “Black Mirror” is a British science-fiction anthology series set in the near future that explores the potential consequences of social media and future technology. Each episode has a different cast with a unique story and, like most science fiction, it offers a prophetic warning about what could happen if we lose control and allow technology to control us. Recognizing the show’s potential as a discussion starter about modern and future media, students are asked to watch specific episodes of “Black Mirror,” think critically about the program, and through class discussion and writing exercises, they will envision the future of social media and technology. Some selected content will be hosted on our Black Mirror Project website. The class will also analyze topical developments and news stories related to the impact of social media on society. M-F 10-11:50 AM | Instructor: LaReeca Rucker

First Fall

Jour 351 - Sec 1
Digital First Journalism: Introduction - Thursday afternoon, Sept. 12 through Sunday afternoon, Sept. 15
How do you organize/structure coverage of an event live and online? What determines the best platform and format to use for the various story elements? In this one-credit course, you'll learn how to create a running blog, with timed updates, write a story that begins with “B matter” and is topped and updated and written through. Try your hand at live video/streaming, quick-hit smartphone videos and creating interactive graphics, plus get insights on how to write the best “breaking news alerts” and headlines.
Instructor: Greg Brock

Jour 351 - Sec 2
Digital First Journalism: Greek Recruitment - Friday, Sept. 27 through Sunday evening, Sept. 29 (Bid Day)
Members of fraternities and sororities make up more than a third of the students at Ole Miss. Recruitment takes an entire week and culminates in Bid Day on Sunday, Sept. 29. You'll apply a digital-first mindset to covering the run-up to Bid Day live and online. In this one-credit course, you'll select the best platform and formats to use for the various story elements you develop, and you will create compelling content to drive real-time audience engagement.
Instructor: Greg Brock

Second Fall

Jour 351 - Sec 1
Digital First Journalism: Football - Texas A&M - Thursday, Oct. 17 through Sunday afternoon, Oct. 20
Football is big at Ole Miss and Texas A&M draws a bigger than normal crowd. You'll apply a digital-first mindset to live and online coverage of the impact the crowds will have on Oxford and the campus. In this one-credit course, you'll select the best platform and formats to use for the various story elements you develop, and you will create compelling content to drive real-time audience engagement.

Instructor: Greg Brock

FALL 2019

IMC 361: Digital Sales for HottyToddy.com. In this course, students will work specifically for Hottytoddy.com, this class is designed as introduction to digital media sales and will expose students to the fundamentals of including, but not limited to, the terms and characteristics of what digital sales and social media sales can offer. We will look at how digital marketing is sold and the features and benefits in today's ever changing and challenging marketplace. This course will allow students to see how they can show and navigate things such as google analytics, organic reaches and other concepts unique to digital platforms. T/TH 1-2:15PM | Instructor: Rachel West

IMC 580, Sec. 1: Designing for Print. Students will learn about type management, nested styles, libraries, multi-page publications, color models and master pages. Students will also explore various types of printing technologies and learn how to produce the right kind of file for the appropriate printer. (3 hours). MW 6-8:30 PM | Instructor: Stefanie Goodwiller

Jour 361, Sec 1: Editorial Cartooning. Editorial cartooning has been part of American journalism since Ben Franklin published the iconic "Join or Die" chopped up snake cartoon prior to the Revolutionary War. Two-time Pulitzer Finalist Editorial Cartoonist Marshall Ramsey (also Editor-At-Large for Mississippi Today) will teach the past, present and future of the profession. He will also introduce students to the issues and newsmakers behind the cartoons and will teach students what elements make up a good cartoon. Students will be required to not only draw a cartoon each week but will have to defend the issues behind it. The class will be a combination of drawing, discussion, writing and reading from assigned texts. A picture truly is worth more than 1,000 words. M 4-6:30 PM | Instructor: Marshall Ramsey

Jour 361, Sec 2: Radio Production. Radio Production will teach students how to write news and sports stories in climax, cause and effect style. Students will be encouraged to make each story lean and lively. The course will teach characteristics of broadcast news, such as conciseness, accuracy and active voice. As a result, students will have the tools to produce and present strong audio content. T 6-8:30 PM | Instructor: Don Vaughn

Jour 362, Sec 1: Oral History Podcasts. This class is offered to students interested in producing oral history podcasts as it relates to gender studies and women's rights in Mississippi during the early 20th century. The primary objective is to produce engaging and storytelling audio projects that are of professional quality. Students will also learn basic mobile photography skills to produce formal portraits of their interviewees. Students will learn basic interviewing, scriptwriting, and producing skills. Work produced in this class will directly benefit journalism and gender studies majors and minors, who are interested in multimedia, and community engagement through cultural and historic preservation. Each student will be required to pitch and produce at least three individual stories that include news and feature stories, with reports of varying time lengths. The goal is to create thoughtful, newsworthy and engaging audio projects and an accompanying photo exhibition for university-sponsored events. T TH 11 AM-12:15 PM | Instructor: Alysia Steele

Jour 580: Documentary and Social Issues. This course probes that role documentary film has had in bringing light to key social problems and issues, whether in the stories of individuals or groups caught the mesh of those issues or through dramatic events those issues helped create. Documentary film will be discussed against the backdrop of how other art forms—painting, music, literature—have addressed these issues. From “Nanook of the North” in the 1920s to Michael Moore’s films in current times, documentaries have been both enlightening and controversial, a challenge to authority and to journalistic notions of objectivity. T TH 2:30-3:45 PM | Instructor: Joe Atkins