

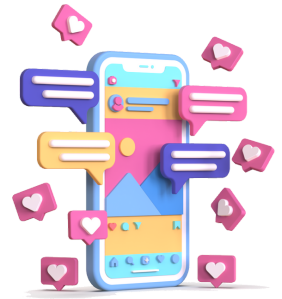


## IMC 361

### IMC 361: SECTION 1 - IMC EXPLORATIONS 1 - NARRATIVE INTELLIGENCE

The current media environment has led to an unprecedented number of conversations shared on traditional, social and digital media channels told by anyone on the internet. These conversations become stories that influence public perception of brands, policies and issues. Learning how to tell and shape these stories is essential to becoming a communications expert.

This experiential learning course is about the art and science of narrative intelligence. It introduces how information online becomes a narrative. Students will learn to use cutting-edge tools to engage with the information ecosystem, find stories and the people creating them, and use the information to develop strategies for organizations to engage and shape the narrative around key issues as they are unfolding. This course can be used as credit toward the social media specialization. **Jason Cain, Ph.D.**



## JOUR 353

### JOUR 353 - SECTION 1 - TOPICS IN JOURNALISM III - SPORTS WRITING AND REPORTING

Perspectives on issues, such as social media, new media, international mass communication, mass media and society, journalism ethics, diversity, etc. Advance your knowledge of sports writing to produce accurate, clear and concise coverage of games, people and moments in sports. **Michael Katz**





JOUR  
353

## JOUR 353 - SECTION 2 - TOPICS IN JOURNALISM III - STRIKE A POSE

This course uses the F/X television show "Pose" to investigate LGBTQ+ history and media representations in the 1980s through the present. Anchoring episodes will contextualize LGBTQ+ history, including drag balls, HIV/AIDS, Stonewall and queer activism. **Alysia Steele**



JOUR  
353

## JOUR 353 - SECTION 3 - FREEDOM FARM REVISITED

"Freedom Farm Revisited" will explore the rise and fall of Fannie Lou Hamer's Freedom Farm Cooperative and its relevance to today's Mississippi. This 3-hour depth reporting class will immerse students in Mississippi's history, issues of race, inequality, food economics, public policy and systemic power struggles. The course offers perspectives on issues such as social media, new media, international mass communication, mass media and society, journalism ethics, diversity, etc. Limited to students in the Sally McDonnell Barksdale Honors College. **R.J. Morgan, Ph.D.**



JOUR  
474

## JOUR 474 - JOURNALISM EXPLORATIONS II - EVERYONE'S A CRITIC

Learn how to "cover" cultural works as more than just commercial products. In this class, you'll learn about professional practices, ethics and standards for writing about the arts and pop culture. **Cynthia Joyce**

