

Artificial Intelligence in Journalism and Mass Communication
JOUR 4210 & 5360
(Prerequisite: ENGL 1310, ENGL 1320 and 45 credit hours of coursework)

SYLLABUS

INSTRUCTOR AND OFFICE HOUR

Name: Dr. Xiaoqun Zhang

Office: 212 Sycamore

Email: Xiaoqun.Zhang@unt.edu

Office Hours: Monday/Wednesday 10:00 pm-12:00 pm, or by appointment via email.

Communication Expectations: To set up an office hours appointment email me prior to the day you would like to meet. Any email received after 5 p.m. will not be returned until the following in-session day.

TEXT

Zhang, X. (2025). *Communication Research in the Big Data Era: Machine Learning Models and AI Techniques*. Lanham, Maryland: Rowman & Littlefield.

Other reading materials are posted on Canvas.

COURSE DESCRIPTION

This course covers the fundamental concepts, theories, and tools of artificial intelligence (AI), with an emphasis on their application in both mass communication practice and research. The course is divided into four key sections: AI concepts and theories, practical applications, ethical considerations, and hands-on technical skills.

GOALS

This course is designed to equip students with a comprehensive understanding of AI, covering both theoretical foundations and practical applications. Students will explore key AI concepts and theories, examine its use in journalism, advertising, PR, and or other fields in mass communication, address ethical considerations, and develop hands-on skills in utilizing AI technologies.

OBJECTIVES

1. Understand the core concepts of AI and its theoretical foundations.
2. Explore AI applications in journalism, advertising, PR, and/or other mass communication practices.
3. Analyze ethical issues related to AI in mass communication and examine ethical standards within mass communication organizations.

4. Utilize AI tools to identify the major themes in digital media platforms and conduct creative work in the journalism, advertising and PR practices.

COURSE REQUIREMENTS

Attendance and Participation (100 points)

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

Classroom discussion is an essential component of this course. Active participation is expected from all students. You should come prepared to share your perspectives based on the assigned readings and your written reflection essays. In addition to presenting your own ideas, you are encouraged to contribute further insights during the discussion and engage thoughtfully with your classmates' comments.

Reflection essays (8 ×25 =200 points)

This assignment is designed to enhance your critical thinking and analytical skills by engaging with the knowledge of generative AI and its impacts on the media industries and society.

Each reflection essay should demonstrate a thoughtful understanding of the assigned readings and offer original insights or critiques. You are encouraged to raise questions, challenge ideas, or connect the readings to current AI trends and personal experiences.

To guide the reflections, specific prompts will be posted on the course discussion board. You are expected to post their completed essays in response to these prompts on the same board. Strong essays will go beyond summary to include meaningful analysis and personal interpretation.

Presentation (100 points)

You are required to give one classroom presentation. You may choose one of these two topics: 1) AI applications in mass communication organizations; 2) AI ethical standards/policies in mass communication organizations. For the first topic, you should explore and present the AI applications in three mass communication organizations. For the second topic, you should explore and present the ethical codes/policies of three mass communication organizations.

Short Essays (200 points)

You are required to write **ONE** essay on AI in journalism and mass communication. Please choose one of the following two options: (1) The essay focused on AI applications in journalism and mass communication, where you will explore the AI applications adopted by at least three

news, advertising, or PR organizations and assess their effects. (2) The essay addresses AI ethical standards or policies in journalism, advertising, and PR, analyzing the ethical codes or policies of at least three news organizations and offering your evaluations. (The detailed requirements are posted on Canvas).

Hands-on Project (400 points)

In this final project, you will use topic modeling to detect emerging trends from social media and consider their implications for multiple professional fields, including journalism, advertising, and public relations. You will begin by collecting social media posts on a subject of their choice, then refining the dataset to at least 1000 meaningful posts through cleaning and removal of irrelevant or duplicate content. You will then apply the BERTopic model to generate at least five distinct topics, assigning clear and descriptive names to each. Acting in a professional role—such as a news editor, advertising strategist, or PR practitioner—you will select two of the most significant or actionable topics. For journalism, you will draft possible headlines and explain why the topics are newsworthy; for advertising, you will design a targeted advertising campaign; and for PR, you will develop a PR strategy plan. Finally, you will write a two-page reflection essay analyzing the strengths and limitations of topic modeling for detecting emerging trends and considering how professionals in journalism, advertising, or PR could best integrate such computational insights with human judgment.

Grade

Activities	Points
Attendance and participation	100
Reflection essays	8 ×25 =200
Presentation: AI applications or ethics	100
Short Essay: AI applications in mass communication organizations. Or: AI ethical issues in mass communication organizations.	200
Hands-on Project	400
Total Points	1000

Graduate and Honors College students should complete an additional assignment (Addendum) with 200 points.

Letter Grades: A: grade $\geq$ 90%; B: 90% > grade $\geq$ 80%; C: 80% > grade $\geq$ 70%;

D : 70% > grade $\geq$ 60%; F grade < 60%

COURSE SCHEDULE

Week	Topic(s)	Readings
8/17/26	Introduction and Syllabus	Syllabus
8/24/26	The basic ideas of AI	- Elon University (2024): <i>Student Guide to Artificial Intelligence</i>. - Elon University (2026): <i>Student Guide to Artificial Intelligence</i>. - Preston (2025) Getting my news from ChatGPT https://www.cjr.org/feature-2/getting-my-news-from-chatgpt-ai.php
8/31/26	AI concepts and theories: the fundamental concepts of AI, machine learning, and big data.	Zhang (2024). <i>Communication Research in the Big Data Era: Chapter 1</i>
9/07/26	Labor Day (No class)	
9/14/26	AI concepts and theories: the theories relevant to AI and machine learning.	Zhang (2024). <i>Communication Research in the Big Data Era: Chapter 2</i>
9/21/26	AI concepts and theories: machine learning models and large language models (LLMs).	Zhang (2024). <i>Communication Research in the Big Data Era: Chapter 3</i>
9/28/26	AI applications in journalism and mass communication	Simon (2024). <i>Artificial Intelligence in the News</i> .
10/5/26	AI applications in journalism and mass communication	- Nieman Reports (2024). <i>Smart Ways Journalists Can Exploit Artificial Intelligence</i>. - Nieman Reports (2026). https://www.niemanlab.org/2026/08/a-new-book-looks-at-how-ai-is-rewiring-the-newsroom-for-better-and-worse/
10/12/26	Presentation: AI applications in journalism and mass communication industries Guest speaker TBD	
10/19/26	AI ethics in mass communication: Normative ethical theory	Boddington (2023). <i>AI Ethics. Chapter 6 Normative Ethical Theory and AI Ethics</i> .

10/26/26	AI ethics in media organizations	• Becker et al (2023). <i>Policies in Parallel? A Comparative Study of Journalistic AI Policies in 52 Global News Organizations</i> • Thomson et al (2024). <i>Generative Visual AI in News Organizations Challenges Opportunities Perceptions and Policies.</i>
11/2/26	Presentation: AI ethics in journalism and mass communication industries Guest speaker TBD <i>Short essay due November 2nd at 11:59 pm.</i>	
11/9/26	AI hands-on skills: Python and Colab	Videos posted on Canvas
11/16/26	AI hands-on skills: Scrape social media data and LLM models	Videos posted on Canvas
11/23/26	Thanksgiving Break (no classes)	
11/30/26	AI hands-on skills on sentiment analysis	Workshop (Graduate and Honors College students are required to attend)
12/7/26	<i>Final project report due December 7th at 11:59 pm</i>	
12/10/26	<i>Additional project report for Graduate and Honors College students due December 10th at 11:59 pm.</i>	

Final Project: Detecting Emerging News Trends with Topic Modeling

In this project, you will use topic modeling to analyze social media posts and uncover emerging trends, then reflect on how newsrooms might act on these insights. The project has four parts:

1. Dataset Collection and Cleaning (100 points)

- Use **Kaggle** to collect social media posts on a subject or issue of your choice (e.g., a sports team, inflation, food safety, immigration).
- Review the dataset, remove irrelevant or meaningless content (e.g., spam, duplicates, empty posts), and refine it to at least **1000 high-quality posts** with substantive content.

2. Topic Modeling Analysis (100 points)

- Apply the **BERTopic model** to your cleaned dataset.
- Generate **at least two distinct topics** from the model results.
- Assign **clear, descriptive names** to each topic so they can be easily understood.

3. Editorial Recommendations (100 points)

- Imagine you are an **editor at a major news outlet**.
- From your results, select **one topic** you believe are most newsworthy. Explain why this topic is newsworthy and who will be the targeted audiences.
- Write **one possible headline** for the topic and briefly explain why this headline is attractive to audiences.

4. Reflection Essay (100 points)

Write a **two-page essay** addressing the following questions:

1. What are the main strengths and limitations of using topic modeling to detect emerging news trends?
2. How could journalists best integrate the topic modeling insights with **human editorial judgment**?

Submit your project as a single PDF file that includes (1) a description of your dataset and cleaning process, (2) screenshots or outputs from your topic modeling analysis along with the topics and their names, (3) your editorial recommendations with proposed headlines, and (4) your reflection essay. The file should be clearly organized with section headings.

Final Project: Using Topic Modeling of Social Media Posts to Develop a PR Strategy

In this project, you will apply topic modeling techniques to social media posts to uncover public conversations, concerns, and opportunities, and translate these insights into a public relations strategy for a chosen organization or brand. The project has four parts:

1. Dataset Collection and Cleaning (100 points)

- Use a scraping tool to collect online review posts (Google Reviews) on a company, product, or service of interest of your choice.
- Review the dataset, remove irrelevant or meaningless content (e.g., spam, duplicates, empty posts), and refine it to at least **1000 high-quality posts** with substantive content.

2. Topic Modeling Analysis (100 points)

- Apply the **BERTopic model** to your cleaned dataset.
- Generate **at least two distinct topics** from the model results.
- Assign **clear, descriptive names** to each topic so they can be easily understood.

3. PR Strategy Development Plan (100 points)

- Imagine you are a PR professional.
- Identify **one topic** that are most relevant to PR practices. Explain how this topic reveals public perceptions and concerns and how it connects to the organization's/figure's reputation, mission, or public image.
- Based on the selected topic, develop a PR strategy plan.
 - Suggest **specific tactics** (press releases, social media campaigns, influencer partnerships, community engagement events, or media outreach) for the topic.
 - Recommend **target audiences** and **communication channels** aligned with the topics.

4. Reflection Essay (100 points)

Based on the previous work, write a **two-page essay** addressing the following questions:

- What are the main strengths and limitations of using topic modeling in PR practices?
- How would you combine insights of topic modeling with human judgment in a real-world PR scenario?

Submit your project as a single PDF file that includes (1) a description of your dataset and cleaning process, (2) screenshots or outputs from your topic modeling analysis along with the topics and their names, (3) the PR strategy plan, and (4) your reflection essay. The file should be clearly organized with section headings.

Final Project: Using Topic Modeling to Develop an Advertising Strategy

In this project, you will apply topic modeling techniques to social media posts to uncover consumer conversations, behaviors, and needs, then translate these findings into an advertising strategy for a chosen brand or product. The project has four parts:

1. Dataset Collection and Cleaning (100 points)

- Use a scraping tool to collect online review posts (Google Reviews) on a company, product, or service of interest of your choice.
- Review the dataset, remove irrelevant or meaningless content (e.g., spam, duplicates, empty posts), and refine it to at least **1000 high-quality posts** with substantive content.

2. Topic Modeling Analysis (100 points)

- Apply the **BERTopic model** to your cleaned dataset.
- Generate **at least two distinct topics** from the model results.
- Assign **clear, descriptive names** to each topic so they can be easily understood.

3. Advertising Strategy Development (100 points)

- Imagine you are an **advertiser**.
- Identify **one topic** that is most relevant to consumer interests. Explain why this topic is significant and how they connect to the company's or brand's **features, identity, and reputation**. Provide clear rationale for your choices.
- Based the selected topic, design a **targeted advertising campaign**:
 - Briefly describe the audience segment(s) your campaign is focused on.
 - Suggest a **creative ad concept or idea** on the topic for the audience segment(s). These could include visual designs, slogans, or messaging strategies. These creative concepts/ideas should combine the insights from topic modeling and yours.

4. Reflection Essay (100 points)

Based on the previous work, write a **two-page essay** addressing the following questions:

- What are the main strengths and limitations of using topic modeling in advertising strategy development?
- How can advertisers best integrate topic modeling insights with their professional judgment when planning an advertising campaign?

Submit your project as a single PDF file that includes (1) a description of your dataset and cleaning process, (2) screenshots or outputs from your topic modeling analysis along with the topics and their names, (3) the advertising strategy development, and (4) your reflection essay. The file should be clearly organized with section headings.

Addendum

Graduate/Honors College students are required to complete the following project:

This project aims to develop hands-on skills in collecting social media data from Kaggle, as introduced in Chapter 6 of Zhang (2025). Additionally, students will apply the BERT sentiment analysis model to analyze the tones in the scraped social media data. The BERT sentiment model and its application in content analysis are covered in Chapters 3 and 5 of Zhang (2025).

The final project submission consists of three parts:

Data File (50 points)

Select a topic (e.g., inflation, unemployment, immigration, global warming, AI, etc.) and collect and clean at least 1000 social media posts from **Kaggle**.

Code and Outputs (50 points)

Submit a Google Colab share link or a screenshot file containing the outputs of the BERT sentiment analysis modeling.

Reliability Test (50 points)

Select 5% of the social media data and conduct human coding on this data sample. Then, conduct inter-coder reliability test using the human coding outputs and the machine learning outputs.

Reflection (50 points)

Discusses the advantages and/or disadvantages of machine learning approach in doing sentiment analysis, as well as the possibility of utilizing this approach in doing academic research.

Submit your project as a single PDF file that includes (1) a description of your dataset and cleaning process, (2) Google Colab share link or screenshots for your sentiment analysis, (3) the reliability test result report, (4) reflection essay. The file should be clearly organized with section headings. If external sources are used, you must follow APA style for in-text citations and references.

Reading Recommended: Zhang, X. (2025). *Communication Research in the Big Data Era: Chapter 4, 5, 6*

JOURNALISM REQUIREMENTS & GUIDELINES

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director of graduate studies and graduate academic advisor (“the director” in the following) to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) GRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.67 cumulative GPA first term of enrollment and a 3.0 for all subsequent semesters. SAP will be measured according to graduate student classification, whether or not a bachelor’s degree has been earned. The maximum timeframe cannot exceed the published length of the program measured by the number of years at UNT. For more information, visit the UNT Financial Aid web page. (<https://financialaid.unt.edu/sap>)

ACADEMIC ADVISING

Students must meet with the director at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students have been unknowingly dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student’s responsibility to ensure all payments have been made.

JOURNALISM EQUIPMENT CHECK OUT

Checkout length for the Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories can be checked out up to 72 hours.

To checkout a Canon Mirrorless Camera and items listed above longer than 72 hours, the Professor for the course will need to approve the request.

Checkout length for the Panasonic Video Camera, Batteries, SDXC, and Tripods can be checked out up to 24 hours.

To checkout a Panasonic Video Camera and items listed above longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: mayborn-equipment@unt.edu

Journalism Equipment Room - Location and Contact Information

Hours: Mon-Thurs 8:30am to 9:30pm. Friday's 9:00am to 6pm. Saturday and Sunday 10:00am to 6:00pm

Location: RTFP Building room 180i

Equipment room phone number is 940-565-3580.

Equipment room email is mayborn-equipment@unt.edu.

Equipment room supervisor can be reached at ladaniel.maxwell@unt.edu

Journalism Equipment Room - Operating Hours

Monday/Wednesday: 9 a.m. – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 p.m.

Journalism Equipment Room - Agreement Form

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

Journalism Web Checkout Agreement Form

This form must be completed prior to checking out equipment and only needs to be done once per semester.

Journalism Equipment Room - Late Returns/Abuse of Checkout Policy

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time.

A ban restricts the student from checking out any equipment within the Journalism Equipment Room.

For example, if the student returns equipment 2 hours late, a 2 hour ban will be placed on the student's account.

If the student returns equipment 72 hours late, a 72 hour ban will be placed on the student's account.

If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:

Individual Faculty Member/Advisor

Director of Graduate Studies, Mayborn School of Journalism

Dean, Mayborn School of Journalism

OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the website for the Office of Disability Accommodation (<http://www.unt.edu/oda>). You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn

School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the My.UNT site (www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the Eagle Connect website for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at MyUNT.edu (www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Term Survey Administration Dates

8W1 September 29-October 8

8W2 December 1-December 10

Reg Fall Term November 17-December 3

ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found on the Dean Of Students website (www.deanofstudents.unt.edu).

CLASSROOM POLICIES

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648.

You are not alone. We are here to help.

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. Student Health and Wellness Center

(<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>)

1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

2. Counseling and Testing Services – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services>)

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

3. UNT CARE Team – Free to UNT Students

(<https://studentaffairs.unt.edu/care>)

Dean of Students, University Union

940-565-2648

careteam@unt.edu

4. Psychiatric Services

(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)

940-565-2333

5. Individual Counseling – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

940-369-8773

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - o During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
 - o After hours: Call 940-565-2741
 - o Crisis Line: Text CONNECT to 741741
 - o Live chat: (<http://www.suicidepreventionlifeline.org>)

Statement of Student Learning Outcomes, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate

Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences. This course, JOUR 4210/5350, will help to meet the student learning outcomes that have been checked by your professor, Xiaoqun Zhang.

Each graduate must:

- ☐ Understand concepts and apply theories in the use and presentation of images and information
- ☐ Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- ☐ Think critically, creatively and independently
- ☐ Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- ☐ Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- ☐ Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- ☐ Apply basic numerical and statistical concepts
- ☐ Apply tools and technologies appropriate for the communications professions in which they work