



**HUBBARD SCHOOL**

OF JOURNALISM & MASS COMMUNICATION

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UNIVERSITY OF MINNESOTA

**Media and Information  
Major Handbook  
2025-2026**



# DISCOVER YOUR VOICE



## Media and Information Major Overview

The Media and Information major helps you develop knowledge and skills about the role of media and mass communication in society and media storytelling with strategy and purpose. Areas of study include: 1) Emerging Media, Technology, and Management, 2) Global Media and Diversity, 3) Health Communication, 4) Media History, 5) Media Ethics and Law, and 6) Media, Politics, and Psychology. The major is designed for students who wish to pursue a liberal arts approach to the study of media institutions, processes, effects, theory, research methods, and analysis. While this major helps you develop a set of skills and methodological/theoretical knowledge, it could also be applied to, but not exclusively to, professional settings such as psychology, law, and politics.

**The major is 34 credits, to include:**

### Core Courses

*13 credits total*

*Required:*

- [Jour 1001](#) Media in a Changing World (3 credits)
- [Jour 4999](#) Capstone (1 credit)

*Note: students completing multiple CLA majors are only required to complete one capstone course. Consult with your departments about this requirement.*

*3 of the following courses (9 credits):*

- [Jour 3751](#) Digital Media and Culture
- [Jour 3741](#) Diversity and Mass Communication
- [Jour 3005](#) Mass Media Effects
- [Jour 3614](#) History of Media Communication (once a year)
- [Jour 3771](#) Media Ethics
- [Jour 3786](#) Media and Politics (fall only)

## **Elective Courses**

*21 credits total (courses cannot repeat from above)*

*At least two must be at the 4xxx or 5xxx level, and one must be Writing Intensive*

*Thematic course groupings can be pursued*

### Applied Social Media

- [JOUR 3761](#) Social Media Management
- [JOUR 3762](#) Social Media Storytelling
- [JOUR 3765](#) Social Media Production in the Media Industries

Social media platforms are central to how people communicate, share information, and engage with culture, politics, and commerce. They have transformed how individuals, communities, organizations, and industries connect with their audiences. Social media are also sites of creativity, strategic messaging, and professional opportunities, requiring skills that bridge storytelling, management, and production. Courses in this focus give students applied knowledge of how to plan, create, and evaluate social media content and campaigns. They combine theoretical insights with hands-on applied cases, preparing students for careers across journalism, advertising, strategic communication, and media industries. Some questions you might encounter are:

1. How do organizations build, manage, and sustain effective presences across multiple social platforms for compelling storytelling on social media, and how do different formats (video, graphics, interactive features) enhance engagement?
2. How can metrics and analytics be used to refine strategy and measure the impact of social media work?
3. What ethical challenges arise in social media management, storytelling, and production, and how can practitioners navigate them responsibly?

### Emerging Media, Technology, and Management

- [Jour 1501](#) Digital Games and Society
- [Jour 3551](#) The Business of Digital Media
- [Jour 3552](#) Technology, Communication and Global Society
- [Jour 3553](#) Mobile Communication
- [Jour 3751](#) Digital Media and Culture
- [Jour 4272W](#) Digital Advertising
- [Jour 4725](#) Media, Entrepreneurship, and Management

In recent years, digital and mobile technologies have become essential parts of social life, business, politics, and journalism. Emerging media influence how we interact with

one another and how we perceive the world. They also influence our career choices and offer new contexts for entrepreneurship. In many respects, emerging media encourage us to think globally, with networks and content crossing borders. However, aspects such as locative media and hyper-local apps remind us that place still matters. Courses in this focus will provide students with a strong understanding of the major players in emerging media, changing patterns and norms in the media business, and an appreciation for dynamic online and mobile cultures. Some questions you might encounter are:

1. How do different structures (platforms, sites, apps, virtual worlds) and media formats shape user experiences in digital media?
2. What new forces and patterns of commerce can we identify in emerging media, and what does the near-term future look like?
3. How can users, individually and collectively, understand and navigate the complex information systems that have developed?

#### Global Media and Diversity

- [Jour 3552](#) Technology, Communication and Global Society
- [Jour 3741](#) Diversity and Media
- [Jour 4721](#) Mass Media and U.S. Society
- [Jour 4801](#) Global Communication
- [Jour 3006](#) Visual Communication
- [Jour 3745](#) Media and Popular Culture
- [Jour 4601](#) Trauma-informed Journalism

This area focuses on the role of the media in our everyday lives, from advertising to TikTok and cable news. These courses consider the decisive role that media play in shaping our social, political, and cultural realities. Using a historical lens, the courses in this section trace the trajectory of history to inform our understanding of the present. Students will learn about equity, representation, and visual/popular culture. Some questions you might encounter are:

1. How does history inform our current media landscape?
2. What are the effects of the representation of race, class, gender, age, and ability?
3. How does the news influence our perceptions of real-world events?

#### Health Communication

- [Jour 3004](#) Information for Mass Communication
- [Jour 3005](#) Media Effects
- [Jour 3201](#) Principles of Strategic Communication
- [Jour 3757](#) Principles of Health Communication Strategy
- [Jour 3758](#) Kids, Media, and Information
- [Jour 4251](#) Psychology of Advertising

- [Jour 4274W](#) Advertising in Society
- [Jour 4452](#) Principles in Health Messaging: Media and Mental Health
- [Jour 5541](#) Mass Communication and Public Health (Jour 3005 or 3575 prereq)

This area explores how we can leverage strategic communication to achieve outcomes that enhance individual and societal health. When we think about health as a target of this study, we can refer to numerous contexts, including specific organizations with a health mission, disease prevention, education, and advocacy; large-scale public health campaigns; relationship-building between key stakeholders; and the relationship between communication and regulatory issues. Throughout, we explore the significant topic of how structural inequalities impact health, presenting essential communication challenges. Some questions you might encounter are:

1. How can strategic communication be used to understand and influence health knowledge, attitudes, and practices?
2. Who are key stakeholders on a particular health topic and how can strategic communication be used to improve relationships between them?
3. How can we improve health outcomes, while recognizing and addressing existing structural inequalities?

#### Media History

- [Jour 3007](#) The Media in American History and Law: Case Studies
- [Jour 3614](#) History of Media Communication
- [Jour 4605W](#) History of Journalism
- [Jour 4606W](#) Literary Aspects of Journalism

The courses in this area are designed to illuminate the present through the study of the past. Emerging digital media technologies are reconfiguring our economy, our politics, and even our personal lives. In media history courses, you will draw lessons from earlier communications revolutions to help analyze and understand the complex, fast-changing digital transformation underway today. The study of history teaches us to appreciate the complexity of the present and how unpredictable the future may be. Learning to think historically means learning valuable research and critical thinking skills that will benefit you in any career you choose. Some questions you might encounter are:

1. How has journalism's role in democracy changed over time? And what should its proper role be?
2. How have the Black press and other dissident media outlets shaped the long struggle for justice and equality in our society?

3. How have emerging communications technologies like the telegraph, telephone, and radio altered society in the past, and what can those changes tell us about the future of the digital revolution today?

#### Media Ethics and Law

- [Jour 3775](#) Strategic Communication Law
- [Jour 3776](#) Media Law
- [Jour 3771](#) Media Ethics
- [Jour 4552](#) Law of Internet Communication
- [Jour 5777](#) Contemporary Problems in Freedom of Speech and Press

This area explores the rights and wrongs of our media system from both an ethical and legal standpoint. Students who engage in these courses will have the opportunity to learn about the critical legal standards, historical development, and societal values on issues ranging from Free Speech, to protection for journalists, to the limits on commercial speech, to the regulation of the internet. In this context, students will learn how traditional values associated with the First Amendment are being applied to speech in the digital age. Some questions you might encounter are:

1. What are the traditional and contemporary protections for free speech?
2. What legal tests or value models does one apply when working in journalism or strategic communication?
3. How does media regulation influence the creation of speech in social media?

#### Media, Politics, and Psychology

- [Jour 3004](#) Information for Mass Communication
- [Jour 3005](#) Media Effects
- [Jour 3201](#) Principles of Strategic Communication
- [Jour 3786](#) Media and Politics
- [Jour 4251](#) Psychology of Advertising
- [Jour 4501](#) Communication, Public Opinion, and Social Media

This area addresses the fundamental question of how people learn about issues of social importance in a society. Politics involves different groups competing for power to advance their agenda, and includes politicians, advocacy groups, corporations, and members of the public. The media play a crucial role in this competition, as they remain the primary means by which most people learn about political issues. We leverage lessons from psychology to understand how people seek out and interpret information to make decisions and how strategic actors can use psychology to be more persuasive. Some questions you might encounter are:

1. How do political actors use the media to persuade and mobilize people?
2. How do media structures and norms affect the relationship between politicians and the public?

3. How do citizens make sense of media messages and make political decisions?

## Course Planning

Courses offered during the May and Summer terms

Jour 1001, 1501, 3004, 3201, 3745, 3751, 3771, 3741, 4251, 4274W

*(all courses contingent on enrollment, offerings can change - check schedule builder)*

Approved courses for studying abroad

Study and Intern in Florence: Jour 4274 (FLOR 3005)

Study and Intern in London: Jour 3771 (LNDN 3530), Jour 3745 (LNDN 3343) and Jour 3590 (LNDN 3251 and LNDN 3531)

Study Abroad in Dublin: Jour 3/4xxx-level courses (see Hubbard advising)

DIS - Copenhagen: Jour 3/4xxx-level courses (see Hubbard advising)

Study and Intern in Sydney: Jour 4274 (SDNY 3019)

Study and Intern in Barcelona: Jour 4274 (BCLA 3021) and Jour 3745 (BCLA 3004W)

Study and Intern in Madrid: Jour 3745 (MADR 3019)

Study and Intern in Toledo: Jour 3757 (TLDO 3008)

Summer in Sicily: Jour 4801 (SCLY 3202)

Transfer courses

All transfer courses need to be approved by the department before they can be used for the major. Students should review the Transferology resource to determine if a transfer course has been evaluated and approved for the major. If a course is not found in Transferology, students must submit the course through Transferology to be reviewed. More information about the transfer course review process and the link to Transferology can be found [here](#).

## Hubbard School Policies and Procedures

You are responsible for knowing these policies and procedures. You should contact the Hubbard School of Journalism & Mass Communication Student Services Center (110 Murphy Hall, [sjmcugs@umn.edu](mailto:sjmcugs@umn.edu)) with any questions.

Conduct and Academic Integrity

Familiarize yourself with the University of Minnesota policies related to Student Conduct and Academic Integrity. To review the policies and related FAQs, visit the

Office for Community Standards at <https://communitystandards.umn.edu/>. Hubbard School faculty take issues of academic conduct and academic integrity very seriously.

### Course Prerequisites

Check the class schedule for Jour course prerequisites. If you register for a course and you do not have the prerequisites, you will be required to drop the class. Most prerequisites are enforced at registration.

### Grades

You must take all major courses on an A-F grading basis. A grade of C- or higher is required in all major courses. A minimum GPA of 2.00 in the major and a cumulative GPA of 2.00 are required for graduation.

### First Day of Class

You must attend the first day of class. Students who are absent on the first day of class may lose their seat to other students unless approval is obtained in advance from the instructor for an intended absence.

### Grievances and Concerns

Students who have concerns about a course, faculty or staff member or school climate or other grievances and wish to speak to a person can contact the Associate Director of Student Services (see the end of the handbook for contact information). Students who would rather submit a written concern, which may remain anonymous, can fill out the form found on [this page](#).

## Useful Information

### Hubbard School Opportunities for Students

Student Life: [Student Organizations](#) & [Scholarships](#)

Beyond The Classroom: [Internships](#), [Mentorships](#), [Research](#), and [Study Abroad](#)

### Murphy Weekly

The Murphy Weekly is a weekly e-newsletter for undergraduate students. The newsletter features internship and job postings, as well as important upcoming



Hubbard School student events. You will be enrolled as a major in this newsletter.  
Make sure to read it!

Hubbard School Student Services Center

Rebecca Rassier, Associate Director of Student Services

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