

Area: Humanities
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Degree: A.A. - Journalism and Mass Communication

Journalism and Mass Communication Degree

This program is a comprehensive exposure to mass communication and communications media. Students learn the inner workings of a variety of media, including print, broadcast and Web. Courses cover all areas of news writing, public relations, graphics, design, photojournalism, and newspaper and Web production.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Identify and assess the basic elements of print and broadcast journalism
- Evaluate, compose, produce, and edit news and feature stories and press releases
- Design, develop and lay out pages of different types of publications using a variety of software programs and applying visual design principles
- Identify and explain the processes, elements, history, theory and effects of modern mass media in society
- Complete journalistic assignments on deadline
- Create artwork to accompany news and feature stories in a variety of formats
- Assemble the various components of print publications and broadcast stories

Career Opportunities

This program gives students the opportunity to prepare for entry-level positions as writers, reporters, photographers, designers, copy editors, and fact checkers for small- and mid-size newspapers, newsletters, or magazines; newsletter or in-house publication writers, editors, and designers; copy editors for all communications media; technical writers or editors; desktop publishers or designers; or other positions that include writing, editing, photography, and/or page layout and design.

Requirements for Degree	32 Units
HIST 311 History of the United States	3
JOUR 300 Newswriting and Reporting	3
JOUR 310 Mass Media and Society	3
JOUR 360 Photojournalism	3
JOUR 404 Editing and Production	3
PHIL 300 Introduction to Philosophy (3)	3
or PHIL 310 Introduction to Ethics (3)	
POLS 332 Law and Society (3)	3
or BUS 345 Law and Society (3)	
And a minimum of 6 units from the following:	6 ¹
JOUR 401 College Newspaper Production (2)	
And a minimum of 2 units from the following:	2
JOUR 405 Publications Production Skills Lab (0.5 - 3)	

¹JOUR 401 must be taken three times.

Associate Degree Requirements: The Journalism and Mass Communication Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

JOUR 150 Public Relations Media Techniques 3 Units

Hours: 54 hours LEC

Study of public relations techniques; scientific polling techniques and their practical application to various projects, and the role of public relations in business, education, entertainment, social service and other fields.

JOUR 300 Newswriting and Reporting 3 Units

Advisory: Ability to keyboard

General Education: AA/AS Area II(b)

Course Transferable to CSU

Hours: 54 hours LEC

This course covers evaluating, gathering and writing news in accepted journalistic style under newsroom conditions. It includes personal interviews, speeches, meetings, and other event coverage. The role of the reporter and the legal and ethical issues related to reporting are also examined.

JOUR 301 Advanced Newswriting and Reporting 3 Units

Prerequisite: JOUR 300 with a grade of "C" or better

Course Transferable to CSU

Hours: 54 hours LEC

This course covers the development of advanced skills of reporting, interviewing, and writing in the range of work handled by a general assignment reporter. It emphasizes in-depth research, critical analysis, and story format. It also introduces feature and editorial writing.

JOUR 310 Mass Media and Society 3 Units

General Education: AA/AS Area V(b); CSU Area D7

Course Transferable to UC/CSU

Hours: 54 hours LEC

The course is a survey of the mass media. It covers the history, philosophy, structure, and trends of mass media, as well as the theories that help to explain its effects on social institutions. It includes an exploration of economics, technology, law, ethics, and social issues, including cultural and ethnic diversity.

JOUR 320 Race and Gender in the Media 3 Units

General Education: AA/AS Area V(b) (effective Summer 2009); AA/AS

Area VI (effective Summer 2009)

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course examines the roles of gender, ethnicity, and social class as represented and documented in the mass media. These issues are analyzed within the context of media content, development, policy, and ownership, including stereotypes and the role of alternative and community media. Critical thinking is emphasized through the review of mass media, focusing on the contributions of diverse groups to mass media and mass communication as an agent and documenter of social change.

JOUR 350 Writing for Broadcasting 3 Units

Prerequisite: JOUR 300, ability to type.

Course Transferable to CSU

Hours: 54 hours LEC

Theory and technique of writing for the broadcast media. Includes reporting for radio and television news, writing and storyboarding commercials and public service programming, and an introduction to production techniques. Recommended for students who plan to work in broadcasting, instructional media and related fields.

JOUR 360 Photojournalism 3 Units

Prerequisite: ARTPH 300 or ARTPH 305 with a grade of "C" or better or equivalent photo experience as determined by the instructor

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course is an introduction to the theory and technique of telling stories with pictures. The role of the photojournalist in the media, pertinent ethical and legal issues, and professional standards are emphasized. Topics include digital still camera operation, composition and lighting, digital image processing, news judgment, and accuracy. Also covered are environmental portraits, photo stories, and feature, sports, and breaking news photography.

JOUR 361 Multimedia Journalism 3 Units

Prerequisite: JOUR 360 with a grade of "C" or better

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course is an introduction to the theory and technique of combining still images, audio, and video to create multimedia photojournalism content for distribution via the Internet. It provides practical experience in capturing and editing still images, audio, and video with software such as Adobe Photoshop, Audacity, Soundslides Pro, and Apple's iMovie and Final Cut Pro. A digital still or video camera is required. This course may be taken three times for credit using different software or techniques.

JOUR 401 College Newspaper Production 2 Units

Prerequisite: JOUR 300 with a grade of "C" or better.

Course Transferable to CSU

Hours: 108 hours LAB

This course provides weekly deadline experience in research and analysis, writing, editing, photography and design phases of the campus' student newspaper. It includes desktop publishing and digital photo-imaging. It may be taken four times for credit. Some universities limit transfer credit; see the department adviser or your counselor.

JOUR 404 Editing and Production 3 Units

Advisory: JOUR 300.

Course Transferable to CSU

Hours: 54 hours LEC

This course provides instruction and practice in editing and design, including page makeup, copy editing, photo editing, legal/ethical issues and production methods for newspapers, magazines and other publications. It also includes preparing, planning and organizing publications.

JOUR 405 Publications Production Skills Lab .5-3 Units

Corequisite: JOUR 404.

Advisory: JOUR 300.

Course Transferable to CSU

Hours: 27-162 hours LAB

This course provides applicable skills to enhance editing and production skills learned in JOUR 404. It also includes instruction in photo illustrations, infographics, typography and project management. May be taken 4 times for credit.