

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

### Journalism and Mass Communication Degree

This program offers comprehensive training for careers in journalism and communications. Students learn how to create journalistic content for a variety of media platforms, including print, broadcast and online. The program covers news writing and reporting, public relations writing and techniques, photojournalism, and multimedia journalism. It also offers instruction in design and production for both print and online media products.

#### Student Learning Outcomes

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

- write and edit news, features, editorials, and press releases that adhere to professional journalistic standards for a variety of outlets.
- conduct research and evaluate information using appropriate methods.
- analyze and evaluate media materials for credibility, fairness, accuracy, appropriate style and grammatical correctness.
- apply journalism ethics and law appropriate to professional practice.
- complete journalistic assignments on deadline.
- create multimedia to accompany text news and feature stories in a variety of formats.
- design, develop and lay out pages for 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 journalism and modern mass media in society.

#### Career Opportunities

This program is designed to train students for entry-level positions as reporters, writers, editors, producers, photographers, designers, copy editors, and fact checkers for newspapers, magazines, broadcast outlets, websites and other media platforms. It also trains them for entry-level communications/public relations positions that include writing, editing, photography, and/or page layout and design duties. Some career options may require more than two years of college study. This program prepares journalism/mass communications students who plan to transfer to four-year institutions.

Requirements for Degree		29 Units
JOUR 300	Newswriting and Reporting .....	3
JOUR 310	Mass Media and Society .....	3
JOUR 320	Race and Gender in the Media .....	3
JOUR 351	Public Relations Writing and Media Techniques .....	3
JOUR 361	Multimedia Journalism .....	3
JOUR 404	Editing and Production .....	3
<b>And a minimum of 9 units from the following:</b> .....		9 <sup>1</sup>
JOUR 402	College Newspaper Production (3)	
<b>And a minimum of 2 units from the following:</b> .....		2
JOUR 405	Publications Production Skills Lab (0.5 - 3)	

<sup>1</sup>JOUR 402 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.

### Journalism

#### JOUR 300 Newswriting and Reporting 3 Units

*Advisory: ENGRD 102 and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better. Ability to type.*

*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 for different types of media under newsroom conditions. Topics include personal interviews, along with coverage of speeches, meetings, and other events. In addition, the role of the reporter and the legal and ethical issues related to reporting are 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); AA/AS Area VI; CSU Area D3; CSU Area D4; CSU Area D7; IGETC Area 4C*  
*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**

*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course introduces the theory and technique of writing for the broadcast media. It includes reporting for radio and television news, writing and storyboarding commercials and public service programming, and an introduction to production techniques. It is recommended for students as preparation for work in broadcasting, instructional media, and related fields.

**JOUR 351 Public Relations Writing and Media Techniques 3 Units**

*Advisory: ENGWR 102 and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better.*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course is a study of public relations (PR), including planning PR campaigns, preparing client messages for newspapers, magazines, radio, broadcast and online outlets, and working with reporters to position stories. It examines public relations techniques in business, education, entertainment, social service, and other fields. It also covers crisis PR. Field trips may be required.

**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 402 College Newspaper Production 3 Units**

*Prerequisite: JOUR 300 with a grade of "C" or better; or placement through the assessment process.*  
*Course Transferable to CSU*  
*Hours: 36 hours LEC; 54 hours LAB*

This course offers hands-on experience in producing a professional-level media product. Instruction covers researching, reporting, writing, editing, and designing the campus' student print/online news publication. This course may be taken four times for credit.

**JOUR 404 Editing and Production 3 Units**

*Prerequisite: None*  
*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**

*Prerequisite: None*  
*Corequisite: JOUR 404*  
*Advisory: JOUR 300*  
*Course Transferable to CSU*  
*Hours: 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.