

Area: Humanities  
 Dean: Lisa Aguilera Lawrenson  
 Phone: (916) 484-8653  
 Counseling: (916) 484-8572

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.

### 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
ART 411	Photography .....	3
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) .....	
<b>And a minimum of 6 units from the following:</b> .....		6 <sup>1</sup>
JOUR 401	College Newspaper Production (2) .....	
<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 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, with emphasis on research in depth, critical analysis and story format.

### 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*

This course is a survey of the mass media: history, philosophy, structure and trends, as well as the theories which help to explain effects and importance as 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

*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:* ART 411.

*Course Transferable to CSU*

*Hours:* 36 hours LEC; 54 hours LAB

Theory and technique of telling stories with pictures, including the technical aspects of camera and darkroom, composition, lighting and an introduction to the role of the photojournalist and pertinent legal and ethical issues.

**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:* 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.