

# JOURNALISM

*Department of Communication Studies*

## Program Description

Sacramento State's program emphasizes research, writing and editing for interactive media, and other courses necessary to prepare students for success in media-related jobs; it also includes courses that critically examine media as an institution.

A student at Sacramento State may major either in Journalism or in Political Science-Journalism. A minor in Journalism is valuable to the student entering a career field in which journalism plays a role.

Journalism majors write The State Hornet (<https://statehornet.com/>), a weekly print newspaper and daily multimedia publication.

A journalism degree prepares students for a variety of careers and graduate studies. Graduates work as journalists in a diverse range of media, as public relations representatives, and as communications staff for government agencies, non-profits, and other organizations.

## Degree Programs

BA in Journalism (<http://catalog.csus.edu/colleges/arts-letters/communication-studies/journalism/ba-in-journalism/>)

BA in Political Science/Journalism (<http://catalog.csus.edu/colleges/arts-letters/communication-studies/journalism/ba-political-science-journalism/>)

Minor in Journalism (<http://catalog.csus.edu/colleges/arts-letters/communication-studies/journalism/minor-in-journalism/>)

## Special Features

- The location of Sacramento State in the state's capital provides uncommon advantages for the student interested in journalism. Many students take internships with state agencies or news operations that provide both experience and opportunities unlikely to be found elsewhere.
- Sacramento State offers the only Political Science-Journalism degree program in the nation, tailored to take advantage of the Department's location at the hub of state politics. The Department has more than 100 internships available to upper-division journalism majors.
- One emphasis of the Journalism program is data reporting, a resonant and fast-growing skill valuable in news organizations nationwide.
- Journalism majors have the opportunity to take classes from both Department faculty and local journalists. The full-time faculty are practicing professionals who contribute regularly to publications on a freelance basis. Local professional journalists serve as part-time faculty and guest lecturers.
- Sacramento State students intern in the state Capitol and Washington, D.C. Many opportunities are available for Political Science-Journalism majors to do internships that meet their unique interests.

## Career Possibilities

Reporter · Editor · Publisher · Public Relations Specialist · Legislative Assistant/Director · Technical Writer/Editor · Government Program Analyst

· Broadcast Journalist · News Producer · Research specialist · Copywriter · Social Media Strategist · Media Entrepreneur and more.

## Contact Information

Mark Ludwig, Department Chair  
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 Mendocino Hall 5014  
 (916) 278-6688  
 Department of Communication Studies Website (<https://www.csus.edu/college/arts-letters/communication-studies/>)

## Faculty

DUGAN, MOLLY

GALLO, FERNANDO

LUDWIG, MARK

REESE, PHILLIP

**JOUR 20. Style For Media Writers. 1 Unit**  
**Term Typically Offered:** Fall, Spring

Intensive review of grammar, word use, spelling, and principles of clear, concise writing.  
 Credit/No Credit

**JOUR 30. News Writing. 3 Units**  
**Corequisite(s):** JOUR 20.  
**Term Typically Offered:** Fall, Spring

Fundamentals of news gathering and news writing. Emphasis on language and style used in feature and news stories.  
**Note:** Computer familiarity (MAC-OS) recommended.

**JOUR 50. Media Literacy and Critical Thinking. 3 Units**  
**General Education Area/Graduation Requirement:** Critical Thinking (A3)  
**Term Typically Offered:** Fall, Spring

Introduction to reasoning skills useful to the journalism major and general education student alike in interpreting and judging information, entertainment and advertising in the mass media. Emphasis on how to assess the quality of news as information, and on how to think critically about the effects of mass-produced culture.

**JOUR 55. Media Communication and Society. 3 Units**  
**Term Typically Offered:** Fall, Spring

Introduction to the basic concepts of mass communication, including the effects, uses, and functions associated with the goods and services of mass media. Examination of the ways mass media combine with other institutions to affect the organization, design, and comprehension of communication messages, as well as political thought, cultural beliefs, and economic behavior.  
 Cross Listed: COMS 55; only one may be counted for credit.

**JOUR 116. Data Visualization. 3 Units**  
**General Education Area/Graduation Requirement:** Upper Division Further Studies in Area B5, Further Studies in Area B (B5)  
**Term Typically Offered:** Spring, Summer

Instruction in visualizing datasets using charts, graphs and maps. Students will use spreadsheets to analyze data, along with software and online applications to create data visualizations. Emphasis on visualizations for business, academia and journalism.

**JOUR 120. History Of The Media.****3 Units****Prerequisite(s):** COMS 55/JOUR 55 or equivalent; may be taken concurrently with prerequisite.**Term Typically Offered:** Fall, Spring

Examination of development of major media of mass communication in the U.S. and how the economics, content, regulation and audience use of the media have been affected by the way the media have evolved. Current issues and trends are discussed, as well as possible future development. Cross Listed: COMS 120; only one may be counted for credit.

**JOUR 123. Writing for Public Relations.****3 Units****Prerequisite(s):** JOUR 30; GVAR certification before Fall 09; or WPJ score of 80+; or 3-unit placement in ENGL 109M or ENGL 109W; or 4-unit placement in ENGL 109M or ENGL 109W and co-enrollment in ENGL 109X; or WPJ score 70 or 71 and co-enrollment in ENGL 109X.**Term Typically Offered:** Fall, Spring, Summer

Organization and operation of communication media; practice in publicity and public relations techniques. Emphasis on clear writing and correct public relations formats such as releases, PSAs, articles, and speeches.

**Note:** Computer familiarity (MAC-OS) recommended. Cross listed: COMS 123**JOUR 125. Multimedia Storytelling.****3 Units****Prerequisite(s):** JOUR 30**Term Typically Offered:** Fall, Spring

Principles and techniques of reporting and writing news for radio, television, podcasts, social media, and other emerging media platforms. Field and laboratory experience, including basic multimedia story production.

**JOUR 128. News Editing.****3 Units****Prerequisite(s):** JOUR 20, JOUR 30.**Term Typically Offered:** Fall, Spring

Introduction to the role of the editor in contemporary news production. Instruction in story assigning and digital editing, headline/caption writing, photo/visual selection, identifying story treatments, and web tools including search engine optimization and audience analytics. Lab sessions include story/copy editing, fact-checking exercises, headline/caption writing, photo/visual selection, analysis and application of audience metrics in story assignments, and other editorial work.

**JOUR 130A. News Reporting I.****3 Units****Prerequisite(s):** JOUR 20, JOUR 30.**Corequisite(s):** JOUR 130B.**Term Typically Offered:** Fall, Spring

Instruction and practice in journalistic research, interviewing, and reporting skills.

**Note:** Computer familiarity (MAC-OS) recommended.**JOUR 130B. News Reporting II.****3 Units****Prerequisite(s):** JOUR 30.**Corequisite(s):** JOUR 130A.**Term Typically Offered:** Fall, Spring

Practice in covering a news beat, producing news and feature stories on a weekly basis. Instruction includes reporting on local government.

**JOUR 131. Data Journalism.****3 Units****Prerequisite(s):** JOUR 30; may be taken concurrently.**Term Typically Offered:** Fall, Spring

Instruction and practice in finding, analyzing, visualizing and using data for journalism.

**JOUR 132. Digital Magazine.****3 Units****Prerequisite(s):** JOUR 30 or instructor permission.**Term Typically Offered:** Fall, Spring

Conceiving, reporting, and writing feature articles for magazines in print and online. In addition to improving writing skills, students will learn how to identify freelance opportunities, pitch stories, analyze published work, and produce articles for a digital magazine published by the class.

**JOUR 134. War, Peace and the Mass Media.****3 Units****General Education Area/Graduation Requirement:** GE AREA D**Term Typically Offered:** Spring, Summer

Concerned with the relationship of mass media to war and the possibilities for peace, with emphasis on recent concepts of political communication.

Cross Listed: GOVT 134; only one may be counted for credit.

**JOUR 135. Public Affairs Reporting.****3 Units****Prerequisite(s):** JOUR 20, JOUR 30, JOUR 130A, JOUR 130B; Junior standing; a WPJ Portfolio score OR ENGL 109M or ENGL 109W**General Education Area/Graduation Requirement:** Writing Intensive Graduation Requirement (WI)**Term Typically Offered:** Fall, Spring

Preparation and practice for covering California issues, with a focus on state government and investigative reporting techniques. Culminates with a final project.

**JOUR 153. Journalism Law and Ethics.****3 Units****Term Typically Offered:** Fall, Spring

Examines the laws, regulations, and ethical principles that govern print, broadcast, and electronic journalism in the U.S. The process by which laws and regulation are enacted and interpreted and the development of socially responsible journalistic practice are discussed.

Cross Listed: COMS 153; only one may be counted for credit

**JOUR 158. Public Relations Planning and Management.****3 Units****Prerequisite(s):** COMS 118 and JOUR 123 or COMS 123 with grade of "C-" or better.**Term Typically Offered:** Fall, Spring

Application of theoretical concepts to the solution of problems for pre-selected non-profit and campus clients by forming small group PR agencies; completing needs assessments; profiling target and secondary audiences; developing and implementing a strategic public relations plan; producing targeted messages for media kits and other uses; developing and evaluating formative and summative evaluation plans; and making formal in-class presentations to peers, clients and invited PR professionals. Students will also learn how to negotiate contracts, maintain client relations, track work on projects and develop timelines and budgets.

Cross Listed: COMS 158; only one may be counted for credit.

<b>JOUR 172. Women in the Mass Media.</b> 3 Units <b>General Education Area/Graduation Requirement:</b> GE AREA D <b>Term Typically Offered:</b> Spring only	<b>JOUR 197. Journalism Laboratory.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring
Examination of women's role in the mass media, with particular emphasis on news reporting and advertising. Includes discussion of women's role in media industries. Culminates in a final project.	Working as a staff member of the State Hornet news organization. Roles and responsibilities may include writing, reporting, photography, editing, audio/video production, web layout and design, promotions, marketing, distribution, and/or media business management.
<b>JOUR 175. Minorities, Social Change and the Press.</b> 3 Units <b>Term Typically Offered:</b> Fall only	<b>Note:</b> Journalism majors are required to take either JOUR 197A, JOUR 197B, or JOUR 195 Pre-requisite
Examination of the relationship between historically underrepresented groups and the news media. Provides a critical analysis and discussion of the role played by the news media in racial, cultural, and social change in the U.S. and explores how the news media can create a more pluralistic society.	<b>JOUR 197A. The State Hornet-Introduction.</b> 3 Units <b>Prerequisite(s):</b> JOUR 30. <b>Term Typically Offered:</b> Fall, Spring
<b>JOUR 193. The Media Business.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring	Working as a staff member of the State Hornet news organization. Roles and responsibilities may include writing, reporting, photography, audio/video production, web layout and design, promotions and marketing. <b>Note:</b> Journalism majors are required to take either JOUR 197A or JOUR 195.
Examination of business models and concepts influencing the contemporary news media industry. Study the traditional financial structures of media publications, evaluate opportunities in media entrepreneurship and develop business plans for publications.	<b>JOUR 197B. The State Hornet-Continuing.</b> 3 Units <b>Prerequisite(s):</b> JOUR 197A <b>Term Typically Offered:</b> Fall, Spring
<b>JOUR 194. Journalism Related Work Experience.</b> 3 - 6 Units <b>Term Typically Offered:</b> Fall, Spring	Working as an editor, senior reporter or manager of the State Hornet. Responsibilities may include editing, staff management and in-depth reporting. <b>Note:</b> Journalism majors may take this course only once for credit toward the major but up to three times for credit toward graduation.
Supervised employment in a company or agency working on journalism-related assignments, arranged through the Department of Communication Studies and the Cooperative Education Program office. Requires preparation of application packet, completion of a 6 month full-time or part-time work assignment, and a written report. <b>Note:</b> Open only to upper division or graduate students with appropriate course preparation. Units MAY NOT be used to meet the Journalism major or minor. Consent of Communication Studies Department advisor required. No more than 12 units will count toward the degree.	<b>JOUR 199. Special Problems.</b> 1 - 3 Units <b>Prerequisite(s):</b> Instructor permission. <b>Term Typically Offered:</b> Fall, Spring
Credit/No Credit	Individual projects or directed reading open to students who wish to attempt independent work. Faculty approval required. <b>Note:</b> Journalism majors or minors may submit no more than 6 units of JOUR 199 and JOUR 299 toward their degrees.
<b>JOUR 195. Internship In Journalism.</b> 1 - 6 Units <b>Prerequisite(s):</b> JOUR 130A, JOUR 130B and minimum 2.3 overall GPA. <b>Term Typically Offered:</b> Fall, Spring	Credit/No Credit
Directed work experience through the internship program with public agencies or with journalistic publications, organizations or agencies. Supervision is provided by both the instructional staff and the cooperating agency. <b>Note:</b> Student must make arrangements with the internship coordinator upon admittance to the course. Limited to Journalism majors and minors and Government-Journalism majors. No more than six units of JOUR 195 may be counted toward the Journalism major.	<b>JOUR 299. Special Problems.</b> 1 - 3 Units <b>Term Typically Offered:</b> Fall, Spring
Credit/No Credit	Individual projects or directed reading. Open only to students who are competent to carry on individual work. <b>Note:</b> Departmental petition required. Journalism majors or minors may submit no more than 6 units of JOUR 199 and 299 toward their degrees.
<b>JOUR 196. Experimental Offerings in Journalism.</b> 3 Units <b>Term Typically Offered:</b> Fall, Spring	Credit/No Credit
One time and new classes in journalism will be scheduled as needed. 2.0 - 3.0 units	
<b>JOUR 196S. Writing for Sports Media.</b> 3 Units <b>Prerequisite(s):</b> JOUR 30. <b>Term Typically Offered:</b> Fall, Spring	
Fundamentals of gathering, organizing, evaluating and writing sports information in accepted professional style across news media and media relations platforms.	