### JOURNALISM (JOUR)

**JOUR 20. Style For Media Writers.**

**Term Typically Offered:** Fall, Spring

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

**JOUR 50. Media Literacy and Critical Thinking.**

**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.**

**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.**

**General Education Area/Graduation Requirement:** 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.**

**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.**

**Prerequisite(s):** JOUR 30; GWAR 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.**

**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.**

**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.**

**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.**

**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.**

**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.**

**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.
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; GWAR 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.

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 134. War, Peace and the Mass Media. 3 Units

General Education Area/Graduation Requirement: GE AREA D
Term Typically Offered: Spring, Summer

JOUR 136. Women in the Mass Media. 3 Units

General Education Area/Graduation Requirement: GE AREA D
Term Typically Offered: Spring only

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.

JOUR 137. Minorities, Social Change and the Press. 3 Units

Term Typically Offered: Fall only

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.

JOUR 138. The Media Business. 3 Units

Term Typically Offered: Fall, Spring

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.

JOUR 139. Journalism Related Work Experience. 3 - 6 Units

Term Typically Offered: Fall, Spring

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.

Note: 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 6 units will count toward the degree.

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JOUR 197A. Journalism Laboratory. 3 Units
Prerequisite(s): JOUR 30.
Term Typically Offered: Fall, Spring

Working as a staff member of the State Hornet Newspaper as a writer, photographer, graphic designer or advertising salesperson.

Note: Journalism majors are required to take either JOUR 197A, JOUR 197B, or JOUR 195.

JOUR 199. Special Problems. 1 - 3 Units
Prerequisite(s): Instructor permission.
Term Typically Offered: Fall, Spring

Individual projects or directed reading open to students who wish to attempt independent work. Faculty approval required.

Note: Journalism majors or minors may submit no more than 6 units of JOUR 199 and JOUR 299 toward their degrees.

Credit/No Credit

JOUR 299. Special Problems. 1 - 3 Units
Term Typically Offered: Fall, Spring

Individual projects or directed reading. Open only to students who are competent to carry on individual work.

Note: Departmental petition required. Journalism majors or minors may submit no more than 6 units of JOUR 199 and 299 toward their degrees.

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