

Journalism & Mass Communication

Note: Ability to type needed in all journalism and mass communication skills courses.

To take courses marked with asterisks [], students must have successfully completed ENGL 100, with a grade of C or better, or be eligible to take ENGL 100 by EPT score or other method.*

LOWER DIVISION

JMC 116. Introduction to Mass Communication (3). Relationships between mass media and society. Mass media influence on culture; rights, responsibilities, functions, and characteristics of media; and nature of news.

JMC 120. Beginning Reporting (3). * Evaluate news gathering methods, sources, and writing used in news accounts. Exercises in organizing, writing news.

JMC 134. Photojournalism & Photoshop (3). Photography as tool in reporting and interpreting print media news. Camera techniques; composition; processing and printing black-and-white photographs; picture page design.

JMC 150. Desktop Publishing (3). Use desktop publishing software on Macintosh to produce documents, graphs, charts. Word processing and illustration software in news, public relations, and advertising.

JMC 154. Radio Production (3). Skills, techniques, and concepts in broadcast communication. Operation of equipment and programming. Prepare for on-air work with KRFH-AM. [Weekly: 2 hrs lect, 1 hr lab.]

JMC 155. KRFH Workshop (1). Work on staff of campus carrier-current radio station. [Prereq: JMC 154 (C). Rep.]

JMC 156. Video Production (3). Methods and styles of producing/directing video for delivery to specialized audiences (broadcast and nonbroadcast outlets).

JMC 232 / IT 232. Technical Writing (3). Nonmajors prepare reports in computer word-processing labs using data from their own fields. Do's and don'ts of writing. Emphasis on economical, readable writing. [Prereq: ENGL 100 or equivalent. Optional CR/NC.]

JMC 234. Broadcast News Writing (3). Radio/television news writing, techniques of interviewing, basics of newscasting. Learn broadcast news writing skills while producing public affairs radio programming.

UPPER DIVISION

JMC 302. Mass Media & Popular Arts (3). Popular arts presented through mass media. Analyze personal responses; cultivate understanding of how mass media process works of popular art; develop powers of discrimination. [GE.]

JMC 309. Analyzing Mass Media Messages (3). Analyze mass media materials prepared by practitioners in arts, humanities, social sciences, and science and technology. Oral and written discussion of materials and related topics. [GE. CWT.]

JMC 312. Women & Mass Media (3). History and present status of women's employment in mass media. Media coverage of women and women's issues.

JMC 316. Mass Media & Contemporary Society (3). Cultural, political, social, and economic determinants of the character/content of mass communications. Mass media as social institutions. Role/effects of mass media in society.

JMC 318. Empirical Research in Communication (3). Logic and tools used in communication studies. Aspects of survey and experimental research. Practical uses by mass media professionals. Become a more critical consumer of empirical research in the mass media and society.

JMC 320. Public Affairs Reporting (3). * Reporting public affairs and other specialized assignments. Covering courts, governmental agencies, legislative bodies. [Prereq: JMC 120 or IA.]

JMC 322. Editing (3). * Typography, newspaper layout and design, editing, news evaluation, reference materials, headline writing, making news meaningful, newspaper law, copy fitting, makeup, editorial problems. [Prereq: JMC 120 or IA.]

JMC 323. Public Relations (3). Methods of managing public relations as practiced by business, industrial, and social organizations. Planning effective programs. Research techniques. Sociological and psychological aspects of communications.

JMC 324. Magazine Writing (3). * Nonfiction article writing. Prepare articles aimed at national periodicals. Analyze markets through reading and parallel writing assignments. Magazine editing. [Prereq: JMC 120 or IA.]

JMC 325. Magazine Production Workshop (2). * Magazine planning: write and edit articles; do layout and paste-up; produce campus magazine. [Prereq: JMC 120 or IA. CR/NC. Rep 4 times.] See major requirements for practicum unit cap.

JMC 326. Investigative Reporting (3). * An advanced reporting and writing class. You will learn to apply indepth reporting techniques and synthesize large amounts of information into a compelling story about an important community issue. [Prereq: JMC 120. Recommended preparation: JMC 320.]

JMC 327. Newspaper Lab (2). * Faculty supervised workshop for staff of *The Lumberjack* student newspaper. [Prereq: JMC 120 or IA. CR/NC. Rep 4 times] See major requirements for practicum unit cap.

JMC 328. Law of Mass Communication (3). Laws which guarantee and protect privileges and define duties and responsibilities of mass media. Constitutional law, privacy, libel, contempt of court, governmental regulations pertinent to mass media.

JMC 330. International Mass Communication (3). Comparative press systems and theories. Problems of international and crosscultural communications. International news reporting of foreign presses and other institutions. Survey publications and broadcast systems.

JMC 332. Responsibility in Mass Communication (3). Ethical problems in gathering/presenting news, advertising, and public relations.

JMC 333. Radio News Workshop (2). * Theory and practice of gathering, writing, and editing news for broadcast. News assignments for campus radio stations KHSU-FM and KRFH-AM. [Prereq: JMC 120 or JMC 234. CR/NC. Rep 4 times.] See major requirements for practicum unit cap.

JMC 334. Advanced Photojournalism & Photo-shop (3). Develop theories and assignments in photojournalism. Black-and-white, color, other techniques. Freelancing and reproduction processes. [Prereq: basic photography course or IA.]

JMC 336. Public Affairs Video Production (3). Video camera shooting, lighting, and sound techniques for electronic news gathering. Learn video editing skills while producing public affairs programming.

JMC 338. Mass Media Internship (1-3). Assignment on newspapers or magazines, in broadcast media, or in public relations or advertising. Supervised by employing organization. Observe, report, and discuss. JMC majors/minors only. [Prereq: IA. CR/NC. Rep 4 times.] See major requirements for practicum unit cap.

JMC 340. Mass Communication History (3). History of US print and broadcast media. Review European roots, great names, and development of technology/practices.

JMC 352. Media Programming & Critical Analysis (3). Evaluation, selection, scheduling of media programs. Program decision making, audience analysis.

JMC 354. Media Advertising (3). Role of advertising in media industries. Use of media in retail advertisers' promotion. [Prereq: JMC 154 and JMC 155.]

JMC 355. Advanced KRFH Workshop (2). Work on staff of campus carrier-current station. [Prereq: JMC 155. Rep.]

JMC 416. Mass Communication Theory (3). Mass communication models; theory development; relation to media research.

JMC 429. Advanced Public Relations (3). PR problems of industry and public institutions; managing effective public relations campaigns. Projects, discussion, writing of various communication tools. [Prereq: JMC 120 and JMC 323, or IA.]

JMC 430. Advertising Copy Writing & Design (3). Principles of copy writing and design: style, research, and legal and ethical issues. Copy writing, design projects. [Prereq: JMC 120 or IA.]

JMC 434. Broadcast News Documentaries

(3). History of radio and television news documentaries. Develop advanced production and reporting skills in student-produced public affairs radio programming. [Prereq: JMC 234 or IA.]

JMC 436. Advanced Public Affairs Video Production

(3). Electronic news gathering: video camera, lighting, sound. Learn video editing-bench skills by producing public affairs programming. [Prereq: JMC 234 and JMC 336, or IA.]

JMC 450. Media Management

(3). Personnel; audience and sales rating; programming and promotion; regulations. [Prereq: JMC 352 and JMC 354, or IA.]

JMC 490. Seminar in Journalism

(1-4). Selected problem, topic, or area treated more intensively than in other offerings. [Prereq: IA. Service fee possible. Rep 3 times.]

JMC 499. Directed Study

(1-4). Promising students pursue journalism and communications material in depth. Papers, oral reports. [Prereq: IA. Rep 3 times.]