

Journalism & Mass Communication

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

LOWER DIVISION

JMC 105. Introduction to Mass Communication (3). The history, economics, ethics, and conflicts in US mass media practices. How mass media laws and industries affect and have affected our culture, economy, and political community over time. Using basic media criticism concepts, we will evaluate the honesty, independence, and productivity of various mass media and the effects they have on individuals and society. [C-LD.]

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

JMC 125. Introduction to Journalism Tools (3). Introduction to journalistic storytelling through audio, still photography, video, and website design.

JMC 134. Photojournalism & Photoshop (3). This course will cover history of photography and photojournalism and skills in the practice of photojournalism (including legal and ethical issues, layout and design principles, caption writing, digital-SLR camera operation, Photoshop software, and optimizing images for publication).

JMC 150. Digital Design (3). Use the Adobe Creative Suite to design publications for 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, 3 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). An introduction to basic video production using field cameras and digital editing.

JMC 160. El Leñador Newspaper (2). This course will focus on the fundamentals of reporting, storytelling, and newspaper production with emphasis on news covering Latinx and diverse communities. Students work collaboratively with classmates to produce the monthly English/Spanish newspaper and create multimedia content for the website ELenadornews.com. [Prereq: JMC 120. CR/NC. Rep.]

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. [C-UD.]

JMC 305. International Mass Communication (3). Comparative press systems and theories; international and cross-cultural communications;

the role of international media as the intersection between social, political and economic institutions. [DCG-n. D-UD.]

JMC 306. History of Mass Communication (3). Evolution of mass media from the development of the written language to the commercialization of the Internet. Media as a catalyst for change in culture and society. How governments and societies suppress change through media repression. [D-UD.]

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. [C-UD; D-UD.]

JMC 318. Media Research (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. Advanced Reporting (3). Advanced interviewing techniques. Locate, examine, and incorporate documents as part of a news reporting process. [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 and JMC 125.]

JMC 323. Public Relations (3). The history, theory, and practice of public relations in a broad range of organizations and institutions, its impact on publics, and its functions in society. The course includes legal and ethical issues, case problems, publicity techniques, and practice in the process of public relations program planning and management.

JMC 324. Advanced News Writing (3). Nonfiction feature writing. Long form and alternative storytelling formats. Read and analyze feature stories from magazines, newspapers, and online publications. [Prereq: JMC 120 and JMC 125.]

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 in-depth reporting techniques and synthesize large amounts of information into a compelling story about an important community issue. [Prereq: JMC 120. Rec: JMC 320.]

JMC 327. Multimedia News Workshop (2). Faculty-supervised workshop for staff of *The Lumbarjack* student newspaper and online publication. Students will produce news stories for publication and Internet broadcast through print, audio, and video media. [Prereq: JMC 120 and JMC 125. CR/NC. Rep 4 times] See major requirements for practicum unit cap.

JMC 328. Media Law (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 332. Media Ethics (3). An examination of ethical issues in news, advertising, public relations, and the entertainment industry.

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. CR/NC. Rep 4 times.] See major requirements for practicum unit cap.

JMC 336. Advanced Video Production (3). Students in this course use professional video cameras and digital editing to effectively report news and information. Advanced production techniques include field camera operation, more advanced uses of digital sound editing and titling. [Prereq: JMC 156.]

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

JMC 360. Advanced El Leñador Newspaper (2). This class will focus on the fundamentals of reporting, storytelling, and newspaper production with emphasis on news covering Latinx and diverse communities. Students work collaboratively with classmates to produce the monthly English/Spanish newspaper and create multimedia content for the website ELenadornews.com. [Prereq: JMC 120. CR/NC. Rep.]

JMC 427. Advanced Multimedia News Workshop (2). This class will focus on advanced reporting and storytelling techniques. You will learn how to do enterprise and explanatory reporting and produce stories using text, audio, and video media. [Prereq: JMC 327. CR/NC. Rep once.]

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 480. Special Topics (1-4).

JMC 482. 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 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.]