

JOURNALISM

Bachelor of Arts degree

with a major in Journalism —

concentrations available in News and Public Relations

Minor in Journalism

Department Chair

Marcy Burstiner

Department of Journalism & Mass Communication

Bret Harte House 52

707-826-4775

www.humboldt.edu/journalism

The Program

Students completing this program will have demonstrated:

- knowledge of media laws and First Amendment rights and limitations
- they understand how media professionals, institutions, and industries produce and shape the news
- they understand ethical principles related to mass media
- they are able to gather information from diverse sources
- they can write clearly in forms and styles appropriate for the communications professions, audiences, and purposes they service
- they can critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- they can tell non-fiction stories across media forms using visual and audio tools and technologies.

The Journalism major prepares students for careers in news, public relations, and related fields. As early as their freshmen year, students can produce multimedia stories for our award-winning student newspaper *The Lumberjack*, *Osprey* magazine, and KRFH radio station.

Our primary focus is on producing good, ethical journalists and media practitioners. But our goal is also to make students more critical thinkers about the media. Students learn ways to communicate information effectively and tell compelling stories across media forms. They study the role of the media in our society and how the media industries shape our culture and are affected by political and economic systems.

Possible careers for our graduating students include: news writer, reporter, editor, magazine writer, page designer, copy editor,

photographer, television or radio reporter, news anchor, broadcast news director, producer, public relations representative, advertising director, sports information director, sports writer, online editor, and webmaster.

Preparation

In high school take English and government and work on school publications.

REQUIREMENTS FOR THE MAJOR

For a description of degree requirements to be fulfilled in addition to those listed below for the major, please see "The Bachelor's Degree" section of the catalog, pp. 66-80.

Journalism majors must complete 45 units major specific coursework.

Core Courses (33 units total)

Lower Division (9 units)

JMC 105	(3) Introduction to Mass Communication
JMC 120	(3) Beginning Reporting
JMC 125	(3) Intro to Journalism Tools

Upper Division (11 units)

JMC 327	(2) Multimedia News Workshop
JMC 328	(3) Media Law
JMC 332	(3) Media Ethics
JMC 480	(3) Special Topics

Take one upper division elective from the following:

JMC 302	(3) Mass Media & Popular Arts
JMC 305	(3) International Mass Communication
JMC 306	(3) Mass Communication History
JMC 309	(3) Analyzing Mass Media Messages

Experiential Learning Courses (10 units)

Take 6 units of lower division experiential learning courses.

JMC 134	(3) Photojournalism & Photoshop
JMC 150	(3) Digital Design
JMC 154	(3) Radio Production
JMC 155	(1) KRFH Workshop
JMC 156	(3) Video Production

Take 4 units of upper division experiential learning courses.

JMC 325	(2) Magazine Production Workshop
JMC 333	(2) Radio News Workshop

JMC 355	(2) Advanced KRFH Workshop
JMC 427	(2) Advanced Multimedia News Workshop
JMC 482	(1-3) Mass Media Internship
JMC 490	(1-4) The KHSU Experience

Select one concentration:

News Concentration (12 units)

Take one of the following:

JMC 318	(3) Media Research, or
JMC 322	(3) Editing

Take 9 units from the following:

JMC 320	(3) Advanced Reporting
JMC 324	(3) Advanced News Writing
JMC 334	(3) Advanced Photojournalism
JMC 336	(3) Advanced Video Production
JMC 450	(3) Media Management

Public Relations Concentration

(12 units)

JMC 322	(3) Editing
JMC 323	(3) Public Relations
JMC 429	(3) Advanced Public Relations

Take one of the following:

JMC 318	(3) Media Research
JMC 354	(3) Media Advertising
JMC 450	(3) Media Management

REQUIREMENTS FOR THE MINOR

Students must complete 16 units in the journalism minor. Completion of this minor will prepare students for careers as reporters, writers, editors, producers, publishers, broadcasters, photographers, page and web designers, public relations and advertising professionals, and media scholars and researchers.

JMC 105	(3) Introduction to Mass Communication
JMC 120	(3) Beginning Reporting

Plus one of the following courses:

JMC 305	(3) International Mass Communication
JMC 306	(3) Mass Communication History
JMC 318	(3) Media Research
JMC 328	(3) Media Law
JMC 332	(3) Media Ethics

Plus seven units of approved courses from those required for the journalism major, including any of the courses listed above.

