

# JOURNALISM

## **Bachelor of Arts degree with a major in Journalism —**

concentrations available in News and  
Public Relations

## **Minor in Journalism** (16 units)

### **Department Chair**

Marcy Burstiner

### **Department of Journalism & Mass Communication**

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## **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, pro-

ducer, 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. 61-77.*

Journalism majors must complete 45 units of coursework:

- Core Requirements: 20 units
- Core Elective: 3 units
- Experiential Learning Courses: 10 units
- Concentration: 12 units

## **Core Courses**

### **Lower Division Core** (9 units)

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

### **Upper Division Core** (11 units)

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

### **Upper Division Elective** (3 units)

- JMC 302 (3) Mass Media & Popular Arts  
JMC 306 (3) Mass Communication History  
JMC 309 (3) Analyzing Mass Media Messages  
JMC 330 (3) International Mass Communication

## **Experiential Learning Courses**

### **Lower Division Experiential Learning Courses** (6 units)

- 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

### **Upper Division Experiential Learning Courses** (4 units)

- JMC 325 (2) Magazine Production Workshop

- JMC 333 (2) Radio News Workshop  
JMC 338 (1-3) Mass Media Internship  
JMC 355 (2) Advanced KRFH Workshop  
JMC 427 (2) Advanced Multimedia News Workshop  
JMC 490 (1-4) Seminar in Journalism

## **Concentrations:**

### **News Concentration** (12 units)

3 units from the following:

- JMC 318 (3) Empirical Research in Communication, **or**  
JMC 322 (3) Editing

Plus 9 units from the following:

- JMC 320 (3) Advanced Reporting  
JMC 324 (3) Advanced News Writing  
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  
JMC 318 (3) Empirical Research in Communication

## **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 306 (3) Mass Communication History  
JMC 318 (3) Empirical Research in Communication  
JMC 328 (3) Media Law  
JMC 330 (3) International Mass Communication

- 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.

