

JOURNALISM

The journalism program provides students with a strong foundation in the basic writing and reporting skills used by many different media professionals. Journalism courses may be taken for CSU transfer credit and fulfill the lower-division requirements for journalism majors. Computer-assisted reporting skills, handling AP wire-service copy and newspaper software production techniques are emphasized. Students work on the award-winning student newspaper, *The Campus Observer*, as well as on internships with the local news media and OCTV.

Career Opportunities

Public affairs officers	News researchers
TV news anchors	Advertising managers
Free-lance writers	Newsletter publishers
Newspaper and TV reporters	Production assistants
Publication design editors	On-line writers
Corporate media consultants	Public relations specialists

Faculty

Full-Time	Part-Time
Gary Morgan	Steven Ames Doug Feldman

Journalism

Associate in Arts Degree

Required Core Course:	Units
JOUR R100 Introduction to Mass Communications	3
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Print Media Option

Required Courses:	Units
JOUR R101 News Writing and Reporting	3
JOUR R102 Intermediate News Writing and Reporting	3
JOUR R103 Beginning News Editing	3
JOUR R104 Journalistic Layout and Design	3
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Required Additional Courses:

Complete six units from the following:	Units
JOUR R108 Introduction to Feature Writing	3
JOUR R111 Broadcast Journalism	3
JOUR R120 Newspaper Desktop Publishing	2*
JOUR R121 Newspaper Photography Lab	2*
JOUR R122 Graphics and Art for Newspapers Lab	2*
JOUR R123 Observer Staff Lab	2*
(*may be repeated once)	
JOUR R133 Advertising	3
JOUR R141 Introduction to Public Relations	3
JOUR R186 International Mass Media	3
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Total Required Units 21

Public Relations Option

Required Courses:	Units
JOUR R101 News Writing and Reporting	3
JOUR R141 Introduction to Public Relations	3
JOUR R142 Public Relations Strategies	3
JOUR R190 Internship in Public Relations	3
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Required Additional Courses:

Choose one from the following:	Units
JOUR R102 Intermediate News Writing	3
JOUR R103 Beginning News Editing	3
JOUR R108 Introduction to Feature Writing	3

JOUR R111 Broadcast Journalism	3
Choose two from the following:	
BUS R132 Marketing	3
BUS R140 Business Communications	3
JOUR R133 Advertising	3
JOUR R186 International Mass Media	3
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Total Required Units	24

Certificate of Achievement

Print Media Option

The Print Journalism certificate program is designed specifically for students who have already completed an Associate's or other degree, who may have identified specific career objectives, or who may face time limitations which preclude the immediate pursuit of an Associate's degree in Journalism. In most cases, completion in one academic year is possible.

Required Courses:	Units
JOUR R100 Introduction to Mass Communications	3
JOUR R101 News Writing and Reporting	3
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Required Additional Courses:

Choose three from the following:	Units
JOUR R102 Intermediate News Writing	3
JOUR R103 Beginning News Editing	3
JOUR R104 Journalistic Layout and Design	3
JOUR R108 Introduction to Feature Writing	3
Choose one from the following:	
CIS R028A Desktop Publishing	2
JOUR R121 Newspaper Photography Lab	2
JOUR R122 Graphics and Art for Newspapers Lab	2
JOUR R123 Observer Staff Lab	2
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Total Required Units 17

[NOTE TO STUDENTS: Completion of requirements for this certificate does not constitute completion of the requirements for the major.]

Public Relations Option

The Public Relations certificate program is designed specifically for students who may have already completed an Associate's or other degree, who may have identified specific career objectives, who may be working in the field and who need to refresh skills, or who may face time limitations which preclude the immediate pursuit of an Associate's degree in Journalism.

Required Courses:	Units
JOUR R100 Introduction to Mass Communications	3
JOUR R101 News Writing and Reporting	3
JOUR R141/ Introduction to Public Relations	3
BUS R141	
JOUR R142/ Public Relations Strategies	3
BUS R142	

Required Additional Courses:

Choose one from the following:	Units
JOUR R103 Beginning News Editing	3
JOUR R133/ Advertising	3
BUS R133	
BUS R132A Marketing	3
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Required Additional Courses:

Choose one from the following:	Units
CIS R028A Desktop Publishing	2
JOUR R121 Newspaper Photography Lab	2
JOUR R122 Graphics and Art for Newspapers Lab	2
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[NOTE TO STUDENTS: Completion of requirements for this certificate does not constitute completion of the requirements for the major.]

Journalism Courses

JOUR R098—Short Courses in Journalism ½-3 units

Lecture and/or lab hours as required by unit formula

Specialized topics designed to inform or update interested persons in the various aspects of journalism. (2)

JOUR R100—Introduction to Mass Communications 3 units

3 hours lecture weekly

This introductory survey course explores various modes and characteristics of mass communication media and critically appraises the nature, consumers, history, legal aspects, and future of mass communications and the impact of mass media upon daily American life. Field trips may be required. (2)

Transfer credit: UC, CSU (CAN: JOUR 4)

JOUR R101—News Writing and Reporting 3 units

2 hours lecture, 3 hours lab weekly

This beginning news writing course provides instruction and practice in news reporting and the fundamentals of news writing, with analysis of typical news story types. Concentration is on lead and simple story types, the organization and structure of news stories, interviewing techniques, and the style of journalism. Field trips may be required. (2)

Transfer credit: CSU (CAN: JOUR 2)

JOUR R102—Intermediate News Writing and Reporting 3 units

Prerequisites: JOUR R101.

2 hours lecture, 3 hours lab weekly

This course teaches news gathering and writing techniques in more specialized areas: the longer news story, the series, investigative reporting, editorial writing, column and review writing, and human interest writing. Students will be members of the *Campus Observer* newspaper reporting staff. Field trips may be required. (2)

Transfer credit: CSU

JOUR R103—Beginning News Editing 3 units

2 hours lecture, 3 hours lab weekly

Introduction to techniques of news editing in various aspects with emphasis on computerized editing and headline writing. Aspects include copy reading and editing, photo editing and scaling, caption writing and preparation, headline writing, type specification and basic page design using computer design systems. Heavy concentration on developing practical skills. Students gain practical experience by working in conjunction with publication of weekly campus newspaper. Individual instruction and instruction in use of computer software supplements staff work.

Transfer credit: CSU

JOUR R104—Journalistic Layout and Design 3 units

2 hours lecture, 3 hours lab weekly

Instruction in fundamentals of layout and design, with special emphasis on desktop publishing and computerized editing, for graphic reproduction. Course includes principles of design and techniques of layout using computer design and graphic arts software. Laboratory work provided on college publications.

Transfer credit: CSU

JOUR R105—Magazine Production 2 units

1 hour lecture, 3 hours lab weekly

Practical experience in all facets of magazine production, including letting of contracts, selection of theme and type styles, planning of copy and photography for layouts, writing of articles, editing, proofreading, and preparing copy for printing college magazine. Course may be taken two times. (2)

Transfer credit: CSU

JOUR R108—Introduction to Feature Writing 3 units

(1) = Credit/No Credit only (2) = Credit/No Credit at student's option

3 hours lecture weekly

Introduction to special techniques used in magazine and newspaper feature stories, including those used in research and information gathering. Students will be introduced to free-lance writing skills as well as manuscript preparation and submission techniques.

Transfer credit: CSU

JOUR R111—Broadcast Journalism 3 units

3 hours lecture weekly

Preparation and writing of news and features for radio and television newscasts, with instruction and practical work, and including special techniques and devices available to the broadcast journalist. Although concentration is on broadcast newscast, study of the radio/TV "magazine" information program is also included. Field trips to local broadcast media and guest speakers when appropriate. (2)

Transfer credit: CSU

JOUR R120—Newspaper Desktop Publishing 2 units

6 hours lab weekly

This course introduces students to newspaper design using desktop publishing technology and techniques. In a laboratory setting, students will use contemporary desktop publishing technology to develop skills necessary to design a newspaper. Students work will involve contributing to the production of the student newspaper, the *Campus Observer*. (2)

Transfer credit: CSU

JOUR R121—Newspaper Photography Lab 2 units

6 hours lab weekly

Hands-on experience in newspaper photography techniques, including composition, darkroom procedure, reproduction technology. Students will work as photographers for the student newspaper. Course may be taken two times. (2)

Transfer credit: CSU

JOUR R122—Graphics and Art for Newspapers Lab 2 units

6 hours lab weekly

Practical work in use of graphics and artwork in newspapers. Course will focus on charts, info-graphics, cartoons, and line art. Student's work will appear in the student newspaper. Course may be taken two times. (2)

Transfer credit: CSU

JOUR R123—Observer Staff Lab 2 units

6 hours lab weekly

Specialized instruction in the preparation of the college newspaper. Course may be taken four times. (2)

Transfer credit: CSU

JOUR R133—Advertising 3 units

3 hours lecture weekly

Practical application of principles of advertising for large and small businesses, including advertising theory, layout production, printing, and production processes. (Same as BUS R133)

Transfer credit: CSU

JOUR R141—Introduction to Public Relations 3 units

3 hours lecture weekly

An introductory analysis and practical exploration of the fundamental tools available to the public relations specialist: the press release, feature stories, broadcast media, institutional publications. An introduction to promotional staging, slide show, and five primary steps in the public relations process. (Same as BUS R141)

Transfer credit: CSU

JOUR R142—Public Relations Strategies 3 units

3 hours lecture weekly

An appraisal of the essential processes in the public relations activity, with concentration on aspects of promotion and staging, problem solving, and the role of public relations vis a vis various target audiences, including customers, management, employee relations, stockholders. Guest speakers as appropriate. (Same as BUS R142)

Transfer credit: CSU

JOUR R186—International Mass Media 3 units

3 hours lecture weekly

Course examines both global and national media and evaluates such issues as government regulation, advocacy, and the impact of technology. The course also explores differences of print, broadcast, and other media around the world. (Same as BUS R186)

Transfer credit: UC, CSU

JOUR R190—Internship in Public Relations 3 units

9 hours lab weekly

Actual field work as an intern in a professional setting under the supervision of a trained public relations expert, as well as the instructor. Students will receive on-the-job exposure to all aspects of public relations, especially those studied in JOUR R141 and JOUR R142. (Same as BUS R190A) (2)

Transfer credit: CSU

JOUR R199—Directed Studies in Journalism 1-3 units

Lecture and/or lab hours as required by unit formula

Designed for selected students interested in furthering their knowledge of journalism on an independent basis. Assigned problems will involve library, interview, and field work. Course may be taken two times. (2)

Transfer credit: CSU