

Area: Humanities
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Degree: A.A. - Journalism and Mass Communication
 A.A. for Transfer - Journalism and Mass Communications

Journalism and Mass Communication Degree
Major Code: 011164A01

This program offers comprehensive training for careers in journalism and communications. Students learn how to create journalistic content for a variety of media platforms, including print, broadcast and online. The program covers news writing and reporting, public relations writing and techniques, photojournalism, and multimedia journalism. It also offers instruction in design and production for both print and online media products.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- write and edit news, features, editorials, and press releases that adhere to professional journalistic standards for a variety of outlets.
- conduct research and evaluate information using appropriate methods.
- analyze and evaluate media materials for credibility, fairness, accuracy, appropriate style and grammatical correctness.
- apply journalism ethics and law appropriate to professional practice.
- complete journalistic assignments on deadline.
- create multimedia to accompany text news and feature stories in a variety of formats.
- design, develop and lay out pages for different types of publications using a variety of software programs and applying visual design principles.
- identify and explain the processes, elements, history, theory, and effects of journalism and modern mass media in society.

Career Opportunities

This program is designed to train students for entry-level positions as reporters, writers, editors, producers, photographers, designers, copy editors, and fact checkers for newspapers, magazines, broadcast outlets, websites and other media platforms. It also trains them for entry-level communications/public relations positions that include writing, editing, photography, and/or page layout and design duties. Some career options may require more than two years of college study. This program prepares journalism/mass communications students who plan to transfer to four-year institutions.

Requirements for Degree	29 Units
JOUR 300 Newswriting and Reporting	3
JOUR 310 Mass Media and Society	3
JOUR 320 Race and Gender in the Media	3
JOUR 351 Public Relations Writing and Media Techniques	3
JOUR 361 Multimedia Journalism	3
JOUR 404 Editing and Production	3
JOUR 410 College Media Production I.....	3
JOUR 411 College Media Production II.....	3
JOUR 412 College Media Production III.....	3

A minimum of 2 units from the following: 2
 JOUR 420 College Media Production Lab I (0.5 - 3)
 JOUR 421 College Media Production Lab II (0.5 - 3)

Associate Degree Requirements: The Journalism and Mass Communication Associate in Arts (A.A.) Degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

Journalism and Mass Communication A.A. for Transfer Degree

Major Code, CSU GE: 011168A01
Major Code, IGETC: 011168A02

This degree provides students with a major that fulfills the general requirements of the California State University for transfer. Students with this degree will receive priority admission with junior status to the California State University system.

The Associate in Arts in Journalism for Transfer (A.A.-T) may be obtained by the completion of 60 transferable, semester units with a minimum of a 2.0 GPA, including (a) the major or area of emphasis described in the Required Program outlined below (earning a C or better in these courses), and (b) the Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements.

Students interested in transferring to a CSU campus to pursue a bachelor's degree in Journalism should meet with a counselor to confirm the courses required for lower division preparation in the major.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- analyze content of newspapers, magazines, and online media.
- demonstrate an understanding of basic news, feature writing, and reporting in print and on-line media.
- critique his or her own journalistic work and the work of others.
- apply knowledge of grammar and AP style to create mass media products that conform to journalistic conventions.
- produce news and feature articles and/or news and feature photographs for publication in a newspaper or on-line publication.
- apply principles of audience and journalistic ethics to writing and photography, especially as the student's journalistic work relates to gender, ethnicities, and culture.
- demonstrate understanding of the fundamentals of mass media theories, concepts, and practices as they relate to gender, ethnicity, and cultural constructs.

Career Opportunities

The Journalism AA-T degree prepares students for careers in print, broadcast, and online news media.

Requirements for Degree	18 Units
JOUR 300	Newswriting and Reporting3
JOUR 310	Mass Media and Society3
JOUR 410	College Media Production I3
A minimum of 3 units from the following: 3	
JOUR 301	Advanced Newswriting and Reporting (3)
JOUR 351	Public Relations Writing and Media Techniques (3)
JOUR 360	Photojournalism (3)
JOUR 361	Multimedia Journalism (3)
JOUR 411	College Media Production II (3)
A minimum of 6 units from the following: 6	
ARTPH 300	Basic Art Photography (3)
ECON 304	Principles of Microeconomics (3)
or ECON 302	Principles of Macroeconomics (3)
ENGWR 482	Honors Advanced Composition and Critical Thinking (3)
or ENGWR 302	Advanced Composition and Critical Thinking (3)
JOUR 320	Race and Gender in the Media (3)
JOUR 350	Writing for Broadcasting (3)
POLS 481	Introduction to Government: United States - Honors (3)
or POLS 301	Introduction to Government: United States (3)
PSYC 330	Introductory Statistics for the Behavioral Sciences (3)
SPEECH 311	Argumentation and Debate (3)
SPEECH 361	The Communication Experience (3)
STAT 305	Statway, Part II (6)
or STAT 300	Introduction to Probability and Statistics (4)

Associate in Arts for Transfer Degree Requirements: The Associate in Arts in Journalism and Mass Communications for Transfer (AA-T) degree may be obtained by completion of 60 transferable, semester units with a minimum 2.0 GPA, including (a) the major or area of emphasis described in the Required Program, and (b) either the Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements.

Journalism

JOUR 300 Newswriting and Reporting 3 Units

Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.

General Education: AAI/AS Area II(b)

Course Transferable to CSU

Hours: 54 hours LEC

This course covers evaluating, gathering, and writing news in accepted journalistic style for different types of media under newsroom conditions. Topics include personal interviews, along with coverage of speeches, meetings, and other events. In addition, the role of the reporter and the legal and ethical issues related to reporting are examined. (C-ID JOUR 110)

JOUR 301 Advanced Newswriting and Reporting 3 Units

Prerequisite: JOUR 300 with a grade of "C" or better

Course Transferable to CSU

Hours: 54 hours LEC

This course covers the development of advanced skills of reporting, interviewing, and writing in the range of work handled by a general assignment reporter. It emphasizes in-depth research, critical analysis, and story format. It also introduces feature and editorial writing. (C-ID JOUR 210)

JOUR 310 Mass Media and Society 3 Units

General Education: AAI/AS Area V(b); CSU Area D7; IGETC Area 4

Course Transferable to UC/CSU

Hours: 54 hours LEC

The course is a survey of the mass media. It covers the history, philosophy, structure, and trends of mass media, as well as the theories that help to explain its effects on social institutions. It includes an exploration of economics, technology, law, ethics, and social issues, including cultural and ethnic diversity. (C-ID JOUR 100)

JOUR 320 Race and Gender in the Media 3 Units

General Education: AAI/AS Area V(b); AAI/AS Area VI; CSU Area D3; CSU Area D4; CSU Area D7; IGETC Area 4C

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course examines the roles of gender, ethnicity, and social class as represented and documented in the mass media. These issues are analyzed within the context of media content, development, policy, and ownership, including stereotypes and the role of alternative and community media. Critical thinking is emphasized through the review of mass media, focusing on the contributions of diverse groups to mass media and mass communication as an agent and documenter of social change.

JOUR 340 Writing for Publication 3 Units

Advisory: Eligibility for ENGWR 300 or ESLW 340

Course Transferable to CSU

Hours: 54 hours LEC

This course introduces writing non-fiction for publication. Emphasis is on analyzing magazines; finding ideas; writing a query letter; developing a saleable magazine idea and article; researching and interviewing; as well as organizing, writing and marketing an article. Field trips may be required.

JOUR 350 Writing for Broadcasting 3 Units

Course Transferable to CSU

Hours: 54 hours LEC

This course introduces the theory and technique of writing for the broadcast media. It includes reporting for radio and television news, writing and storyboarding commercials and public service programming, and an introduction to production techniques. It is recommended for students as preparation for work in broadcasting, instructional media, and related fields.

JOUR 351 Public Relations Writing and Media Techniques 3 Units

Advisory: ENGWR 102 and ENGRD 116 with a grade of "C" or better; OR ESLR 320 and ESLW 320 with a grade of "C" or better.

Course Transferable to CSU

Hours: 54 hours LEC

This course is a study of public relations (PR), including planning PR campaigns, preparing client messages for newspapers, magazines, radio, broadcast and online outlets, and working with reporters to position stories. It examines public relations techniques in business, education, entertainment, social service, and other fields. It also covers crisis PR. Field trips may be required. (C-ID JOUR 150)

JOUR 360 Photojournalism 3 Units

Prerequisite: ARTPH 300 or ARTPH 305 with a grade of "C" or better, or equivalent photo experience as determined by the instructor
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course is an introduction to the theory and technique of telling stories with pictures. The role of the photojournalist in the media, pertinent ethical and legal issues, and professional standards are emphasized. Topics include digital still camera operation, composition and lighting, digital image processing, news judgment, and accuracy. Also covered are environmental portraits, photo stories, and feature, sports, and breaking news photography. (C-ID JOUR 160)

JOUR 361 Multimedia Journalism 3 Units

Prerequisite: JOUR 360 with a grade of "C" or better
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course is an introduction to the theory and technique of combining still images, audio, and video to create multimedia photojournalism content for distribution via the Internet. It provides practical experience in capturing and editing still images, audio, and video with software such as Adobe Photoshop, Audacity, Soundslides Pro, and Apple's iMovie and Final Cut Pro. A digital, still or video camera is required. (C-ID JOUR 120)

JOUR 404 Editing and Production 3 Units

Advisory: JOUR 300
Course Transferable to CSU
 Hours: 54 hours LEC

This course provides instruction and practice in editing and design, including page makeup, copy editing, photo editing, legal/ethical issues and production methods for newspapers, magazines, and other publications. It also includes preparing, planning, and organizing publications.

JOUR 410 College Media Production I 3 Units

Prerequisite: JOUR 300 with a grade of "C" or better
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course offers hands-on experience in reporting, writing, photography, layout, and online production skills. This course provides preparation for transfer work in journalism or entry-level jobs in the field. (C-ID JOUR 130)

JOUR 411 College Media Production II 3 Units

Prerequisite: JOUR 410 with a grade of "C" or better
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course builds on experience gained in JOUR 410. It focuses on intermediate writing and production skills, using the school newspaper The American River Current and its online companion www.arcurent.com, as a practical laboratory. The course provides the opportunity to work in at least two of the following areas: researching, writing, and editing articles for the two publications; taking photographs and creating graphic illustrations; developing multimedia stories; or designing pages. Ethical and legal aspects of communication are also covered. (C-ID JOUR 131)

JOUR 412 College Media Production III 3 Units

Prerequisite: JOUR 411 with a grade of "C" or better
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course builds on the experience gained in JOUR 411. It focuses on advanced intermediate writing and production skills, using the school newspaper The American River Current and its online companion www.arcurent.com, as a practical laboratory. The course provides the opportunity to work in at least three of the following areas: researching, writing, and editing articles for the two publications; taking photographs and creating graphic illustrations; developing multimedia stories; or designing pages. Ethical and legal aspects of communication are also covered.

JOUR 413 College Media Production IV 3 Units

Prerequisite: JOUR 412 with a grade of "C" or better
Course Transferable to CSU
 Hours: 36 hours LEC; 54 hours LAB

This course builds on the experience gained in JOUR 412. It focuses on advanced writing and production skills, using the school newspaper The American River Current and its online companion www.arcurent.com, as a practical laboratory. It provides the opportunity to produce work in each of the following areas: researching, writing, and editing advanced and in-depth articles for the two publications; taking photographs and creating graphic illustrations; developing multimedia stories; and designing pages. Ethical and legal aspects of communication and media leadership/management are also covered and students are expected to serve in leadership roles.

JOUR 420 College Media Production Lab I .5-3 Units

Corequisite: JOUR 404 or 410
Course Transferable to CSU
 Hours: 27-162 hours LAB

This lab course provides inexperienced journalism students with hands-on instruction in writing, editing, photography, design and computer-based publication. This includes one-on-one and small-group instruction in publication software, such as Adobe Creative Suite programs, and Web content management systems.

JOUR 421 College Media Production Lab II .5-3 Units

Prerequisite: JOUR 420 with a grade of "C" or better
Corequisite: JOUR 404 or 411
Course Transferable to CSU
 Hours: 27-162 hours LAB

This lab course provides experienced journalism students with hands-on instruction in writing, editing, photography, design and computer-based publication, as well as instruction in newsroom management and leadership. This includes advanced lessons in publication software, such as Adobe Creative Suite programs, and Web content management systems.

JOUR 495 Independent Studies in Journalism 1-3 Units

Course Transferable to CSU
 Hours: 54-162 hours LAB

Independent Study is an opportunity for the student to extend classroom experience in journalism, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in journalism and secure approval. Only one independent study for each catalog course will be allowed.