**JOURNALISM (JOURNLSM)**

**Courses**

**JOURNLSM 220 FOUNDATIONS OF ADVERTISING 3 Units**
A survey of advertising and its role as an institution in society, both as a marketing tool and as a communication process.

**JOURNLSM 224 MEDIA CRITICISM 3 Units**
An introduction to critical and analytical approaches to writing about narrative performative and media texts, such as film, television, stage plays, and digital/online texts. Students will learn about the form and historical/production contexts of media texts and will write reviews and critical analyses of specific films, TV shows, video games, and other texts, for a variety of outlets and audiences.

**JOURNLSM 227 WRITING FOR NEWS MEDIA 3 Units**
Introduction to journalistic writing in the styles appropriate to various mass media. Includes a review of writing fundamentals. Emphasis is placed on selecting, organizing and structuring information. Practice in writing for print, broadcast, and Web journalism is included.

**JOURNLSM 237 REPORTING FOR NEWS MEDIA 3 Units**
An introduction to reporting for the news media. Students will learn interviewing and research skills, develop news and feature stories, and work with basic digital equipment to create content for print and online news operations. Stories will be told through text and through audio, video and other digital formats.

**JOURNLSM 241 ELECTRONIC MEDIA COPYWRITING 3 Units**
The course is designed as an introduction to the theory and practice of writing for the electronic media, principally radio and television. The course will provide intensive practice through writing assignments of commercial copy, program continuity copy, and public service announcements for radio and television. There will also be practice in the development and organization of various program types including talk, interview, discussion, news, and documentary programs.

**JOURNLSM 245 PUBLICATION EDITING 3 Units**
The course covers the proper use of language, spelling, punctuation and accepted writing style in news stories. It concentrates on use of the Associate Press Stylebook to check capitalization, abbreviations, numerals, and titles. Grammar fundamentals, sentence structure and news format are covered.

**JOURNLSM 248 PUBLICATION LAYOUT 3 Units**
This course is a study of newspaper, magazine and on-line production that integrates working with text with layout and technological considerations. Building on the editing, writing of headlines and cutlines, proofreading and considering of newsworthiness practiced in Publication Editing, the course integrates these skills with selection and placement of graphic elements, proofreading page layout, selection and placement of stories, editorial responsibilities and basics of print media production, including newspapers, magazines, newsletters and online services. This is a lecture/demonstration/laboratory course in which information is presented for students to apply in practical situations.

**JOURNLSM 251 SCHOOL PUBLICATIONS: EDITORIAL Repeatable 1 Units**
A laboratory journalism course in which the student elects to work on the University newspaper or photo staff. A student may earn 1 hour of credit for each term of work and a maximum of 3 credits toward graduation.

**JOURNLSM 291 TRAVEL STUDY Repeatable 1-3 Units**
Variable topics. Faculty-led courses abroad.

**JOURNLSM 303 FEATURE WRITING 3 Units**
A study of feature writing and editorial writing and their roles in print publications. Experience in writing feature articles and opinion pieces.

**JOURNLSM 304 SPORTS JOURNALISM 3 Units**
Methods, techniques and writing styles of past and present sports writers, to emphasize sports writing and to focus some concern for the social and political issues that affect sports and sports coverage.

**JOURNLSM 305 HISTORY OF MASS COMMUNICATION 3 Units**
An overview of the origin, development, strengths and weaknesses, and achievements of mass communication in the United States, with particular attention to the interrelationship between mass communication and society.

**JOURNLSM 309 MEDIA ETHICS 3 Units**
This course exposes students to ethical theory in the context of rapid technological change and the means to acquire ethical analytical abilities. This two-tiered approach first examines the relationship between professional ethics and social philosophy to establish a framework for understanding the relationship between media practice and democratic society.

**JOURNLSM 310 PUBLICATION PHOTOGRAPHY 3 Units**
Study of photography in which students concentrate on producing pictures suitable for publication in newspapers, magazines and on-line publications.

**JOURNLSM 320 ADVERTISING COPYWRITING AND LAYOUT 3 Units**
Study of the strategy and principles used to develop copy and visuals for persuasive messages in advertising, sales promotion, direct response, interactive and other brand communication. Students will apply the principles they learn by writing and designing messages across various media and for a variety of products and services. Students will also gain presentation experience.

**JOURNLSM 322 ADVERTISING MEDIA PLANNING AND BUYING 3 Units**
This course provides an overview of the development of advertising media objectives and strategies. It examines the characteristics of the various media and the principles of media scheduling and buying. Students will learn how to evaluate media for the purpose of selecting the media and media vehicles that will most effectively deliver advertising messages to the target audience. Students will receive instruction in effective media planning and buying and will be able to practice putting media plans into action. This course examines the media of advertising and emphasizes development of advertising media objectives and strategies and provides practice in implementing those strategies.

**JOURNLSM 227 OR JOURNLSM 220 OR COMM 203**

**JOURNLSM 227 OR JOURNLSM 220 OR COMM 203**
JOURNALISM 332 PRACTICUM IN TELEVISION NEWS Repeatable 1-3 Units
The core of the class will be the planning and execution of regularly scheduled live television news programs that will be produced in the studio of Cable 6. The instructor of the class will guide the students in that activity. Students in the course will each have a specific role to play in the production, and the number of credits earned will depend on each student’s specialization. Each student’s role will be assigned by the instructor according to experience and courses completed. Typically, students who have taken courses in Newswriting and Broadcast Newswriting and Production will be reporters, editors or assignment editors. Students who have completed the announcing course will serve as announcers. Others who have taken courses in television production will serve as photojournalists and video editors. Each week the newscasts will be critiqued at a joint session in which all students participate.
PREREQ: COMM 238 AND EITHER JOURNALISM 227 OR JOURNALISM 241/JOURNALISM 241

JOURNALISM 341 TELEVISION NEWS REPORTING AND PRODUCTION 3 Units
Television News Reporting and Production is a course in the theory and practice of reporting and practice of reporting, photographing, writing, editing and presenting television news. Students will also enroll concurrently in Practicum in Television News (COMM/JOURNALISM 332) for one unit.
PREREQ: COMM 238 AND EITHER JOURNALISM 227 OR JOURNALISM 241/JOURNALISM 241

JOURNALISM 347 JOURNALISM FOR THE WEB 3 Units
Students will become proficient in the use of Web-related journalistic tools to attract and retain an online audience. Topics will include site design, content management systems, social media and Web metrics.
PREREQ: JOURNALISM 237

JOURNALISM 364 ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGEMENT 3 Units
This course provides students with specific knowledge and preparation for the effective management of a corporate department or independent agency in public relations or advertising. Special emphasis will be on insights from research and practice, especially in terms of the social and economic affects of public relations’ and advertising’s communication efforts. Additional analysis and assessment of operations decision making for public relations and advertising situations and cases will also be covered.
PREREQ: COMM 302 OR JOURNALISM 322 RESTRICTED TO STUDENTS WITH A MAJOR OF JOURNALISM W/ADVERTISING EMPHASIS OR COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A MINOR OF ADVERTISING OR COMMUNICATION W/PUBLIC RELATIONS EMPHASIS

JOURNALISM 420 LAW OF MASS COMMUNICATION 3 Units
Study of law as applied to the mass media with particular emphasis on freedom of information, libel, privacy, contempt, commercial speech, regulation of electronic media and copyright regulation.
PREREQ: JOURNALISM 227 OR JOURNALISM 220 OR COMM 131

JOURNALISM 423 ADVERTISING CAMPAIGNS 3 Units
Sales problems in advertising; the planning and execution of an advertising campaign; choice of advertising media; market and consumer research; a study of advertising as an institution and its role in communications, society, our economy and business.
PREREQ: JOURNALISM 275 AND JOURNALISM 320 AND JOURNALISM 322; COREQ: JOURNALISM 364 AND JOURNALISM 309

JOURNALISM 425 ADVANCED ADVERTISING CREATIVE 3 Units
Students apply copywriting, layout, research, and strategy skills gained in other advertising courses to hands-on development of portfolio-quality creative materials. Projects require strong conceptualization, writing, and presentation skills and the ability to use criticism to improve creative work. Especially helpful for students planning to work in advertising writing and design.
PREREQ: JOURNALISM 320

JOURNALISM 430 COMMUNICATION AND PUBLIC OPINION 3 Units
The role of the mass media of communication in the formation of public opinion. Use of social science techniques for studying public opinion will be examined.
PREREQ: JOURNALISM 227 OR JOURNALISM 220 OR ANY COURSE IN POLITICAL SCIENCE OR SOCIOLOGY, AND EITHER JUNIOR STANDING OR INSTRUCTOR CONSENT

JOURNALISM 431 MASS COMMUNICATION IN SOCIETY 3 Units
A course which examines the functions and effects of mass media in our society. Theoretical bases for assessing social, behavioral and cultural influences are emphasized.
PREREQ: COMM 131 OR COMM 202 OR JOURNALISM 227 OR JOURNALISM 220

JOURNALISM 486 JOURNALISM CAPSTONE: PUBLIC AFFAIRS 3 Units
This senior-level course brings together those skills of writing, reporting and media production. Assignments will focus on coverage of government, including meetings and public documents. Each student will produce a capstone project in text, audio, video, still photography or a hybrid of those media.
PREREQ: JOURNALISM 227 AND JOURNALISM 237 AND SR STANDING OR CONSENT OF DEPT CHAIR; RESTRICTED TO STUDENTS WITH A MAJOR OF JOURNALISM W/BROADCAST/PRINT/WEB EMPH OR W/INTERNATIONAL JOURNALISM EMPH OR WITH A MINOR OF JOURNALISM COREQ: JOURNALISM 309 AND JOURNALISM 420

JOURNALISM 491 TRAVEL STUDY Repeatable 1-3 Units
Variable topics. Faculty-led courses abroad. Repeatable

JOURNALISM 493G INTERNSHIP IN JOURNALISM Repeatable 1-3 Units
Professional experiences in which the student who aspires to a career in journalism works for an approved internship setting in broadcasting, on-line, or print journalism under the supervision of a professional in that field.

JOURNALISM 493A INTERNSHIP ADVERTISING Repeatable 1-3 Units
Professional experience in which the student who aspires to a career in advertising works for an approved employer in his/her area of interest under the supervision of a professional in that field.

JOURNALISM 494 SEMINAR Repeatable 1-4 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member. Repeatable.

JOURNALISM 496 SPECIAL STUDIES Repeatable 1-4 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

JOURNALISM 497 EXCHANGE STUDY Repeatable 1-12 Units
Variable topics. Repeatable

JOURNALISM 498 INDEPENDENT STUDY Repeatable 1-3 Units
Study of a selected topic or topics under the direction of a faculty member. Repeatable.
PREREQ: JUNIOR/SENIOR STATUS