

JOURNALISM AND MASS COMMUNICATION

College of Liberal Arts

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Career Possibilities

Journalist • Copy Writer • Editor • Online Journalist • Multimedia Journalist • Public Relations Practitioner • Proofreader • Technical Writer • Freelance Writer • Reporter • Newscaster • Critic • Sports Writer • Photojournalist • Radio/TV Scriptwriter • Sales Representative • Marketing Researcher • Educator • Fund Raiser (Some of these, and other careers, require additional education or experience. For more information, see www.careers.csulb.edu.) Various entry-level trainee positions in business and industry are available for graduates regardless of academic discipline.

Introduction

The Department of Journalism and Mass Communication offers undergraduate curricula in journalism and public relations. Students should contact the department office for referral to an appropriate faculty adviser for developing a study plan.

The department houses the campus newspaper, the Daily Forty-Niner, which serves the campus community and other constituencies as well as Dig magazine, the Online Forty-Niner, the Dig Online, the Summer Forty-Niner and Beach News, an online newscast.

Broadcast journalism students also work at radio outlets when opportunities present themselves. They also work with Advanced Media Productions to produce a weekly cable television program. Advanced students are strongly encouraged to participate in the department's internship program. Within the limits of its resources, the department helps graduating seniors and alumni find professional positions.

Bachelor of Arts in Journalism (120 units)

General Requirements

Computer Prerequisites to Entering Journalism Classes:

All students entering journalism skills courses must be familiar with at least one established word-processing program at the level of at least 40 words per minute.

Professional Skills:

JOUR 101, 120 and 311 are the basic writing and reporting courses for journalism and are prerequisites for most upper division skills courses in the department.

Residency Requirements:

Transfer students must complete at least 50 percent of their upper-division journalism units at CSULB. Journalism courses taken on another campus may not be substituted for CSULB journalism courses without the approval of the CSULB Department of Journalism and

Mass Communication.

Distribution of Units:

Journalism majors may apply no more than 40 units of journalism courses toward the 120 units required for the degree of Bachelor of Arts. Students should meet with a journalism adviser before declaring the major and the minor.

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Journalism majors are required to have a minor or a double-major. Each CSULB department defines its own minor, and these vary between 18 and 24 units. Students interested in pursuing the Single-Subject Credential in English/Journalism should consult the teaching credential adviser in the Department of English.

By default, students are placed in the Journalism program but may also choose to pursue a Specialization in Public Relations.

Bachelor of Arts in Journalism

Specific Requirements for the Journalism Degree

This degree program requires 40 units in the major, of which seven are lower division and 33 are upper division.

Lower Division:

Take all the following courses:

JOUR 101 English for Media Writers (1)
Prerequisite: None

JOUR 110 Introduction to Mass Communications (3)
Prerequisite/Corequisite: One GE Foundation.

JOUR 120 Writing Across the Media (3)
Prerequisite: None

Upper Division:

Take all of the following:

JOUR 311 Reporting and Information Gathering (3)
Prerequisites: JOUR 120 with a grade of "C" or better.

JOUR 340 Introduction to Online Media (3)
Prerequisite: JOUR 311 with a grade of "C" or better.

JOUR 430 Law of Mass Communications (3)
Prerequisite: Junior or senior standing.

JOUR 431 Mass Media Ethics (3)
Prerequisite: Junior or senior standing.

JOUR 495 Senior Seminar (3)
Prerequisite: JOUR 311 with a grade of "C" or better, senior standing.

Take two courses chosen from the following:

JOUR 312I, 315, 370, 412, 415, 418, 494

Take three units total from the following:

JOUR 497, 498

Take three courses from the following:

JOUR 300, 305, 310, 316, 318, 320, 321, 331, 374, 380, 382, 405, 420, 422, 440, 471, 478, 480, 482, 490, 499.

In addition to the "C" average in the overall major and the "C" average in the upper division major at CSULB, both of which are required by the University, journalism majors must earn a "C" or better in each of these core courses:

JOUR 110, 120, 311, 340, 430, 431 and 495.

Specialization in Public Relations

Requirements

This specialization requires 40 units in the major, of which seven are lower division and 33 are upper division.
Lower Division:

Take all the following courses:

- JOUR 101 English for Media Writers (1)
Prerequisite: None
- JOUR 110 Introduction to Mass Communications (3)
Prerequisite/Corequisite: One GE Foundation.
- JOUR 120 Writing Across the Media (3)
Prerequisite: None

Upper Division:

Take all the following courses:

- JOUR 311 Reporting and Information Gathering (3)
Prerequisites: JOUR 120 with a grade of "C" or better.
- JOUR 370 Principles of Public Relations (3)
Prerequisite: None
- JOUR 374 Written Communication Public Relations (3)
Prerequisites: JOUR 120, 370.
- JOUR 430 Law of Mass Communications (3)
Prerequisite: Junior or senior standing.
- JOUR 431 Mass Media Ethics (3)
Prerequisite: Junior or senior standing.
- JOUR 471 Public Relations Mgmt and Campaigns (3)
Prerequisites: JOUR 311, 374.
- JOUR 478 Public Relations Case Studies (3)
Prerequisites: JOUR 311, 374.

Take three units total from the following:

JOUR 497, 498

Take three courses from the following:

JOUR 300, 305 (recommended for public relations), 310, 312I, 315, 316, 318, 320, 321, 331, 340 (recommended for public relations), 380, 382, 405, 412, 415, 418, 420, 422, 440, 480, 482, 490, 494 (highly recommended for public relations), 495 and 499.

In addition to the "C" average in the overall major and the "C" average in the upper division major at CSULB, both of which are required by the University, journalism majors specializing in Public Relations must earn a "C" or better in each of these core courses:

JOUR 110, 120, 311, 430, 431, 370, 374, 471, 478.

Minor in Journalism

A minimum of 21 units including the following:

- JOUR 110 Introduction to Mass Communications (3)
Prerequisite/Corequisite: One GE Foundation.
- JOUR 120 Writing Across the Media (3)
Prerequisite: None
- JOUR 311 Reporting and Information Gathering (3)
Prerequisites: JOUR 120 with a grade of "C" or better.
- JOUR 430 Law of Mass Communications (3)
Prerequisite: Junior or senior standing.
- JOUR 431 Mass Media Ethics (3)
Prerequisite: Junior or senior standing.

Journalism Courses (JOUR)

LOWER DIVISION

101. English for Media Writers (1)

Intensive review of grammar, word usage, spelling, and the principles of clear and concise writing for student writers who seek careers in the mass media.

Letter grade only (A-F). (1 hour skills.)

110. Introduction to Mass Communications (3)

Prerequisite/Corequisite: One GE Foundation.

Origins, development and contemporary role of newspapers, magazines, radio, television, books, new media and films, and such related fields as advertising and public relations.

Letter grade only (A-F). (Lecture/Discussion 3 hours)

120. Writing Across the Media (3)

Course provides introductory overview on writing techniques used in the print media, in broadcast media, in online media and in preparation of materials for media professionals by public relations practitioners. Focus is on writing news stories and meeting deadlines.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

126. Narrative Writing for Journalism (3)

A gateway course to journalistic screen writing dedicated to helping students express themselves through story while introducing them to a variety of delivery media and narrative formats.

Letter grade only (A-F).

160. Understanding News Media (3)

Prerequisite: GE Foundation requirements.

Develop critical thinking through the examination of news media in the United States including print, television and online news sources, news narratives, journalistic methodologies, ownership patterns, value systems, thought processes, effects and trends.

Not open for credit to students with credit in JOUR 220.

UPPER DIVISION

General Education Category A must be completed prior to taking any upper division course except upper division language courses where students meet formal prerequisites and/or competency equivalent for advanced study.

300. Beginning Photojournalism (3)

Prerequisites: JOUR 311 with a grade of "C" or better.

Techniques of photojournalism for newspapers, magazines, corporate communications, new media and public relations. Course covers types of photos needed for all aspects of editorial photography, including lighting, use of filters, working with subjects and the photo picture page.

Letter grade only (A-F).

305. Media Design (3)

Prerequisites: JOUR 120.

Gives students experience in design of printed and online materials. Examines theories, principles and techniques of contemporary media design. Covers historical roots of media design and acquaints students with use of photographs, illustrations, graphs, type and color in visual communication.

Letter grade only (A-F).

310. Writing for the Daily Forty-Niner (3)

Prerequisites: "C" or better in JOUR 120, or consent of instructor.

Students cover a beat and/or write general assignment stories as well as produce online story packages for the Daily Forty-Niner newspaper and website.

Letter grade only (A-F).

311. Reporting and Information Gathering (3)

Prerequisites: JOUR 120 with a grade of "C" or better.

Students will learn to gather, process and analyze information from a variety of sources, reporting through multiple platforms while emphasizing ethical standards and credibility. Students will learn to observe; conduct effective interviews; practice writing for the media; and multimedia storytelling.

Letter grade only (A-F).

312I. Global News Media (3)

Prerequisites: GE Foundation requirements, one or more Exploration courses and upper-division standing.

Analysis of world's news media with an emphasis on structure, ownership, social and political roles and the degree of government pressure and control. Particular attention paid to economic, political and mass media globalization and its effects on developing countries.

Letter grade only (A-F). Course fee may be required.

315. Literary Journalism (3)

Prerequisites: GE Foundation requirements, one or more Exploration courses, and upper-division standing.

Study and practice of literary reportage by analyzing styles and methods employed by British pioneers, contemporary American, European and Latin American journalists. Discussion and application of ethical guidelines that keep literary journalists from crossing the line between fact and fiction.

316. Feature Writing (3)

Prerequisites: JOUR 311 with a grade of "C" or better.

Covers the feature article for newspapers, magazines and online media. Discusses style, organization, human interest, use of quotes, leads and article ideas. Emphasis is on clear readable prose.

Letter grade only (A-F).

318. Introduction to Sports Journalism (3)

Prerequisites: JOUR 311

Offers students the opportunity to explore the state and practice of sports journalism. Students learn the history of sports writing as well as the fundamentals of the sports writing process, from information gathering and interviewing to writing and editing.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

320. Advanced Reporting (3)

Prerequisite: JOUR 311 with a grade of "C" or better.

Students will research, report and write stories on issues affecting the campus and local community. Computer-assisted research, multimedia, investigative, and interviewing skills are stressed.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

321. Introduction to Broadcast Writing (3)

Prerequisite: JOUR 311 with a grade of "C" or better.

Techniques for information gathering, scripting, selecting video and choosing sound bites for news and feature stories.

Letter grade only (A-F). (Lecture two hours, Laboratory 2 hours)

331. Introduction to News Editing (3)

Prerequisite: JOUR 311 with a grade of "C" or better.

Basics of copy editing, line editing, and proofreading for print and online news publications, including grammar, AP style, and usage. Role of editor, from assigning stories to creating budgets and working with writers, artists and photographers to put together news stories, features, and opinion pieces.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

340. Introduction to Online Media (3)

Prerequisite: JOUR 311 with a grade of "C" or better.

Introduction to the Internet and World Wide Web from the perspective of online journalism. Provides introduction to the basics of online publishing and writing. Students work with the tools and technologies to create their own websites and write content for the online

environment.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

370. Principles of Public Relations (3)

Public relations fundamentals: research, planning, communication and evaluation. Study of targeting special publics, the use of public relations tools, developing public relations programs and the importance of social responsibility.

Letter grade only (A-F).

374. Written Communication for Public Relations (3)

Prerequisites: JOUR 120, 370.

Students learn to write a wide variety of internal public relations materials, including backgrounders, position papers, proposals, letters, memos, speeches and crisis communication plans. Students develop a crisis communication plan for a nonprofit organization as a service-learning project.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

380. Advanced Photojournalism (3)

Prerequisite: JOUR 311 with a grade of "C" or better, JOUR 300.

Photographic reporting with a camera. In-depth study of photojournalism with emphasis on creation of photo story ideas, photo essays and feature photos; photo editing and layout as applied to newspapers, magazines and online media.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

382. Radio News Production (3)

Prerequisite: JOUR 311 with a grade of "C" or better, JOUR 321.

Reporting, writing and editing news and feature stories for radio news program. Special emphasis is on radio production techniques.

Letter-grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

405. Advanced Media Design (3)

Prerequisites: JOUR 305

Students learn more advanced skills in media design, including typography, color, art and white space. This class builds on basic theories learned in other media design classes, and further develops skills related to niches of particular interest to students.

Letter grade only (A-F). Lecture 2 hours, Laboratory 2 hours.

412. Theories of Mass Communication (3)

Contemporary theories of mass communication. An overview of development of communication theory as it relates to mass media. Evaluation of theories of communication process through analysis of original research upon which theories were founded. Source, message and audience effects of communication process.

Letter grade only (A-F).

415. Minorities and the Media (3)

Analysis of the issues pertaining to minorities (ethnic, racial, national origin, gender, sexuality, physical, age and mental ability) and how they intersect with the mass media.

Letter grade only (A-F).

418. Media History (3)

Overview of development of mass media in United States and around the world. Major media figures, trends and industries are examined. Examines how individuals' interpretations of past historical events affect their sense of the present and what should occur in the future.

Letter grade only (A-F).

420. Investigative Reporting (3)

Prerequisite: JOUR 311 with a grade of "C" or better.

Students work in an editor-reporter relationship with instructor in researching and writing in-depth pieces on such complex issues as mass transit, air pollution, city government, poverty, crime, housing and drug abuse. Computer-assisted research and investigative and interviewing techniques stressed.

Letter-grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

422. Senior Media Production (1)

Advanced work on Forty-Niner Publications as editors.

Credit/No Credit grading only. May be repeated for a maximum of 3 units in different semesters with consent of instructor.

430. Law of Mass Communications (3)

Prerequisite: Junior or senior standing.

Principles and case studies of law of the press, radio, television, advertising, public relations and new media with emphasis on constitutional guarantees, prior restraints, libel, contempt, privacy, taxation, licensing, shield laws, free press vs. fair trial, copyright and other laws affecting the mass media.

Letter grade only (A-F).

431. Mass Media Ethics (3)

Prerequisite: Junior or senior standing.

Study of ethical codes and value systems used in writing, producing and presenting news in the United States. Philosophical foundations of moral theory and various approaches to ethical decisionmaking for journalists and other media practitioners.

Letter grade only (A-F).

440. Advanced Online Media (3)

Prerequisite: JOUR 311 with a grade of "C" or better.

Understanding online journalism and tools and technologies necessary for online publication. Students develop skills in computer-assisted reporting methods to conduct online journalistic research. Students publish work on class website and other professional venues.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

471. Public Relations Management and Campaigns (3)

Prerequisites: JOUR 311, 374.

Students work in agency situation to develop a business proposal for client involving a formal written plan and oral presentation. Students serve as consultants and develop programs for a nonprofit organization as a service-learning project.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

478. Public Relations Case Studies (3)

Prerequisites: JOUR 311, 374.

Case studies used to acquaint students with problems encountered when working in profit and nonprofit sectors. Emphasis placed on analytic planning, critical thinking and programmatic skills. Students develop research study examining a public relations issue in-depth.

Letter grade only (A-F).

480. Magazine Production (3)

Prerequisite: JOUR 311 with a grade of "C" or better.

Analysis of theory and practice behind magazine production, writing and editing; students produce print and online stories for various department publications

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

482. Television News Production (3)

Prerequisite: JOUR 311 with a grade of "C" or better, JOUR 321.

Scripting, voicing, shooting and editing news and feature stories for cablecast student program. Special emphasis on videography and editing.

Letter grade only (A-F). (Lecture 2 hours, Laboratory 2 hours)

490. Selected Topics in Mass Communications (1-3)

Prerequisite: JOUR 311 with a grade of "C" or better.

Topics of special interest in mass communications selected for intensive study.

May be repeated to a maximum of 6 units. Topics announced in the *Schedule of Classes*.

494. Research Methods in Mass Communications (3)

Basic techniques of research in mass communications and mass media. Overview of theory building and hypothesis testing procedures as applicable to current problems in the mass communication field. Scientific methods, survey and experimental design, field studies, analysis of data.

Letter grade only (A-F).

495. Senior Seminar (3)

Prerequisite: JOUR 311 with a grade of "C" or better, senior standing.

Analysis of issues and problems in journalism and mass communications. Examines theoretical and applied issues related to the media. Discussion topics may include international communication, copyright, social responsibility, ethics, free speech and journalism history, among others.

Letter grade only (A-F).

497. Practicum in Journalism and Mass Communication (1-3)

Prerequisites: JOUR 311 with a grade of "C" or better, junior or senior standing.

Practice of journalism and mass communication in various on-campus media settings.

Credit/No Credit grading only. May be repeated to a maximum of 6 units in at least two different semesters.

498. Internship (3)

Prerequisite: JOUR 311 with a grade of "C" or better, junior or senior standing.

Work of an editorial or writing nature at least 10 hours a week with journalism or PR organization in the Los Angeles-Orange County area. Work edited and evaluated by on-site supervisors. Regular reports to faculty supervisor and meetings with supervisor.

Credit/No Credit grading only. May be repeated to a maximum of 6 units in different semesters.

499. Special Projects (1-3)

Prerequisite: JOUR 311, with a grade of "C" or better. Journalism Major only.

Advance approval of instructor; (permit required to enroll). Research in the field of journalism in broadcast, newspaper, magazine, public relations, advertising, new media or other related fields. Students must meet once a week with instructor.

May be repeated to a maximum of 6 units with different topics. Letter grade only (A-F).