Journalism

Overview

The Journalism program is designed to train students in the writing, reporting and critical thinking skills required for jobs in the news media or for transfer to a journalism program at a four-year institution.

Program Maps

[Journalism, Communication Media, A.A. Degree](/crc/main/doc/programs/program-maps/journalism-aa-degree-ho.pdf)
[Journalism, A.A.-T Degree](/crc/main/doc/programs/program-maps/journalism-aa-t-degree-ho.pdf)

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Associate Degrees for Transfer

A.A.-T. in Journalism

The Journalism AA-T degree offers students the opportunity to take courses in media theories, news writing and reporting, and writing for publication, which readies them for the courses that offer hands-on experience at the award-winning, student-produced publications: The Connection, a biweekly print newspaper, and [www.thecrcconnection.com](http://www.thecrcconnection.com), the daily online news outlet.

The Journalism AA-T degree is for students who have a goal of transferring to the California State University to attain a Bachelor of Arts or Science in Journalism for the purpose of becoming journalism or communications professionals. Some students pursuing this degree may plan to minor in journalism at a CSU. Lower-division requirements for the major and minor in Journalism may be completed through the Journalism AA-T degree.

The Journalism AA-T degree may be obtained by completing a total of 60 transferable semester units with a minimum 2.0 GPA, to include either the California State University General Education Breadth pattern or the Intersegmental General Education Transfer Curriculum; students must also earn a grade of C or better in all the courses for the major as described in the Required Program. Upon successful completion of the degree requirements, students will be guaranteed admission to the CSU system with junior status and will not have to repeat lower division coursework. Students are encouraged to meet with a counselor to develop their educational plans as degree options and general education requirements vary for each university.

Catalog Date: June 1, 2020

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE COURSES:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOUR 310</td>
<td>Mass Media and Society (3)</td>
<td>3</td>
</tr>
<tr>
<td>or RTVF 300</td>
<td>Mass Media and Society (3)</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 300</td>
<td>Newswriting and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 410</td>
<td>College Media Production I</td>
<td>3</td>
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<tr>
<td>ELECTIVE LIST A - at least 1 course from the following:</td>
<td>3</td>
<td></td>
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<tr>
<td>A minimum of 3 units from the following:</td>
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<tr>
<td>JOUR 351</td>
<td>Public Relations Writing and Media Techniques (3)</td>
<td></td>
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<tr>
<td>JOUR 411</td>
<td>College Media Production II (3)</td>
<td></td>
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<tr>
<td>ELECTIVE LIST B - at least 2 courses from the following:</td>
<td>6</td>
<td></td>
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<tr>
<td>A minimum of 6 units from the following:</td>
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<tr>
<td>JOUR 320</td>
<td>Race and Gender in the Media (3)</td>
<td></td>
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<tr>
<td>COMM 311</td>
<td>Argumentation and Debate (3)</td>
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<tr>
<td>COMM 363</td>
<td>Introduction to Communication Theory (3)</td>
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<tr>
<td>ECON 304</td>
<td>Principles of Microeconomics (3)</td>
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<tr>
<td>or ECON 302</td>
<td>Principles of Macroeconomics (3)</td>
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<tr>
<td>ENGW 302</td>
<td>Advanced Composition and Critical Thinking (3)</td>
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<tr>
<td>PHOTO 302</td>
<td>Beginning Digital Photography (3)</td>
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<tr>
<td>POLS 301</td>
<td>Introduction to Government: United States (3)</td>
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<td>POLS 302</td>
<td>Comparative Politics (3)</td>
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<tr>
<td>STAT 300</td>
<td>Introduction to Probability and Statistics (4)</td>
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<td>Total Units:</td>
<td>18</td>
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</table>

The Associate in Arts in Journalism 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.
Upon completion of this program, the student will be able to:

- Write clear and concise stories that adhere to journalistic conventions.
- Conduct research and evaluate information using appropriate methods.
- Demonstrate an understanding of basic news and feature writing in print, broadcast, and on-line media.
- Evaluate their own work and that of others for accuracy, fairness, appropriate style, and grammatical correctness.
- Produce news and feature articles, photographs, and/or multimedia packages for publication in a newspaper or on-line publication.
- Understand and apply the principles of the First Amendment and other laws appropriate to professional practice.
- Apply ethical principles in pursuit of truth, accuracy, fairness, and diversity.
- Identify and explain the processes, elements, history, theory, and effects of modern mass media in society.

Student Learning Outcomes

Career Information

The AA-T degree in Journalism can provide students with the foundational knowledge necessary for transfer to a 4-year Bachelor of Arts (BA) degree program. Career opportunities for students who have earned BS or BA degrees in Journalism include but are not limited to: news reporter, news editor, broadcast news writer, broadcast news producer, online news editor, online news producer, advertising copy writer, public relations representative. Some careers may require additional training. NOTE TO TRANSFER STUDENTS: The Associate Degree for Transfer program is designed for students who plan to transfer to a campus of the California State University (CSU). Other than the required core, the courses you choose to complete this degree will depend to some extent on the selected CSU for transfer. In addition, some CSU-GE Breadth or IGETC requirements can also be completed using courses required for this associate degree for transfer major (known as “double-counting”). Meeting with a counselor to determine the most appropriate course choices will facilitate efficient completion of your transfer requirements. For students wishing to transfer to other universities (UC System, private, or out-of-state), the Associate Degree for Transfer may not provide adequate preparation for upper-division transfer admissions; it is critical that you meet with a CRC counselor to select and plan the courses for the major, as programs vary widely in terms of the required preparation.

Associate Degrees

A.A. in Journalism

The Journalism program is designed to train students in the writing, reporting and critical thinking skills required for jobs in the news media or for transfer to a journalism program at a four-year institution.

Highlights include:
- Hands-on experience publishing the college's award-winning newspaper, The Connection. The newspaper showcases students' work in writing, photography, editing, graphic illustration and publication design
- Hands-on experience producing the newspaper's award-winning website. The website allows students to publish breaking news, showcase photo galleries, and post audio and video clips to accompany stories.
- Instruction and practice in desktop publishing, digital photography and graphics applications in the department's Macintosh laboratory or in the campus PC computer laboratory
- Opportunities to attend state journalism conferences, compete for awards in writing, photography, editing and graphic art, and qualify for scholarships
- Opportunities for internships at newspapers, magazines, websites, broadcast television stations, and in public relations firms

Note to Transfer Students:
If you are interested in transferring to a four-year college or university to pursue a bachelor's degree in this major, it is critical that you meet with a CRC counselor to select and plan the courses for your major. Schools vary widely in terms of the required preparation. The courses that CRC requires for an Associate's degree in this major may be different from the requirements needed for the Bachelor's degree.

Catalog Date: June 1, 2020

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
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</thead>
<tbody>
<tr>
<td>JOUR 310</td>
<td>Mass Media and Society (3)</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 300</td>
<td>Newswriting and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 404</td>
<td>Editing and Production</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 410</td>
<td>College Media Production I</td>
<td>3</td>
</tr>
<tr>
<td>PHOTO 301</td>
<td>Beginning Photography (3)</td>
<td>3</td>
</tr>
<tr>
<td>or PHOTO 302</td>
<td>Beginning Digital Photography (3)</td>
<td>3</td>
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</tbody>
</table>

A minimum of 9 units from the following:

- CISC 305 Introduction to the Internet (1)
- CISC 306 Introduction to Web Page Creation (1)
- JOUR 330 Computer Familiarization (2)
- or CISC 302 Computer Familiarization (2)
- JOUR 320 Race and Gender in the Media (3)
- JOUR 335 Introduction to Desktop Publishing (2)
- JOUR 336 Intermediate Desktop Publishing (2)
- JOUR 340 Writing for Publication (1)
- PHOTO 400 Digital Imaging (3)
- JOUR 301 Advanced Newswriting and Reporting (3)

Total Units: 24

The Journalism 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 CRC graduation requirements.

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

- PSLO 1: Write clear and concise stories that adhere to journalistic conventions.
- PSLO 2: Conduct research and evaluate information using appropriate methods.
- PSLO 3: Demonstrate an understanding of basic news and feature writing in print, broadcast, and online media.
- PSLO 4: Evaluate their own work and that of others for accuracy, fairness, appropriate style, and grammatical correctness.
- PSLO 5: Produce news and feature articles, photographs, and/or multimedia packages for publication in a newspaper or online publication.
- PSLO 6: Understand and apply the principles of the First Amendment and other laws appropriate to professional practice.
- PSLO 7: Apply ethical principles in pursuit of truth, accuracy, fairness, and diversity.
- PSLO 8: Identify and explain the processes, elements, history, theory, and effects of modern mass media in society.
- PSLO 9: Demonstrate an understanding of the fundamentals of mass media theories, concepts, and practices as they relate to gender, ethnicity, and class constructs.

Career Information

Career Options: Journalist; Newspaper Reporter; Magazine Editor; Editor; Columnist; Desktop Publishing Specialist; Public Information Officer; Web Writer/Editor/Producer; Script Writer; Copy Writer; Broadcast News Writer; Broadcast News Producer. Some career options may require more than two years of college study. Classes beyond the associate degree may be required to fulfill some career options or for preparation for transfer to a university program.

Journalism (JOUR) Courses

JOUR 299 Experimental Offering in Journalism

<table>
<thead>
<tr>
<th>Units:</th>
<th>0.5 - 4</th>
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<tbody>
<tr>
<td>Prerequisite:</td>
<td>None.</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>June 1, 2020</td>
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</table>

Introduction course in basic news writing and reporting. Course concentrates on fundamental writing techniques for mass media. Course also emphasizes the legal and ethical responsibilities of the news media with critical analysis of current news reporting practices.

Student Learning Outcomes

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

- SLO #1: Apply the basic skills of news writing and reporting in clear, concise stories.
- SLO #2: Write stories in the inverted pyramid format.
- SLO #3: Demonstrate an understanding of fundamental writing techniques for mass media.
- SLO #4: Conduct interviews, research topics, and observe events.
- SLO #5: Apply knowledge of grammar and Associated Press Style to create mass media products that conform to journalistic conventions.
- SLO #6: Apply ethical principles in pursuit of truth, accuracy, fairness, and diversity.
- SLO #7: Analyze news stories for the appropriate use of sources, data, and evidence.
- SLO #8: Write and report stories that are free of libel.
- SLO #9: Identify and explain the processes, elements, history, theory, and effects of modern mass media in society.
- SLO #10: While news gathering, respect issues of privacy, avoid conflicts of interest, and adhere to professional standards of conduct.
- SLO #11: Rank information appropriately in stories; emphasize key facts in leads, stories, and headlines.

JOUR 300 Newswriting and Reporting

<table>
<thead>
<tr>
<th>Units:</th>
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<tbody>
<tr>
<td>Hours:</td>
<td>54 hours LEC</td>
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<tr>
<td>Prerequisite:</td>
<td>None.</td>
</tr>
<tr>
<td>Advisory:</td>
<td>Eligibility for ENGWR 300</td>
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<tr>
<td>Transferable:</td>
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<tr>
<td>General Education:</td>
<td>AA/AS Area II(b)</td>
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<tr>
<td>C-ID:</td>
<td>C-ID JOUR 110</td>
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<td>Catalog Date:</td>
<td>June 1, 2020</td>
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</table>

Introductory course in basic news writing and reporting. Course concentrates on fundamental writing techniques for mass media. Course also emphasizes the legal and ethical responsibilities of the news media with critical analysis of current news reporting practices.

Student Learning Outcomes

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

- SLO #2: Write stories in the inverted pyramid format.
- SLO #3: Conduct interviews, research topics, and observe events.
- SLO #4: Analyze news stories for the appropriate use of sources, data, and evidence.
- SLO #5: Recognize and seek out the information needed to produce balanced stories.
- SLO #6: Write and report stories that are free of libel.
- SLO #7: Identify and explain the processes, elements, history, theory, and effects of modern mass media in society.
- SLO #8: While news gathering, respect issues of privacy, avoid conflicts of interest, and adhere to professional standards of conduct.
- SLO #9: Apply the principles of news judgment to assignments.
- SLO #10: Write and report stories that are free of libel.
- SLO #11: Identify and explain the processes, elements, history, theory, and effects of modern mass media in society.
- SLO #12: While news gathering, respect issues of privacy, avoid conflicts of interest, and adhere to professional standards of conduct.
- SLO #13: Apply the principles of news judgment to assignments.

JOUR 301 Advanced Newswriting and Reporting

<table>
<thead>
<tr>
<th>Units:</th>
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</thead>
<tbody>
<tr>
<td>Hours:</td>
<td>54 hours LEC</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>JOUR 300 with a grade of &quot;C&quot; or better</td>
</tr>
<tr>
<td>Advisory:</td>
<td>ENGWR 300</td>
</tr>
<tr>
<td>Transferable:</td>
<td>CSU</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>June 1, 2020</td>
</tr>
</tbody>
</table>

This course focuses on interpretive news writing with emphasis on public affairs, specialized reporting, mastery of fundamental reporting techniques, an introduction to feature and editorial writing, and an introduction to the tools of multimedia reporting.

Student Learning Outcomes

Upon completion of this course, the student will be able to:
SLO #1: Produce news stories using advanced writing formats and techniques.
- Write stories using narrative, descriptive, and anecdotal leads.
- Write stories using the Wall Street Journal formula.
SLO #2: Critically analyze and apply information from complex sources, including public opinion polls, medical studies, and government budgets.
- Complete exercises in computer-assisted reporting.
SLO #3: Construct opinion stories and editorial pieces.
- Evaluate and apply rhetorical arguments in opinion and editorial pieces.
SLO #4: Assemble in-depth stories, profiles, and reviews.
SLO #5: Evaluate the methods of investigative reporting.
- Assess investigative stories for their use of sources, research, and credibility.
SLO #6: Assess and apply the principles of the First Amendment and other laws appropriate to professional practice.
- Write and report stories that are free of libel.
SLO #7: Apply ethical principles in pursuit of truth, accuracy, fairness, and diversity.
- While news gathering, respect issues of privacy, avoid conflicts of interest, and adhere to professional standards of conduct.
SLO #8: Produce stories using audio, video, and other multimedia tools.

JOUR 310 Mass Media and Society

Same As: RTVF 300
Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU; UC
General Education: AA/AS Area V(b); CSU Area D; IGETC Area 4I
C-ID: C-ID JOUR 100
Catalog Date: June 1, 2020

Survey of the mass media: history, philosophy, structure and trends, as well as theories which help to explain effects and the importance of mass communications as a social institution. Exploration of economics, technology, law, ethics, and social issues, including cultural and ethnic diversity. This course is the same as RTVF 300, and only one may be taken for credit. (C-ID JOUR 100)

Student Learning Outcomes

Upon completion of this course, the student will be able to:
- apply the basic vocabulary and concepts of mass communication verbally and in clear, concise English (SLO #1 GE Vb a).
- define the various roles of mass media professionals.
- compare and contrast the origins, development, functions and effects of various mass media.
- research critically, filter the results and present them in a cogent manner (SLO #2).
- evaluate the possible causes and suggest solutions to introductory problems of a conceptual nature using the methods appropriate to the study of Mass communication (SLO #3/ GE Vb b).
- analyze the economics of the mass media.
- assess the impact of media messages on various audiences.
- recognize the use and misuse of social and behavioral science concepts in society including politics and the media (SLO #4/ GE Vb c).
- identify basic media theories and their application to contemporary media use and behavior.
- predict future roles and developments in mass media.
- analyze, interpret, and exercise critical judgment in the evaluation of media productions (SLO #5).
- create a simple content analysis of a media product.
- demonstrate that with the power of a communicator, comes moral and ethical responsibility (SLO #6).
- explain and analyze the legal and ethical rights, regulations and responsibilities of the media in America.

JOUR 320 Race and Gender in the Media

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU; UC
General Education: AA/AS Area V(b); AA/AS Area VI; CSU Area D3; IGETC Area 4C
Catalog Date: June 1, 2020

This course examines the roles of ethnic minorities and women in American society as depicted, documented and distorted in the mass media. Students will study ethnic, racial and gender issues in mass media content, development, policy, and professions, including media stereotypes, contributions of diverse groups to the media and mass communications as an agent of social change.

Student Learning Outcomes

Upon completion of this course, the student will be able to:
- SLO #1: Evaluate mass media theories, concepts, and practices as they relate to gender, race, and class constructs.
- Analyze the economics of the mass media.
- Assess media messages that depict race, gender, and class.
- SLO #2: Evaluate cultural stereotypes in media content and the role of ethnocentrism in reporting.
- Analyze stereotypes in news stories, films, music, and other media products.
- SLO #3: Examine how prejudice and racism have shaped the American experience, media content, and policy.
- Analyze government and mass media policies that have influenced class and inequity.
• SLO #4: Examine the contributions of American Indians, African-Americans, Hispanics and Latinos, Asian Americans and other diverse groups in America to the art and development of broadcasting, film, newspapers, magazines, and recordings.
• SLO #5: Analyze social issues such as the Civil Rights movement, Japanese internment, and women's rights by reviewing and evaluating media documentation.

**JOUR 330 Computer Familiarization**

<table>
<thead>
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<th>Same As:</th>
<th>CISC 302</th>
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<tbody>
<tr>
<td>Units:</td>
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<tr>
<td>Hours:</td>
<td>36 hours LEC; 27 hours LAB</td>
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<td>Prerequisite:</td>
<td>None.</td>
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<td>Advisory:</td>
<td>BUSTEC 302</td>
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<tr>
<td>Transferable:</td>
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</tr>
<tr>
<td>General Education:</td>
<td>AA/AS Area III(b)</td>
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<tr>
<td>Catalog Date:</td>
<td>June 1, 2020</td>
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</table>

This is an introductory course to provide general knowledge on how computers work, computer terminology and the impact of computers on society and the work environment. Beginning level hands-on instruction using an operating system, word processing software, spreadsheet software, database software, email and the Internet will be emphasized. Students will be reading and interpreting written and oral instructions of a technical nature. This course is the same as CISC 302, and only one may be taken for credit. See "Cross-Listed Courses" in the catalog.

**Student Learning Outcomes**

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

• SLO 1: DESCRIBE BASIC HARDWARE AND SOFTWARE REQUIREMENTS FOR A PERSONAL COMPUTER
• Define and correctly select appropriate program for a given task
• Demonstrate ability to retrieve, create, copy, move and delete files and folders within a file management hierarchy
• Locate and launch programs successfully
• SLO 2: UTILIZE OPERATING SYSTEM TO EFFECTIVELY MANAGE PROGRAMS, FILES AND FOLDERS
• Demonstrate ability to retrieve, create, copy, move and delete files and folders within a file management hierarchy
• Locate and launch programs successfully
• SLO 3: DIFFERENTIATE BETWEEN, AND APPLY BASIC CONCEPTS FOR BUSINESS APPLICATION SOFTWARE
• Demonstrate ability with word processing commands and features such as cursor movement, entering text; formatting including setting margins, line spacing, bold, centering, underlining, changing font face and size; inserting clip art; saving, printing, retrieving, and editing a file; spelling checker
• Demonstrate ability with spreadsheet commands and features such as cursor movement; entering text, values and formulas; formatting including changing column widths, bold, centering, underlining, changing font face and size; inserting numbers with dollar signs; inserting and deleting rows and columns; saving, printing, retrieving, and editing a file; spellchecker
• Demonstrate ability with database commands and features such as creating a database, creating tables, creating fields, setting field widths, positioning fields, entering data through tables or forms, designing forms, formatting forms, creating reports, displaying records, changing page orientation, saving, and printing
• SLO 4: COMMUNICATE, SHARE, AND ACCESS INFORMATION ELECTRONICALLY
• Utilize e-mail commands and features to communicate appropriately, sending and receiving messages, including attachments.
• Operate search engines, browsers, and related web tools to effectively find information on the World Wide Web
• Evaluate web sites for accuracy based on specific criteria

**JOUR 335 Introduction to Desktop Publishing**

<table>
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<tr>
<th>Same As:</th>
<th>CISA 330</th>
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<tr>
<td>Units:</td>
<td>2</td>
</tr>
<tr>
<td>Hours:</td>
<td>27 hours LEC; 27 hours LAB</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>None.</td>
</tr>
<tr>
<td>Advisory:</td>
<td>JOUR 330; CISC 302 or 310; and CISA 305</td>
</tr>
<tr>
<td>Transferable:</td>
<td>CSU</td>
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<td>Catalog Date:</td>
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This course provides an overview of desktop publishing (DTP) and a major desktop publishing application program. It includes page layout skills needed to produce newsletters, brochures, flyers, reports, and marketing material on the computer. Additionally it covers importing graphics and text, using palette menus, layers, master pages, and working with graphic and text frames.

**Student Learning Outcomes**

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

• SLO 1: Create professional-looking documents using desktop publishing software.
• Import, assemble, format, and arrange text and graphics working with frames and layers.
• SLO 2: Demonstrate effective visual communication by applying elements of design, composition, and presentation in published material.
• Create commonly used printed marketing documents such as brochures, flyers, business cards, stationery and newsletters.

**JOUR 336 Intermediate Desktop Publishing**

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<th>Same As:</th>
<th>CISA 331</th>
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<td>Units:</td>
<td>2</td>
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<tr>
<td>Hours:</td>
<td>27 hours LEC; 27 hours LAB</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>JOUR 335 with a grade of &quot;C&quot; or better</td>
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<tr>
<td>Transferable:</td>
<td>CSU</td>
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This course builds upon previous desktop publishing software concepts and study. Topics include working with color, applying styles, importing and linking graphics, tabs and tables, and working with transparency effects. It also covers producing long documents and book features, output and exporting to PDF format, and creating interactive documents for online use. This course is the same as CISA 331, and only one may be taken for credit.
Student Learning Outcomes
Upon completion of this course, the student will be able to:

- SLO #1: Demonstrate knowledge of advanced elements of design, composition, and presentation.
- Create, import, modify, and enhance tables; create and modify styles; create and apply swatches, gradients, and tints; and apply opacity, effects, color blends, and transparency effects to visually enhance documents.
- SLO #2: Create professional-looking documents in print, PDF, and online format using desktop publishing software.
- Combine multiple documents into a book format, export, and generate a document into an Adobe PDF format, and convert a print document into an online format.

JOUR 340 Writing for Publication

This is an introductory course in writing nonfiction for publication. Emphasis will be on developing magazine articles that sell, finding ideas; analyzing magazines; writing query letters; researching and interviewing; organizing, writing, and illustrating articles. Individual and class criticism of student work will be featured. This course is the same as ENGWR 330, and only one may be taken for credit.

Student Learning Outcomes
Upon completion of this course, the student will be able to:

- SLO #1: Be self-reliant, evaluative readers and writers, able to use critical thinking skills to read and write effectively in academic and workplace settings.
- Identify and define problems or issues for possible publication.
- Collect, analyze, and evaluate information synthesizing and developing conclusions.
- Demonstrate research and marketing skills to find the most appropriate print or online publications to market articles.
- Become aware of audience and focus articles toward a particular print or online publication.
- SLO #2: Obtain the necessary reading and writing skills for university-level courses.
- Select and organize information from various sources effectively.
- Compose, edit, and illustrate salable articles for print and online publications.
- SLO #3: Develop academic literacy skills, to utilize reading and writing processes, to find and comprehend information, and to apply that knowledge in myriad rhetorical situations.
- Conduct interviews and research to collect, evaluate, and synthesize information.
- Assess and select ideas for articles and books.
- SLO #4: Assess and apply the principles of the First Amendment and other laws appropriate to professional practice.
- Write articles that are free of libel.
- SLO #5: Apply ethical principles in pursuit of truth, accuracy, fairness, and diversity.
- Demonstrate writing and marketing skills to successfully write magazine articles and find the most appropriate print or online publications to market them.
- While researching and gathering information, respect issues of privacy, avoid conflicts of interest, adhere to professional standards of conduct, and respect diverse viewpoints.

JOUR 351 Public Relations Writing and Media Techniques

This course is a study of the practice of public relations (PR); planning PR campaigns; preparing promotional messages for newspapers, magazines, radio, television, and online; using public relations techniques in business, education, entertainment, social service and other fields.

Student Learning Outcomes
Upon completion of this course, the student will be able to:

- SLO #1: Evaluate the role of the public relations practitioner in PR firms, corporations, and public information offices.
- SLO #2: Assess the effectiveness of various public relations strategies.
- Critically analyze public relations case studies for effectiveness of strategies that are used.
- SLO #3: Evaluate the relationship between public relations practitioners and the mass media.
- Identify and analyze messages disseminated through mass media that have been shaped by public relations practitioners.
- SLO #4: Design and implement a public relations campaign.
- Identify an audience, craft an appropriate message, produce media products, and execute a campaign.
- SLO #5: Create public relations tools, including press releases, brochures, newsletters, and press kits.
- SLO #6: Assess and apply the principles of the First Amendment and other laws appropriate to professional practice.
- Produce press releases, brochures, and newsletters that are free of libel.
- SLO #7: Apply ethical principles in pursuit of truth, accuracy, fairness, and diversity.
- While researching and gathering information, respect issues of privacy, avoid conflicts of interest, adhere to professional standards of conduct, and respect diverse viewpoints.

JOUR 355 Media Writing
An introduction to writing copy for advertising, public relations, and publications. This course covers writing techniques and copy preparation for brochures, newsletters, in-house publications, press releases, display advertising, websites, and other visual presentations.

Student Learning Outcomes

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

- SLO#1: Write clear and concise copy that adheres to journalistic conventions.
- Write effective leads, headlines, and captions.
- Write public service announcements and broadcast advertisements.
- Prepare pre-event and post-event press releases.
- SLO#2: Compose readable copy appropriate for print, broadcast, and online audiences.
- Employ descriptive language in copywriting.
- SLO#3: Evaluate their own work and that of others for accuracy, fairness, appropriate style, and grammatical correctness.
- SLO#4: Demonstrate an understanding of appropriate communication strategies in working with editors, producers, and printers.

JOUR 404 Editing and Production

This course includes instruction and practice in editing and designing newspapers, magazines, technical reports, and online publications. Topics include copy editing, headline writing, photo editing, page make-up and design, and production methods. Editorial writing, press ethics, and press law are also discussed.

Student Learning Outcomes

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

- SLO #1: Apply the conventions of journalism to prepare work for publication.
- Effectively apply Associated Press style and grammar to edit copy and proof pages.
- Edit stories for clarity, conciseness, and accuracy.
- Write headlines and captions.
- SLO #2: Apply the principles of news judgment to stories and layouts.
- Ensure information is ranked appropriately in stories; key facts are emphasized in leads, stories, and headlines.
- Place stories, photos, and headlines on print or online pages according to their newsworthiness.
- SLO #3: Demonstrate an understanding of appropriate production practices for a publication.
- Evaluate the needs of a publication, choose effective and appropriate production methods, and develop a detailed plan for meeting deadline.
- SLO #4: Construct visually attractive and readable news pages, in print or online.
- Critique newspaper pages and/or websites for their efficacy, strengths and weaknesses.
- Use knowledge of effective design to place visual and text elements on a news page or a website.
- SLO #5: Assess and apply the principles of the First Amendment and other laws appropriate to professional practice.
- Make informed editorial choices that are free of libel.
- SLO #6: Apply ethical principles in pursuit of truth, accuracy, fairness, and diversity.
- While editing, respect issues of privacy, avoid conflicts of interest, and adhere to professional standards of conduct.

JOUR 410 College Media Production I

This course focuses on writing and producing student news media, using the school newspaper The Connection and its online companion www.thecrcconnection.com, as a practical laboratory that produces a journalistic product for distribution to a college-wide audience. Students will work primarily in one 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.

Student Learning Outcomes

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

- SLO#1: Produce work suitable for publication in print and/or online.
- Report and write stories for publication using multiple sources OR
- Design newspaper pages and advertisements using up-to-date design and desktop publishing software OR
- Take and prepare photographs for publication for print and online OR
- Report and produce news content, such as photo slideshows, videos, audio clips, and multimedia, using digital technology.
- SLO#2: Apply the principles of news judgment to assignments.
- Rank information appropriately in stories; emphasize key facts in leads, stories, photo captions, and headlines.
- SLO#3: Understand the role of the student press as a member of the campus community.
- SLO#4: Demonstrate an understanding of production processes while working under deadline pressure in the college newsroom.
- Meet required deadlines for publication.
- Plan and adhere to a production process.
- SLO#5: Assess and apply the principles of the First Amendment and other laws appropriate to professional practice.
- Write and report stories that are free of libel; respect issues of copyright when publishing photos.
- SLO#6: Apply ethical principles in pursuit of truth, accuracy, fairness, and diversity.
- While news gathering, respect issues of privacy, avoid conflicts of interest, and adhere to professional standards of conduct.
- SLO#7: Evaluate their own work and that of others for accuracy, fairness, appropriate style, and grammatical correctness.
- SLO#8: Develop an electronic portfolio of at least 10 writing, design, photo, or multimedia stories published in the student publications.

### JOUR 411 College Media Production II

- **Units:** 3
- **Hours:** 36 hours LEC; 54 hours LAB
- **Prerequisite:** JOUR 410 with a grade of "C" or better
- **Advisory:** Completion of or concurrent enrollment in one of the following: JOUR 300, 335, 404 or PHOTO 302.
- **Transferable:** CSU
- **C-ID:** C-ID JOUR 131
- **Catalog Date:** June 1, 2020

This course builds on experience gained in Journalism 410. During this second-semester course, students focus on intermediate writing and production skills, using the school newspaper The Connection and its online companion www.thecrcconnection.com, as a practical laboratory. Students will 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.

#### Student Learning Outcomes

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

- **SLO#1:** Produce intermediate work suitable for publication in print and/or online.
- **SLO#2:** Apply the principles of news judgment to assignments.
- **SLO#3:** Demonstrate an understanding of production processes while working under deadline pressure in the college newsroom.
- **SLO#4:** Assess and apply the principles of the First Amendment and other laws appropriate to professional practice.
- **SLO#5:** Develop an intermediate electronic portfolio of at least 14 assignments that includes work in at least two of these areas: writing, editing, design, photo, or multimedia assignments published in student publications.

### JOUR 412 College Media Production III

- **Units:** 3
- **Hours:** 36 hours LEC; 54 hours LAB
- **Prerequisite:** JOUR 300 and 411 with grades of "C" or better
- **Transferable:** CSU
- **C-ID:** C-ID JOUR 131
- **Catalog Date:** June 1, 2020

This course builds on the experience gained in Journalism 411. During this third-semester course, students focus on advanced intermediate writing and production skills, using the school newspaper The Connection and its online companion www.thecrcconnection.com, as a practical laboratory. Students will 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.

#### Student Learning Outcomes

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

- **SLO#1:** Produce advanced intermediate work suitable for publication in print and/or online.
- **SLO#2:** Evaluate their own work and that of others for accuracy, fairness, appropriate style, grammatical correctness, and news judgment.
- **SLO#3:** Plan and execute a production process while working under deadline pressure in the college newsroom.
- **SLO#4:** Assess and apply the principles of the First Amendment and other laws appropriate to professional practice.
- Write, report, and/or edit stories that are free of libel AND/OR
- Respect issues of copyright when publishing photos.
- SLO #5: Apply ethical principles in pursuit of assignments.
- While news gathering, respect issues of privacy, avoid conflicts of interest, and adhere to professional standards of conduct.
- SLO #6: Develop an advanced electronic portfolio of 18 assignments that includes work in at least two of these areas: writing, editing, design, photo, or multimedia assignments published in student publications.

**JOUR 413 College Media Production IV**

<table>
<thead>
<tr>
<th>Units:</th>
<th>3</th>
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</thead>
<tbody>
<tr>
<td>Hours:</td>
<td>36 hours LEC, 54 hours LAB</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>JOUR 412 with a grade of &quot;C&quot; or better</td>
</tr>
<tr>
<td>Transferable:</td>
<td>CSU</td>
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<td>Catalog Date:</td>
<td>June 1, 2020</td>
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This course builds on the experience gained in Journalism 412. During this fourth-semester course, students focus on advanced writing and production skills, using the school newspaper The Connection and its online companion www.thecrcconnection.com, as a practical laboratory. Students will 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 should serve in leadership roles.

**Student Learning Outcomes**

Upon completion of this course, the student will be able to:
- SLO#1: Produce advanced work suitable for publication in print and/or online.
- Report, write, and edit advanced stories for publication using multiple sources AND/OR
- Design newspaper pages and advertisements using up-to-date design and desktop publishing software AND/OR
- Take and prepare photographs for publication for print and online AND/OR
- Report and produce news content, such as photo slideshows, videos, audio clips, and multimedia, using digital technology.
- SLO #2: Evaluate their own work and that of others for accuracy, fairness, appropriate style, grammatical correctness, and news judgment.
- SLO #3: Plan, assign, and execute a production process while working under deadline pressure in the college newsroom.
- SLO #4: Assess and apply the principles of the First Amendment and other laws appropriate to professional practice.
- Write, report, and/or edit stories that are free of libel AND/OR
- Respect issues of copyright when publishing photos.
- SLO #5: Apply ethical principles in pursuit of assignments.
- While news gathering, respect issues of privacy, avoid conflicts of interest, and adhere to professional standards of conduct.
- SLO #6: Develop an advanced electronic portfolio of 22 assignments that includes work in all of these areas: writing, editing, design, and multimedia assignments published in student publications.

**JOUR 420 College Media Production Lab I**

<table>
<thead>
<tr>
<th>Units:</th>
<th>0.5 - 3</th>
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<tbody>
<tr>
<td>Hours:</td>
<td>27 - 162 hours LAB</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>ENGWR 101 with a grade of &quot;C&quot; or better, or placement through the assessment process.</td>
</tr>
<tr>
<td>Corequisite:</td>
<td>JOUR 404 and 410</td>
</tr>
<tr>
<td>Transferable:</td>
<td>CSU</td>
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<tr>
<td>Catalog Date:</td>
<td>June 1, 2020</td>
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</tbody>
</table>

This lab course helps students improve their writing, editing, photography, design, and computer skills as an addition to their enrollment in College Media Production I (JOUR 410) and/or Editing and Production (JOUR 404).

**Student Learning Outcomes**

Upon completion of this course, the student will be able to:
- SLO#1: Apply journalistic principles to hands-on assignments.
- Report and write stories for publication using multiple sources OR
- Design newspaper pages and advertisements using desktop publishing software OR
- Take and prepare photographs for publication for print and online OR
- Report and produce news content, such as photo slideshows, videos, audio clips, and multimedia.
- SLO#2: Assess and apply the essential skills of layout and design.
- Write and edit headlines for the print and online publications.
- SLO#3: Develop a digital portfolio of up to ten writing, photo, editing, or design pieces published in student publications, depending on the number of units in which the student is enrolled.

**JOUR 421 College Media Production Lab II**

<table>
<thead>
<tr>
<th>Units:</th>
<th>0.5 - 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours:</td>
<td>27 - 162 hours LAB</td>
</tr>
<tr>
<td>Prerequisite:</td>
<td>JOUR 420 with a grade of &quot;C&quot; or better</td>
</tr>
<tr>
<td>Corequisite:</td>
<td>JOUR 411</td>
</tr>
<tr>
<td>Transferable:</td>
<td>CSU</td>
</tr>
<tr>
<td>Catalog Date:</td>
<td>June 1, 2020</td>
</tr>
</tbody>
</table>
This lab course helps students build on skills gained in Journalism 410 and 420. During this second-semester course, students will continue to improve their skills in at least two of the following areas: writing, editing, photography, design, and web production skills as an addition to their enrollment in College Media Production II (JOUR 411).

Student Learning Outcomes
Upon completion of this course, the student will be able to:
- SLO#1 Apply intermediate journalistic principles to hands-on assignments.
- Report and write stories for publication using multiple sources AND/OR
- Design newspaper pages and advertisements using desktop publishing software AND/OR
- Take and prepare photographs for publication for print and online AND/OR
- Report and produce news content, such as photo slideshows, videos, audio clips, and multimedia.
- SLO#2 Assess and apply the essential skills of intermediate layout and design.
- Design pages that adhere to the principles of modular design.
- SLO#3 Develop a digital portfolio of up to 12 writing, photo, editing, or design pieces published in student publications.

JOUR 422 College Media Production Lab III

Students are encouraged to participate in this course to build on skills gained in JOUR 411 and 421. During this third-semester course, students will continue to improve their skills in at least three of the following areas: writing, editing, photography, design, and web production skills as an addition to their enrollment in College Media Production III (JOUR 412).

Student Learning Outcomes
Upon completion of this course, the student will be able to:
- SLO#1 Apply advanced intermediate journalistic principles to hands-on assignments.
- Report and write stories for publication using multiple sources AND/OR
- Design newspaper pages and advertisements using desktop publishing software AND/OR
- Take and prepare photographs for publication for print and online AND/OR
- Report and produce news content, such as photo slideshows, videos, audio clips, and multimedia.
- SLO#2 Assess and apply the essential skills of advanced intermediate layout and design.
- Design pages that adhere to the principles of modular design.
- SLO#3 Develop an advanced intermediate digital portfolio of up to 14 writing, photo, editing, or design pieces published in student publications.

JOUR 423 College Media Production Lab IV

This lab course helps students build on skills gained in Journalism 412 and 422. During this fourth-semester course, students will continue to improve their skills in at least four of the following areas: writing, editing, photography, design, and web production skills as an addition to their enrollment in College Media Production IV (JOUR 413).

Student Learning Outcomes
Upon completion of this course, the student will be able to:
- SLO#1 Apply advanced journalistic principles to hands-on assignments.
- Report and write stories for publication using multiple sources AND/OR
- Design newspaper pages and advertisements using desktop publishing software AND/OR
- Take and prepare photographs for publication for print and online AND/OR
- Report and produce news content, such as photo slideshows, videos, audio clips, and multimedia.
- SLO#2 Assess and apply the essential skills of advanced layout and design.
- Design pages that adhere to the principles of modular design.
- SLO#3 Develop an advanced digital portfolio of up to 16 writing, photo, editing, or design pieces published in student publications.

JOUR 495 Independent Studies in Journalism

An independent studies project involves an individual student or small group of students in study, research, or activities beyond the scope of regularly offered courses. See the current catalog section of "Special Studies" for full details of Independent Studies.
### JOUR 498 Work Experience in Journalism

This course provides students with opportunities to develop marketable skills in preparation for employment in their major field of study or advancement within their career. It is designed for students interested in work experience and/or internships in transfer level degree occupational programs. Course content includes understanding the application of education to the workforce; completion of required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to participate in a weekly orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.

### Student Learning Outcomes

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

- **DEMONSTRATE AN UNDERSTANDING AND APPLICATION OF PROFESSIONAL WORKPLACE BEHAVIOR IN A FIELD OF STUDY RELATED ONE'S CAREER. (SLO 1)**
- Understand the effects time, stress, and organizational management have on performance.
- Demonstrate an understanding of consistently practicing ethics and confidentiality in a workplace.
- Examine the career/life planning process and relate its relevancy to the student.
- Demonstrate an understanding of workplace etiquette.
- **DESCRIBE THE CAREER/LIFE PLANNING PROCESS AND RELATE ITS RELEVANCY TO ONE'S CAREER. (SLO 2)**
- Link personal goals to long term achievement.
- Display an understanding of creating a professional first impression.
- Understand how networking is a powerful job search tool.
- Understand necessary elements of a résumé.
- Understand the importance of interview preparation.
- Identify how continual learning increases career success.
- **DEMONSTRATE APPLICATION OF INDUSTRY KNOWLEDGE AND THEORETICAL CONCEPTS AS WRITTEN IN LEARNING OBJECTIVES IN PARTNERSHIP WITH THE EMPLOYER WORK SITE SUPERVISOR. (SLO 3)**

### JOUR 499 Experimental Offering in Journalism

Rubina Gulati

**Journalism Professor**

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**Phone:** (916) 691-7630
**Web:** Rubina Gulati's Profile Page (/about-us/contact-us/faculty-and-staff-directory/rubina-gulati)

This course provides students with opportunities to develop marketable skills in preparation for employment in their major field of study or advancement within their career. It is designed for students interested in work experience and/or internships in transfer level degree occupational programs. Course content includes understanding the application of education to the workforce; completion of required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to participate in a weekly orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.

### Student Learning Outcomes

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

- **DEMONSTRATE AN UNDERSTANDING AND APPLICATION OF PROFESSIONAL WORKPLACE BEHAVIOR IN A FIELD OF STUDY RELATED ONE'S CAREER. (SLO 1)**
- Understand the effects time, stress, and organizational management have on performance.
- Demonstrate an understanding of consistently practicing ethics and confidentiality in a workplace.
- Examine the career/life planning process and relate its relevancy to the student.
- Demonstrate an understanding of workplace etiquette.
- **DESCRIBE THE CAREER/LIFE PLANNING PROCESS AND RELATE ITS RELEVANCY TO ONE'S CAREER. (SLO 2)**
- Link personal goals to long term achievement.
- Display an understanding of creating a professional first impression.
- Understand how networking is a powerful job search tool.
- Understand necessary elements of a résumé.
- Understand the importance of interview preparation.
- Identify how continual learning increases career success.
- **DEMONSTRATE APPLICATION OF INDUSTRY KNOWLEDGE AND THEORETICAL CONCEPTS AS WRITTEN IN LEARNING OBJECTIVES IN PARTNERSHIP WITH THE EMPLOYER WORK SITE SUPERVISOR. (SLO 3)**