

# JOURNALISM

Program Purpose: Students who complete the Journalism Degree will be able to critically analyze the media of mass communication in the context of culture, ethics and law, and report and factually represent events and trends through publication and production across multiple platforms, applying skills necessary in today's media companies.

The Journalism major program has a two-fold purpose. It provides studies of the media of mass communication, and prepares students for careers in the news and information industries online, in print and broadcast, including news and entertainment news sites, newspapers, magazine, television news and public relations.

## JOUR M01 Introduction to Mass Communications 3 Units

*Formerly:* FTVM M01; RT M01

*Same-As:* FTMA M100

*In-Class Hours:* 52.5 lecture

*C-ID:* JOUR 100

Surveys the mass communication media and their interrelationships with society, including history, structure, and trends in a global, digital age. Explores theory of mass communication, media effects, economics, gender and cultural diversity, and examines media law, ethics, technology, and social issues with an emphasis on media literacy.

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** B2

**Transfer Credit:** CSU, UC

**UC Credit Limitations:** None

**CSU GE-Breadth:** D

**IGETC:** 4

## JOUR M02 Digital Media Reporting & Writing 3 Units

*In-Class Hours:* 52.5 lecture

*C-ID:* JOUR 110

Introduces the fundamental skill sets required for journalists, including digital media reporting, synthesizing and writing Associated Press Style for media across platforms, including online media publications, digital public relations, radio/podcast, and broadcast media. Focuses on developing skills needed to excel as data and investigative journalists through the practice of information gathering, synthesis, organization and critical thinking, with an emphasis on accuracy, balance, ethics and awareness of digital media law. Teaches skills needed to conceive, plan, report, write, and produce digital news and feature stories based on original interviews and research, and coordinate stories with a variety of digital multimedia enhancements.

*Advisories/Rec Prep:* ENGL M01A or ENGL M01AH or equivalent

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU, UC

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

## JOUR M03 Advanced Digital Media Reporting & Writing 3 Units

*In-Class Hours:* 52.5 lecture

*Prerequisites:* JOUR M02

*C-ID:* JOUR 210

Emphasizes advanced reporting, writing and critical thinking skills that help prepare students for professional digital media careers. Focuses on coverage of public affairs beats, including in-depth studies of data journalism techniques, investigative reporting strategies and advanced digital storytelling. Provides introductions to digital media platforms such as Google Adwords, Keyword Research, Adobe Web Design platforms, and coding templates. Emphasizes skills needed to conceive, plan, report, write, shoot and present in-depth news and feature stories across multiple media platforms. Focuses with emphasis on accuracy, balance and ethics. Culminates with the development of a digital portfolio and seamless alignment of all professional digital media platforms.

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU, UC

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

## JOUR M05 Introduction to Visual Communication 3 Units

*In-Class Hours:* 52.5 lecture

*C-ID:* JOUR 170

Introduces the significant theories of visual communication through images employed by the mass media and distributed via the Internet, print, electronic, and advertising media. Examines the tools used in analyzing visual communication. Creates and analyzes images for print, Web and video. Evaluates critically, using the framework of visual literacy, how society communicates through still and moving images, cartoons, typography and infographics. Analyzes how visual communication affects society and its cultural values.

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** C2

**Transfer Credit:** CSU, UC

**UC Credit Limitations:** None

**CSU GE-Breadth:** C2

**IGETC:** 3B

**JOUR M08 Basic Photojournalism 3 Units**

*Prerequisites:* PHOT 10 or suitable portfolio Same course as PHOT M35  
May be taken for a maximum of two (2) times for credit. Applies to Associate Degree

Introduces aspects of film and digital photography applicable to documentary, multimedia, film, mass communication, broadcast and print journalism. Concentrates on translating ideas to images for reproduction in magazines and newspapers, book illustrations, and multimedia presentations. Stresses storytelling and lighting techniques; explores philosophical, historical and ethical issues in the field of photojournalism. May be taken two (2) times for credit. (Same course as PHOT M35). Applies to Associate Degree. Transfer credit: CSU.

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**JOUR M10A Student News Digital Media Staff 3 Units**

*In-Class Hours:* 35 lecture, 52.5 laboratory  
*C-ID:* JOUR 130

Develops skills in journalistic information gathering, composition and production on multiple digital platforms under peer leadership for publication in student news media. Emphasizes reporting with multiple sources and in multiple digital media platforms, application of ethics, and development of journalistic style in writing, photography, videography and multimedia to create, write and produce news stories and images for digital media, radio/podcast, and broadcast.

*Advisories/Rec Prep:* JOUR M02

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**JOUR M10B Student News Media Staff Edit 4 Units**

*In-Class Hours:* 35 lecture, 105 laboratory  
*Prerequisites:* JOUR M10A  
*C-ID:* JOUR 131

Develops the ability to conceive, plan, report, edit, design and produce student news media online, in print and, when available, for broadcast. Provides opportunities for student staff editors to plan sections including text, photos, graphics and multimedia packages for publication in student news media. Allows students to assign, write, shoot, and coordinate stories, photos, video and other graphic elements; as well as critically evaluate and edit all content, and work directly with student writers and adviser.

*Advisories/Rec Prep:* JOUR M02 and ENGL M01A or ENGL M01AH

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**JOUR M10D Student News Media Staff Editing II 3 Units**

*In-Class Hours:* 35 lecture, 52.5 laboratory  
*Prerequisites:* JOUR M10B

Develops advanced leadership, innovation, planning and critical thinking abilities in coordinating and publishing student news media in all media platforms. Requires collaboration and directing of peers as fellow editors, writers, multimedia producers, and photographers. Develops advanced editing, news judgment, and news presentation skills.

*Advisories/Rec Prep:* JOUR M02 and ENGL M01A or ENGL M01AH

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**JOUR M14 Digital Public Relations 3 Units**

*In-Class Hours:* 52.5 lecture  
*C-ID:* JOUR 150

Introduces principles, history, development, and professional practice of digital public relations. Emphasizes concepts of planning and executing effective communication strategies, including digital message design for targeted audiences, composition, production and distribution of digital press releases and messages for all digital platforms, completion of course includes a digital public relations campaign for a local company.

*Advisories/Rec Prep:* JOUR M02

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**JOUR M15 Digital Storytelling 3 Units**

*In-Class Hours:* 35 lecture, 52.5 laboratory  
*C-ID:* JOUR 120

Introduces multimedia storytelling with a journalism emphasis. Explores such techniques as the use of video, photos, audio and text to convey interactive news and feature stories through the Internet. Cultivates skills in interviewing, sourcing and information gathering using photographic, audio and video recording equipment. Develops skills in story planning, scriptwriting and assembling using digital editing software. OTHER: Field reporting: students report, interview and research the field. Students who are unable to negotiate some assignments should contact instructor for personalized arrangements for interviews on campus or near student's residence.

*Advisories/Rec Prep:* JOUR M02

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Field Trips:** May be required

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**JOUR M16 Social Media 3 Units***In-Class Hours:* 52.5 lecture

Explores the possibilities and limitations of social media, emerging social media careers, and tools and techniques to create effective social media communication. Provides hands-on experience with several forms of social media technology while learning how to effectively communicate and disseminate information to the masses and niche media groups. Provides an understanding of how to use social media professionally and have a framework for evaluating new tools and platforms for a career in the multiple fields of digital media and public relations.

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**JOUR M80 Internship in Journalism 1-4 Units***In-Class Hours:* 75-300 paid cooperative

*Prerequisites:* Completion of or concurrent enrollment in one course in the discipline and instructor approval

Provides on-the-job learning to develop effective work habits, attitudes, and career awareness in paid or unpaid internships that are related to the discipline. Involves the development and documentation of learning objectives and the completion of an internship paper, presentation, or project. Includes both workplace supervisor and faculty adviser feedback and/or written evaluations. Course Credit Limitation: To take this course, contact the Career Transfer Center. Requires orientation session. Students receive one unit of credit for each 60 hours unpaid or 75 hours paid work. May enroll in up to 4 units a semester with a maximum of 16 total units of any type of work experience.

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Repeatable for Credit:** Course may be taken up to 3 times for credit.

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

**JOUR M122 Independent Study - Journalism 0.5-3 Units***Formerly:* JOUR M22A*In-Class Hours:* 26.25-157.5 laboratory

*Prerequisites:* Completion of one course in Journalism and instructor approval

Allows independent study for students who wish to extend their knowledge of a particular area of journalism through research and study. Utilizes an approved independent project. Includes one-on-one work with instructor. Interested students should contact a journalism instructor for assistance in developing a contract for learning about a specific topic.

**Grade Modes:** Letter Graded, Student Option- Letter/Credit, Pass/No Pass Grading

**Degree Applicability:** Applies to Associate Degree

**AA/AS GE:** None

**Transfer Credit:** CSU

**UC Credit Limitations:** None

**CSU GE-Breadth:** None

**IGETC:** None

- Journalism, Associate in Arts for Transfer (<http://catalog.vcccd.edu/moorpark/programs-courses/journalism/journalism-aat/>)

- Digital Public Relations, Certificate of Achievement (<http://catalog.vcccd.edu/moorpark/programs-courses/journalism/digital-public-relations/>)

- Digital Journalism, Proficiency Award (<http://catalog.vcccd.edu/moorpark/programs-courses/journalism/digital-journalism-pa/>)

## Interim Dean

John Loprieno, Phone (805) 553-4121

## Counselors

Pablo Diaz, Jodi Dickey, Kellie Porto-Garcia, Trulie Thompson