

# JOURNALISM AND MASS COMMUNICATION

College of Liberal Arts

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## Career Possibilities

Journalist \* Public Relations Specialist \* Editor \* Online Journalist \* Marketing Communications Professional \* Multimedia Journalist \* Publicist \* Editor \* Photojournalist \* Reporter \* Television Producer \* Sports Writer \* Designer \* Photographer \* Special Events Coordinator \* Newscaster \* Copy Writer \* Critic \* Technical Writer \* Proofreader \* Communications Manager \* Public Information Officer \* Magazine Writer \* Radio Announcer (Some of these, and other careers, require additional education or experience. For more information, see [www.careers.csulb.edu](http://www.careers.csulb.edu).)

## Introduction

The Department of Journalism and Mass Communication offers undergraduate programs that prepare students for careers in journalism and public relations. Students take courses that provide both a strong theoretical foundation and real-life, hands-on training in the skills they need to pursue careers in communications. Journalism graduates become reporters, editors, bloggers, broadcasters, designers and managers at media organizations and are trained in multimedia storytelling and communicating across multiple platforms, including newspapers, magazines, online media, social media, radio, and television.

Public relations graduates become public relations professionals in corporations, nonprofit organizations, and communication firms and specialize in employee relations, media relations, community relations, multicultural relations, consumer relations, marketing communications, public affairs, and special event management. In their classes, students learn how to use both traditional and digital forms of media, including social media, to communicate with target audiences. Advanced students become skilled in strategic planning and campaign development.

Throughout their coursework, journalism and public relations students have the opportunity to work as staff writers, editors, designers and photographers at campus media affiliated with the department: the Daily 49er, the campus newspaper; DIG Magazine, the campus monthly magazine; the online editions of both the Daily 49er and DIG Magazine; Beach Byline, the department's alumni

magazine; K-Beach Radio, the campus radio station; and College Beat TV. Students also serve as account supervisors, creative directors, art directors, copywriters, event planners, and social media managers on the Bateman Case Study Competition team. The Bateman Case Study Competition is the prestigious national collegiate contest for public relations students. All students working with department-affiliated media and the Bateman team work closely with department faculty members who serve as advisors for each group.

The department is home to four active student organizations: National Association of Black Journalists, National Association of Hispanic Journalists, Public Relations Student Society of America, and Society of Professional Journalists. The department also sponsors annual events for students: the Student Success Orientation, Journalism & Public Relations Day, and the Journalism and Public Relations Awards Ceremony and Reception.

All students are required to complete an internship in journalism or public relations either on or off campus. The department maintains a comprehensive directory of placements, and internship opportunities are abundant in Southern California, one of the nation's largest media markets. All majors and minors are strongly encouraged to meet with one of the department's two academic advisors once a semester to plan their coursework.

## Bachelor of Arts in Journalism (120 units)

### General Requirements

The major consists of 48 units. Majors can pick between two pathways: a traditional journalism pathway or a specialization in public relations. By default, students are placed in the journalism program. Students wishing to pursue the specialization in public relations should meet with a department advisor to officially declare it. All majors are strongly encouraged to pursue a minor in a discipline outside of journalism or public relations.

## Bachelor of Arts in Journalism

### Journalism Pathway Requirements

Lower Division:

Take all of the following courses:

JOUR 110 Mass Media and Society (3)  
Prerequisite/Corequisite: None.

JOUR 120 News Writing and Ethics (3)  
\* "C" or better  
Prerequisite: None

JOUR 240 Multimedia Storytelling (3)  
\* "C" or better  
Prerequisite/Corequisite: JOUR 120.

#### Upper Division:

Take all of the following courses:

JOUR 311 News Reporting and Ethics (3)

\*\*C" or better

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

JOUR 340 Advanced Multimedia Journalism (3)

Prerequisite: JOUR 120 and JOUR 240 with a grade of "C" or better.

JOUR 418 Journalism: Past, Present, and Future (3)

Prerequisites: Upper division standing and GE Foundation requirements.

JOUR 430 Communication Law and Policy (3)

Prerequisite: Upper division standing.

JOUR 498 Internship (3)

Prerequisite: Senior standing or consent of instructor.

Take one course from the following:

\* "C" or better

JOUR 305 Media Design (3)

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

JOUR 321 Broadcast Writing and Reporting (3)

Prerequisite: JOUR 120 and JOUR 240 with a grade of "C" or better.

JOUR 331 Editing for Print and Online (3)

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

Take six units from the following:

JOUR 405 Advanced Media Design (3)

Prerequisites: JOUR 120 and JOUR 305 with a grade of "C" or better.

JOUR 420 In-Depth Reporting for the Daily 49er (3)

Prerequisite: JOUR 240 and JOUR 311 with a grade of "C" or better.

JOUR 480 Magazine Writing and Editing (3)

Prerequisite: JOUR 240 and JOUR 311 with a grade of "C" or better.

JOUR 482 Television News Production and Performance (3)

Prerequisite: JOUR 120 and JOUR 321 with a grade of "C" or better.

JOUR 495 Enterprise Reporting in Diverse Communities (3)

Prerequisite: JOUR 240 and JOUR 311 with a grade of "C" or better.

Choose five courses from the following:

JOUR 104, JOUR 160, JOUR 270, JOUR 300, JOUR 310, JOUR 312, JOUR 315, JOUR 316, JOUR 318, JOUR 360, JOUR 374, JOUR 375, JOUR 380, JOUR 382, JOUR 412, JOUR 415, JOUR 431, JOUR 440, JOUR 470, JOUR 471, JOUR 478, JOUR 485, JOUR 490, JOUR 494 and JOUR 499

## Specialization in Public Relations

### Requirements

#### Lower Division:

Take all of the following courses:

JOUR 110 Mass Media and Society (3)

Prerequisite/Corequisite: None.

JOUR 120 News Writing and Ethics (3)

\* "C" or better

Prerequisite: None

JOUR 270 Principles of Public Relations (3)

\* "C" or better

Prerequisite: None.

#### Upper Division:

Take all of the following courses:

JOUR 305 Media Design (3)

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

JOUR 374 Written Communication for Public Relations (3)

\*\*C" or better

Prerequisites: JOUR 120 and JOUR 270 with a grade of "C" or better.

JOUR 375 Strategic Communication for Public Relations (3)

\*\*C" or better

Prerequisite: JOUR 120 and JOUR 270 with a grade of "C" or better.

JOUR 430 Communication Law and Policy (3)

Prerequisite: Upper division standing.

JOUR 470 The Digital Public Relations Toolbox (3)

Prerequisite: JOUR 120 and JOUR 270 with a grade of "C" or better.

JOUR 471 Public Relations Mgmt and Campaigns (3)

Prerequisites: JOUR 374 or JOUR 375 with a grade of "C" or better.

JOUR 478 Public Relations Case Studies (3)

Prerequisites: JOUR 120 and JOUR 270 with a grade of "C" or better.

JOUR 494 Research Methods (3)

Prerequisite: Upper division standing.

JOUR 498 Internship (3)

Prerequisite: Senior standing or consent of the instructor.

Choose four courses from the following:

JOUR 104, JOUR 160, JOUR 240, JOUR 300, JOUR 310, JOUR 311, JOUR 315, JOUR 316, JOUR 318, JOUR 321, JOUR 331, JOUR 360, JOUR 380, JOUR 382, JOUR 405, JOUR 412, JOUR 415, JOUR 418, JOUR 420, JOUR 431, JOUR 440, JOUR 485, JOUR 490 and JOUR 499.

## Minor in Journalism

Requires a minimum of 18 units:

Take the following:

JOUR 110 Mass Media and Society (3)

Prerequisite/Corequisite: None.

JOUR 120 News Writing and Ethics (3)

\*\*C" or better required.

Prerequisite: None

Take twelve units from the following:

JOUR 104, JOUR 160, JOUR 240, JOUR 270, JOUR 300, JOUR 305, JOUR 310, JOUR 311, JOUR 312, JOUR 315, JOUR 316, JOUR 318, JOUR 321, JOUR 331, JOUR 360, JOUR 380, JOUR 382, JOUR 405, JOUR 412, JOUR 415, JOUR 418, JOUR 420, JOUR 430, JOUR 431, JOUR 440, JOUR 480, JOUR 482, JOUR 494, JOUR 490, JOUR 495, JOUR 498 and JOUR 499

## Minor in Public Relations

The Minor in Public Relations is available to any CSULB student, except for those who are majors in journalism. A minimum of 18 units is required. The minor is composed of three required core courses (9 units) and three elective courses (9 units).

Students must take the following:

- JOUR 120. News Writing and Ethics (3)
- JOUR 270. Principles of Public Relations (3)
- JOUR 478. Public Relations Case Studies (3)

Students must take three courses (9 units) from the following:

- JOUR 104. Social Media Communication (3)
- JOUR 305. Media Design (3)
- JOUR 374. Written Communication for Public Relations (3)
- JOUR 375. Strategic Communication for Public Relations (3)
- JOUR 470. The Digital Public Relations Toolbox (3)
- JOUR 471. Public Relations Management and Campaigns (3)
- JOUR 485. Public Relations Agency (3)
- JOUR 494. Research Methods (3)

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## JOUR 498. Internship (3) **Journalism Courses (JOUR)**

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### 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.)

#### 104. Social Media Communication (3)

Students examine how social media (Facebook, Twitter and others) influence interpersonal and professional communications. The course is grounded in the history, development and theories of social media, while providing students opportunities to analyze personal use of social media.

#### 110. Mass Media and Society (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. News Writing and Ethics (3)

This introductory course focuses on the fundamentals of news writing. Students develop news judgment, and they practice writing different types of news stories, adhering to AP style and meeting deadlines. Legal and ethical issues in journalism are also addressed.

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.

#### 240. Multimedia Storytelling (3)

Prerequisite or Corequisite: JOUR 120

This course is designed to develop basic skills in multimedia storytelling. Techniques and tools used in creating blogs, photo

slideshows and podcasts as well as shooting and editing video will be covered. Legal and ethical considerations will also be examined.

Letter grade only (A-F).

#### 270. Principles of Public Relations (3)

Students learn the theories, concepts, history and terminology of public relations. The stages of the public relations practice – research, planning, communication and evaluation – are studied. Diversity, ethics, social responsibility and global perspectives in public relations are also examined.

Not open for credit to students with credit in JOUR 370.

### 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. Photojournalism (3)

Prerequisite: None.

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.

#### 305. Media Design (3)

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

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.

#### 310. Writing for the Daily 49er (3)

Prerequisite: JOUR 120 and JOUR 240 with a grade of "C" or better, or consent of instructor.

Students cover a beat and/or write general assignment stories as well as produce multimedia packages for the Daily 49er newspaper and website.

#### 311. News Reporting and Ethics (3)

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

This course covers newsgathering and writing for newspapers, magazines and websites. Students will conduct interviews, and write both hard news and news feature stories—with an emphasis on covering government and public affairs. The course also focuses on journalism ethics.

Letter grade only (A-F).

#### 312. 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: Upper division status and completion of GE Foundation; Students must have scored 11 or higher on the GEAR Placement Examination or completed the necessary portfolio course that is a prerequisite for a GEAR Writing Intensive Capstone.

Study and practice of literary reportage. Includes analysis of 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. Freelance and Feature Writing (3)**

Prerequisites: Upper division status and completion of GE Foundation; Students must have scored 11 or higher on the GWAR Placement Examination or completed the necessary portfolio course that is a prerequisite for a GWAR Writing Intensive Capstone.

Students learn to develop story ideas and report and write feature stories. Students also learn how to successfully pitch and sell stories to publications, work with editors and establish a career as a freelance writer.

### **318. Sports Journalism (3)**

Prerequisite: JOUR 120 and JOUR 240 with a grade of "C" or better.

Students explore the state and practice of sports journalism. Students learn the history of sports reporting, and they participate in all aspects of the sports journalism process from reporting and interviewing to writing, editing and producing.

### **321. Broadcast News Writing and Reporting (3)**

Prerequisite: JOUR 120 and JOUR 240 with a grade of "C" or better.

Students learn and practice television and radio news writing and reporting. Students become familiar with script formats, and they create audio and video stories on deadline. While the focus is on television, the skills developed are applicable to other platforms.

### **331. Editing for Print and Online (3)**

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

Students learn editing and proofreading skills for print and online media. Students also gain practice in assigning and assessing stories, fact-checking, determining a story lineup and working with writers.

### **340. Advanced Multimedia Journalism (3)**

Prerequisite: JOUR 120 and JOUR 240 with a grade of "C" or better.

Students learn the theory and practice of creating cutting edge digital content with a journalism emphasis. Instruction in social media, coding/HTML, web design, animations and other trends and topics in digital journalism could be included.

### **360. Culture and Politics of the Internet (3)**

Prerequisites: Upper division standing and GE Foundation requirements.

This interdisciplinary course is focused on the culture and politics of the Internet. It introduces students to the regulations governing both broadband and mobile Internet services, as well as explores how these policies are shaped.

### **374. Written Communication for Public Relations(3)**

Prerequisites: JOUR 120 and JOUR 270 with a grade of "C" or better.

Students learn to communicate with specific audiences. Students write and edit news releases, feature stories, biographical profiles, fact sheets, media alerts, pitch letters, blogs and other materials. Ethical and legal issues in public relations are also addressed.

Letter grade only (A-F).

### **375. Strategic Communication for Public Relations (3)**

Prerequisite: JOUR 120 and JOUR 270 with a grade of "C" or better.

Students strategize and create programs using theoretical, ethical and practical models of public relations. Students develop backgrounders, position papers, proposals, speeches, crisis plans and other materials in response to an analysis of audience demographics, psychographics and cultural perspectives.

Letter grade only (A-F).

### **380. Advanced Photojournalism (3)**

Prerequisite: JOUR 120 with a grade of "C" or better, JOUR 300.

This course provides an in-depth study of photojournalism with an emphasis on creating story ideas, essays and features with photos. Students shoot and edit photos. They also create photo layouts for newspapers, magazines and online media.

### **382. Radio News Production (3)**

Prerequisite: Upper division standing.

Students report, write and edit news and feature stories for radio. Special emphasis is on radio production and management techniques.

### **405. Advanced Media Design (3)**

Prerequisites: JOUR 120 with a grade of "C" or better, JOUR 305.

Students learn advanced skills in media design, including typography, color, art and white space. They further develop design skills for media outlets.

May be repeated to a maximum of 6 units in different semesters.

### **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. Gender, Class, and Ethnicity in the Media (3)**

Prerequisite(s): Upper division standing and GE Foundation requirements.

Students examine the relationship between media and the marginalization, misrepresentation and discrimination of individuals and groups in the United States. Framing, symbolic representation, critical/cultural and other theories will be used to identify and challenge depictions of gender, race, and ethnicity.

### **418. Journalism: Past, Present, and Future (3)**

Prerequisite(s): Upper division standing and GE Foundation requirements.

This course brings history into the present by exploring journalism in the age of conglomeration, digitization and mobile communication. It provides an overview of major figures, technologies, paradigms and events that have shaped the practice of journalism in the United States

### **420. In-Depth Reporting for the Daily 49er (3)**

Prerequisite: JOUR 240 and JOUR 311 with a grade of "C" or better.

Students produce in-depth profiles and enterprise and investigative stories. Work is published in the Daily 49er in print and/or online.

May be repeated to a maximum of 6 units in different semesters.

### **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. Communication Law and Policy (3)**

Prerequisite: Upper division standing.

The course examines principles and case studies of communication law with an emphasis on constitutional guarantees of a free press. Students analyze how laws are applied in contemporary situations and learn to make distinctions between ethical and legal issues.

### **431. Mass Media Ethics (3)**

Prerequisite: Upper division standing and GE Foundation requirements.

This course focuses on ethical codes and value systems used in mass media. Students explore philosophical foundations of moral theory and various approaches to ethical decision making for journalists, public relations professionals and other media practitioners.

### **440. Trends in Online Media (3)**

Prerequisite: JOUR 120 and JOUR 240 with a grade of "C" or better.

Students learn the theory and practice of state-of-the-art digital content for journalism and public relations. Topics may include viral marketing, mobile media applications, data visualizations, web animations and other new applications.

### **470. The Digital Public Relations Toolbox (3)**

Prerequisite: JOUR 120 and JOUR 270 with a grade of "C" or better

This course covers challenges and opportunities presented to public relations practitioners in the digital age, how social media are changing the communication landscape, and best practices in digital public relations including social media strategies, search engine optimization and media monitoring.

### **471. Public Relations Management and Campaigns (3)**

Prerequisites: JOUR 374 or JOUR 375 with a grade of "C" or better.

Students work in agency situations to develop a business proposal for clients involving formal written plans and oral presentations. Students serve as consultants and develop programs for organizations.

### **478. Public Relations Case Studies (3)**

Prerequisites: JOUR 120 and JOUR 270 with a grade of "C" or better.

Students analyze case studies to explore decision-making processes in various areas of public relations, including employee relations, community relations, multicultural relations, investor relations, media relations, marketing communications and crisis communications. Strategic planning, critical thinking and ethical decision-making are emphasized.

### **480. Magazine Writing and Editing (3)**

Prerequisite: JOUR 240 and JOUR 311 with a grade of "C" or better.

Students serve as the staff editors and writers for the campus magazine, Dig, and its website, and the department alumni publication, Beach Byline. Activities include pitching, assigning, writing, editing, working with design/designers and proofreading stories for the publications.

May be repeated to a maximum of 6 units in different semesters.

### **482. Television News Production and Performance (3)**

Prerequisite: JOUR 120 and JOUR 321 with a grade of "C" or better.

Students produce television news reports, segments and programs in this hands-on course. Students also gain experience in a variety of television news production roles, including anchor, writer, reporter, producer and researcher.

May be repeated to a maximum of 6 units in different semesters.

### **485. Public Relations Agency (3)**

Prerequisites: JOUR 270 with a grade of "C" or better and consent of the instructor.

This course develops advanced public relations problem-solving skills. Students create strategic public relations plans and execute a comprehensive public relations program by serving as a student-run public relations agency and working with actual clients for the Bateman Case Study Competition.

Both grading options.

### **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 (3)**

Prerequisite: Upper division standing.

Students use principles of scientific research to create, monitor, and evaluate communication programs and audience metrics. Students learn about sampling, surveys, opinion polls, focus groups, content analyses, web analytics and participant observation research. Research planning, theory, design and analysis are emphasized.

### **495. Enterprise Reporting in Diverse Communities (3)**

Prerequisite: JOUR 240 and JOUR 311 with a grade of "C" or better

Students conceive stories and report on diverse neighborhoods throughout Long Beach. Students participate in all aspects of news production, using written words, photos, audio and video.

May be repeated to a maximum of 6 units in different semesters.

### **498. Internship (3)**

Prerequisite: Senior standing or consent of instructor.

Students gain practical journalism and/or public relations experience in professional settings. Students locate and secure their own internships. All internships must be approved by the instructor. The class includes seminars and workshops to facilitate professional development and career building.

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).