

JOUR-JOURNALISM (JOUR)

JOUR 105G. Media and Society

3 Credits (3)

Functions and organization of the mass media system in the United States; power of the mass media to affect knowledge, opinions, and social values; and the impact of new technologies.

Learning Outcomes

1. Describe the structure and functions of major US media institutions and their roles in shaping public knowledge and opinion.
2. Analyze the social, political, and cultural impacts of mass media on audiences and communities, with attention to issues of power and representation.
3. Evaluate the influence of emerging technologies on media practices, audience behavior, and the future of journalism.

JOUR 110. Media Writing I

3 Credits (2+2P)

Introduction to media writing basics including news writing for print and web, feature writing, sports writing and writing for public relations. Course emphasizes fundamental news values, journalism ethics and Associated Press style. Restricted to all Campuses. May be repeated up to 3 credits.

Learning Outcomes

1. Know and put into practice news writing basics including the five W's, inverted pyramid, basic news leads, quotations, interviews, attributions and cutlines.
2. Know how to cover scheduled and breaking news events, and put knowledge into practice.
3. Know how to write for different media, including print, web and broadcast, and put knowledge into practice.
4. Know fundamentals of writing news stories, features, editorials, obituaries, and press releases, and put knowledge of each into practice.
5. Develop and practice basic copy editing skills.

JOUR 201. Introduction to Multimedia Journalism

3 Credits (2+2P)

Introduction to journalistic storytelling using text, photos, audio, video and infographics. Students produce their own multimedia stories in intensive, hands-on environment using digital cameras and audio recorders, mobile phones, external microphones and digital editing software applications including Adobe Premiere Pro, Audition and Photoshop. May be repeated up to 3 credits.

Learning Outcomes

1. Learn how to recognize and accurately define multimedia journalism.
2. Improve visual literacy by viewing and analyzing a variety of work produced by professional multimedia journalists.
3. Know the basic requirements and parts of a story, and know how to map and structure a story.
4. Know and put into practice news writing basics including the five W's.
5. Know what makes a good image, and put into practice composing and framing photographs and videos.
6. Understand and put into practice still photography, video and audio capture and editing fundamentals using a variety of tools.
7. Know how to combine different media to create a logical and effective story.

JOUR 210. Copyediting

3 Credits (2+2P)

Introduction to various aspects of copyediting with an emphasis on accuracy and style. Includes hands-on, directed practice in editing for Associated Press style, punctuation and grammar. Includes headline and cutline writing. May be repeated up to 3 credits.

Prerequisite: JOUR 110.

Learning Outcomes

1. Know and put into practice news writing basics including the five W's, inverted pyramid, basic news leads, quotations, interviews and attributions.
2. Know fundamentals of writing news stories, sports stories, features and editorials, and put knowledge of each into practice.
3. Know how to write for different media, including print, web and social media, and put knowledge into practice.
4. Develop and practice basic copy editing skills.
5. Understand fundamentals of media law and ethics, and know basic press rights.
6. Understand basic math principles used by reporters.
7. Practice and understand the importance of meeting deadlines.
8. Develop a habit of consuming news and monitoring daily headlines.