Journalism & Mass Communication

Note: Ability to type needed in all journalism and mass communication skills courses.

LOWER DIVISION

JMC 105. Introduction to Mass Communication (3). The history, economics, ethics, and conflicts in US mass media practices. How mass media laws and industries affect and have affected our culture, economy, and political community over time. Using basic media criticism concepts, we will evaluate the honesty, independence, and productivity of various mass media and the effects they have on individuals and society. [C-LD]

JMC 120. Beginning Reporting (3). Learn and practice the basic skills of reporting, interviewing and journalistic storytelling for a wide variety of audiences. Improve your writing and oral communication skills and become a more organized thinker about content. Prerequisite for several journalism courses.

JMC 125. Introduction to Journalism Tools (3). Introduction to journalistic storytelling through audio, still photography, video, and website design.

JMC 134. Photojournalism & Photoshop (3). Develop a strong foundation of photography skills through techniques in framing, composition, lighting, caption writing and layout and design. Students work with digital SLR cameras and edit using Photoshop software to optimize images for publication while examining ethical and legal issues associated with the profession.

JMC 150. Digital Design (3). Learn to use the Adobe Creative Suite to design publications, brochures and other materials for news, public relations, advertising and business.

JMC 154. Radio Production (3). Learn the techniques and skills needed to produce live on-air and edited radio programs for the student-run radio station KRFH, 105.1FM. [Weekly: 2 hrs lect, 3 hr lab.]

JMC 155. KRFH Workshop (1). Be a DJ, talk show host or live music producer on the student-run radio station KRFH, 105.1FM. [Prereq: JMC 154 (C). Rep. Consult journalism major advisor.]

JMC 156. Video Production (3). Learn to produce videos with a clear message that will capture the attention of the masses. Basic video production skills in field camera use and Adobe Premiere Pro editing. Work on a variety of projects including public service announcements, promotional videos and news stories with a message of social justice and environmental responsibility.

JMC 160. El Leñador Newspaper (2). This course will focus on the fundamentals of reporting, storytelling, and newspaper production with emphasis on news covering Latinx and diverse communities. Students work collaboratively with classmates to produce the monthly English/Spanish newspaper and create multimedia content for the website Elanadornews.com. [Prereq: JMC 120. CR/NC. Rep once. Consult journalism major advisor.]

JMC 280. Selected Topics in Journalism and Mass Communication (1). Selected topics in journalism and mass communication offered at the lower division level.

UPPER DIVISION

JMC 302. Mass Media & Popular Arts (3). Popular arts presented through mass media. Analyze personal responses; cultivate understanding of how mass media process works of popular art; develop powers of discrimination. [C-UJ.]

JMC 305. International Mass Communication (3). Comparative press systems and theories; international and cross-cultural communications; the role of international media as the intersection between social, political and economic institutions. [DG-CN; D-UJ.]

JMC 306. History of Mass Communication (3). Evolution of mass media from the development of the written language to the commercialization of the Internet. Media as a catalyst for change in culture and society. How governments and societies suppress change through media repression. [D-UJ.]

JMC 309. Analyzing Mass Media Messages (3). Analyze mass media materials prepared by practitioners in arts, humanities, social sciences, and science and technology. Oral and written discussion of materials and related topics. [C-UJ; D-UJ.]

JMC 318. Media Research (3). Logic and tools used in communication studies. Aspects of survey and experimental research. Practical uses by mass media professionals. Become a more critical consumer of empirical research in the mass media and society.

JMC 320. Advanced Reporting (3). Advanced interviewing techniques. Locate, examine, and incorporate documents as part of a news reporting process. [Prereq: JMC 120 or IA.]

JMC 322. Editing (3). Typograpy, newspaper layout and design, editing, news evaluation, reference materials, headline writing, making news meaningful, newspaper law, copy fitting, makeup, editorial problems. [Prereq: JMC 120 and JMC 125.]

JMC 323. Public Relations (3). The history, theory, and practice of public relations in a broad range of organizations and institutions, its impact on publics, and its functions in society. The course includes legal and ethical issues, case problems, publicity techniques, and practice in the process of public relations program planning and management.

JMC 324. Advanced News Writing (3). Nonfiction feature writing. Long form and alternative storytelling formats. Read and analyze feature stories from magazines, newspapers, and online publications. [Prereq: JMC 120 and JMC 125.]

JMC 325. Osprey Magazine Production (2). Work as a writer, editor, layout designer, photographer or in another role and collaborate with other student staff members to create and publish the Osprey general feature magazine. [Prereq: JMC 120 or IA. CR/NC. Rep 4 times. Consult journalism major advisor.]

JMC 326. Investigative Reporting (3). An advanced reporting and writing class. You will learn to apply in-depth reporting techniques and synthesize large amounts of information into a compelling story about an important community issue. [Prereq: JMC 120. Rep. JMC 320.]

JMC 327. Lumberjack News Workshop (2). Work as a reporter, photographer, designer, editor or in another role to produce content for The Lumberjack. You can have your voice heard and practice the skills necessary to ensure a free press. [Prereq: JMC 120 and JMC 125. CR/NC. Rep 4 times. Consult journalism major advisor.]

JMC 328. Media Law (3). Laws which guarantee and protect privileges and define duties and responsibilities of mass media. Constitutional law, privacy, libel, contempt of court, governmental regulations pertinent to mass media.

JMC 332. Media Ethics (3). An examination of ethical issues in news, advertising, public relations, and the entertainment industry.

JMC 333. Radio News Workshop (2). Broadcast the news live on the air on the student campus radio station KRFH 105.1FM. Practice gathering information, writing, editing and producing news stories on deadline for live radio audience. [Prereq: JMC 120, CR/NC. Rep. 4 times. Consult journalism major advisor.]

JMC 334. Advanced Photographic & Video Production (3). Intermediate to advanced skills in the practice of photojournalism and Photoshop, portfolio development, and freelancing methods. [Prereq: JMC 134 or basic photography course or IA.]

JMC 336. Advanced Video Production (3). Students in this course use professional video cameras and digital editing to effectively report news and information. Advanced production techniques include field camera operation, more advanced uses of digital sound editing and titling. [Prereq: JMC 156.]

JMC 354. Media Advertising (3). Role of advertising in media industries. Use of media in retail advertisers’ promotion.

JMC 355. Advanced KRFH Workshop (2). Work as a manager; take a leadership or mentoring role and be live on the air on the student-run radio station KRFH 105.1FM. Course is not repeatable for major credit. [Prereq: JMC 155. Rep. Consult journalism major advisor.]
This class will focus on the fundamentals of reporting, storytelling, and newspaper production with emphasis on news covering Latinx and diverse communities. Students work collaboratively with classmates to produce the monthly English/Spanish newspaper and create multimedia content for the website ElLenadornews.com. [Prereq: JMC 120. CR/NC. Rep once. Consult journalism major advisor.]

JMC 427. Advanced Lumberjack News Workshop [2]. Work on The Lumberjack newspaper staff in a leadership position as a manager or editor or practice other advanced reporting and storytelling techniques using multimedia. Build your portfolio, boost your resume and practice the skills necessary to ensure democracy and a free press. [Prereq: JMC 327. CR/NC. Rep once. Consult journalism major advisor.]

JMC 429. Advanced Public Relations [3]. PR problems of industry and public institutions; managing effective public relations campaigns. Projects, discussion, writing of various communication tools. [Prereq: JMC 120 and JMC 323, or IA.]

JMC 430. Advertising Copy Writing & Design [3]. Principles of copy writing and design; style, research, and legal and ethical issues. Copy writing, design projects. [Prereq: JMC 120 or IA.]

JMC 480. Special Topics [3]. Selected topics in the journalism news and public relations fields that rotate instructors and subject matter each semester. Previous topics include environmental journalism, sports journalism, war reporting, parody news, covering challenging topics and more.

JMC 482. Mass Media Internship [1-3]. Assignment on newspapers or magazines, in broadcast media, or in public relations or advertising. Supervised by employing organization. Observe, report, and discuss. JMC majors/minors only. [Prereq: IA. CR/NC. Rep 4 times. Consult journalism major advisor.]

JMC 490. Seminar in Journalism [1-4]. Selected problem, topic, or area treated more intensively than in other offerings. [Prereq: IA. Service fee possible. Rep 3 times. Consult journalism major advisor.]

JMC 499. Directed Study [1-4]. Promising students pursue journalism and communications material in depth. Papers, oral reports. [Prereq: IA. Rep 3 times. Consult journalism major advisor.]