

2009-11 Cal Poly Catalog

Journalism Department

JOUR—JOURNALISM

JOUR 201 Journalism History (4)

Survey of historical influences in the development of today's journalism. Contributions of women and minorities to American mass media. Rise of technology in the communication industry. 4 lectures.

JOUR 203 News Reporting and Writing (4)

Introduction to the fundamental techniques of reporting and writing news articles from print and online perspectives. Extensive laboratory and field practices in gathering and evaluating information. Writing basic news stories under close supervision. 3 lectures, 1 laboratory.

JOUR 205 Agricultural Communications (4)

Survey of the media of agricultural communication. Newspaper farm pages and sections, general and specialized agricultural magazines. Radio and TV farm broadcasts. Public and private agencies involved in agricultural communication. Role of California minorities in agriculture. Writing on agriculture-related issues. 3 lectures, 1 activity.

JOUR 219 Multicultural Society and the Mass Media (4) USCP

The role of the mass media in a democratic multicultural society. Portrayal and stereotyping of ethnic minorities by different mass media forms throughout U.S. history. The growing impact of minorities in the United States. Achievement and goals of current American ethnic media, with special attention to Latinos/as and African-Americans. 4 lectures. Fulfills USCP.

JOUR 233 Copy Editing (4)

Introduction to the techniques of newspaper, magazine, and on-line copy desk work. Rewriting and editing copy and headlines for news, feature stories, and on-line material. Headline, caption, and display copy writing. Ethical issues in copy editing. Selecting, cropping, and writing captions. Art/photography selection, sizing, and cropping. Basic editing functions of Photoshop and Quark. Practical laboratory experience in editing. 3 lectures, 1 laboratory. Prerequisite: JOUR 203.

JOUR 270 Selected Topics (1–4)

Directed group study of selected topics. The Schedule of Classes will list title selected. Total credit limited to 8 units. 1 to 4 lectures. Prerequisite: Open to undergraduate students and consent of instructor.

JOUR 285 Introduction to Web-Based Journalism (4)

Introduction to the social, editorial and technical issues surrounding the Web as a new form of communication. Fundamentals of gathering, writing and publishing content for the Web that includes using photographs, sound, pictures and video to tell a story. 3 lectures, 1 laboratory. Prerequisite: JOUR 203.

JOUR 302 Mass Media Law (4)

Legal basis for freedom of expression. Court decisions resolving conflicts between First Amendment and right to fair trial, privacy, reputation. Source confidentiality, freedom of information, contempt, copyright. Federal and state laws and regulations affecting mass media reporters, editors, publishers, news directors. 4 lectures. Prerequisite: JOUR 203.

JOUR 303 Multimedia Reporting and Production (4)

Advanced exploration of the social editorial and technical issues surrounding the Web as a new form of communication. Advanced application of multimedia reporting skills including production, editing and online publishing using a variety of platforms. Focus on using the most effective online medium to report on a particular news event. 3 lectures, 1 laboratory. Prerequisite: JOUR 285 or consent of instructor.

JOUR 304 Public Affairs Reporting (4)

Experience leading to advanced skills in reporting and writing stories about contemporary issues, government and courts. Field and laboratory assignments in beat reporting, public meeting coverage, writing style, investigative techniques and online journalism research. 3 lectures, 1 laboratory. Prerequisite: JOUR 203 and JOUR 233 or JOUR 342.

JOUR 312 Introduction to Public Relations (4)

Overview of the history, growth and ongoing development of public relations as an information management function in a multi-cultural environment. Public

relations practices used in commercial and non-profit sectors, and first-hand application of public relations skills. 4 lectures. Prerequisite: Sophomore standing.

JOUR 331 Contemporary Advertising (4)

Principles of advertising, copy, layout, and production for print and broadcast media. Economic, political, and social function of advertising in a free market society. Advertising ethics. Social responsibility of advertising in a multicultural environment. Emerging advertising technologies. Advertising on the Internet. 4 lectures.

JOUR 333 Broadcast News (4)

Beginning broadcast news writing and reporting for radio and television. Emphasis on developing news judgment and producing radio newscasts. Introduction to television studio equipment and procedures. Lab experience includes writing and reporting live on-air for KCPR. 3 lectures, 1 laboratory. Prerequisite: JOUR 285.

JOUR 342 Public Relations Writing and Editing (4)

Theory, strategic planning and practice in writing persuasive public relations copy for diverse internal and external audiences. Emphasis on gathering information, preparing news releases, newsletters and other communications vehicles. Analysis of various media case studies. 4 lectures. Prerequisite: JOUR 312.

JOUR 346 Broadcast Announcing and Production (4)

Develop on-air skills in the performance of voice-overs, stand-ups, hosting and the production of televised public service announcements. Emphasis on the effective use of audio and non-linear video editing techniques as well as broadcast writing. 3 lectures, 1 activity. Prerequisite: JOUR 203 and JOUR 333.

JOUR 348 Electronic News Gathering (4)

Instruction on electronic news gathering (ENG) that includes advanced news writing, field reporting and editing for broadcast. Emphasis on developing research techniques, interviewing skills, responsible and effective non-linear video editing, compelling use of natural sound and professional on-air delivery. 3 lectures, 1 laboratory. Prerequisite: JOUR 203 and JOUR 333.

JOUR 352 Advanced Newspaper Reporting: *Mustang Daily* (3)

Reporting lab for students holding editorial positions on *Mustang Daily*. Total credit limited to 6 units. 2 lectures, 1 laboratory. Prerequisite: JOUR 304.

JOUR 353 Broadcast Journalism Practicum (3)

Senior-level course synthesizing the diverse skills and experiences developed through the broadcast journalism curriculum. Students produce a live 30-minute CPTV newscast per week, or a one-hour KCPR segment that incorporates news, information, talk and entertainment. Emphasis on news producing, reporting and announcing skills. Total credit limited to 6 units. 2 lectures, 1 laboratory. Prerequisite: JOUR 333 and JOUR 346 or JOUR 348. Non-majors: consent of instructor.

JOUR 390 Visual Communication for the Mass Media (4)

Theory and application of visual communication in today's print, broadcast and public relations media. Extensive experience in visual and text manipulation for effective information communication. 3 lectures, 1 laboratory. Prerequisite: JOUR 203.

JOUR 400 Special Problems for Advanced Undergraduates (1–4)

Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 8 units, with a maximum of 4 units per quarter. Prerequisite: Consent of instructor.

JOUR 401 Global Communication (4)

Global communications facilities and operations; world transmission of information; survey of world wire services and international print and electronic media. Analysis of press operations under varying government ideologies, including third world countries. 4 seminars. Prerequisite: JOUR 203.

JOUR 402 Journalism Ethics (4)

Current issues revolving around the social responsibility of the mass media. Role of the public, government, and media in considerations of media accountability. Professional behavior in media organizations. 4 seminars. Prerequisite: Junior standing, JOUR 203; junior standing.

JOUR 407 Feature Writing (4)

Practice in researching, interviewing, writing and marketing nonfiction articles for print media, and analysis of similar work in current distribution. 4 lectures. Prerequisite: JOUR 304 or consent of instructor; junior standing.

JOUR 410 Applied Multimedia Reporting (4)

Exploration of the uses of computers for newsgathering and reporting. Focus on information gathering from mass media, governmental and corporate data bases and contextual manipulation using personal computers and mainframe computers. Commercial online and Internet tools (such as the World Wide Web) and database tools used for day-to-day and project oriented reporting. 3 lectures, 1 laboratory. Prerequisite: JOUR 203; junior standing.

JOUR 413 Public Relations Campaigns (3)

~~Methods employed in dissemination by organizations, institutions and governments. Interaction of media and PR practitioners, strategies for integrating appropriate media to facilitate effective dissemination, case histories, formation and measurement of public opinion. Public opinion survey projects.~~

~~Development of skills needed to plan and conduct internal and external public relations campaigns for corporate and non-profit organizations. Includes goal setting, management of resources, budgeting, creation of campaign communications, and outcomes analysis.~~ 3 lectures. Prerequisite: JOUR 203 and JOUR 312 and JOUR 342 or consent of instructor. *Change effective Fall 2009.*

JOUR 415 Advanced Public Relations Practice: CCPR (3)

Proposing, creating, managing, and implementing public relations campaigns for community-based clients on behalf of the student-run firm, Central Coast PRspectives. 2 lectures, 1 laboratory. Prerequisite: JOUR 413.

JOUR 444 Media Internship (3)

Application of techniques on daily basis with media under supervision of department faculty. Prerequisite: Junior standing in Journalism and consent of instructor.

JOUR 460 Senior Project (3)

Selection and completion of a project under faculty supervision. Projects typical of problems which graduates must solve in their fields of employment. Project results are presented in a formal report. Minimum 90 hours total time.

JOUR 470 Selected Advanced Topics (2-4)

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Schedule of Classes will list title selected. Total credit limited to 8 units. 2-4 lectures. Prerequisite: Consent of instructor; junior standing.