



NOTE:

This document is specific to the
2002-2004 printed catalog.



journalism

BACHELOR OF ARTS MINOR

PROGRAM DESCRIPTION

The CSUS Journalism program provides both a general academic experience and professional preparation. Sacramento's program emphasizes writing, editing, writing for interactive media, and other courses necessary to prepare students for success in media-related jobs, and it also includes courses that critically examine media as an institution.

Journalism majors are the core of students who write for the *State Hornet* and the new *Hornet Online*, a version of the campus paper located at www.csus.StateHornet.com.

A student at CSUS may major either in Journalism or in Government-Journalism. A minor in Journalism is valuable to the student entering a career field in which journalism plays a role.

The Journalism graduate who wants to work for a newspaper should expect to serve an apprenticeship with a small newspaper before moving up to a metropolitan daily. Journalism graduates also work as magazine editors and writers, as publications employees in government agencies and associations, in broadcast journalism and in public affairs.

FEATURES

The location of CSUS in the state's capital provides uncommon advantages for the student interested in journalism. Many students take internships with state agencies or news operations that provide both experience and opportunities unlikely to be found elsewhere. CSUS offers the only Government-Journalism degree program in the nation, tailored to take advantage of the department's location at the hub of state politics. The department has available more than 100 internships, which are open to upper-division journalism majors.

Journalism majors have the opportunity to take classes from both department faculty and community journalists. The full-time faculty are practicing professionals who contribute regularly to publications on a freelance basis. Good use is also made of professionals from the area media both as guest lecturers and as part-time instructors.

The University's association with the Washington Center makes it possible for CSU Sacramento students to undertake an internship in Washington, D.C. There are many opportunities for Government/Journalism majors to do an internship to meet their unique interests through this program.

FACULTY

Val Smith, *Department Chair*

Shirley Biagi, Michael Fitzgerald, Sylvia Fox, Robert Humphrey

Note: See Communication Studies program description for a list of Communication Studies faculty.

Maggie Fuchs, *Administrative Support Coordinator*
Department Office, Mendocino Hall 5014, (916) 278-6688

CAREER POSSIBILITIES

Reporter • Copy Editor • Columnist • Editorial Writer • Magazine Writer • Speech Writer • Correspondent • Public Affairs Manager • Legislative Assistant • Press Relations Officer • Public Information Specialist • Technical Writer/Editor • Broadcast Journalist • News Director • Disc Jockey • News Producer

JOURNALISM DEGREE REQUIREMENTS • BA

Units required for Major: 36-37 plus a required minor
Minimum total units required for the BA: 120

Courses in parentheses are prerequisites.

Special Program Requirements

Majors are required to compile and maintain an assessment portfolio, which must be submitted to the Department Office prior to graduation. Specific portfolio requirements are available in the Department Office.

Pre-Major to Journalism

Prior to acceptance as a Journalism major, students must first complete a pre-major consisting of all required lower-division courses plus JOUR 130. Students must successfully complete each pre-major course with a grade of "C-" or better. Students with a CSUS grade point average of 2.3 or better may request early admission to the major.

A. Required Lower Division Courses (9 units)

- (3) JOUR 030 Basic News Reporting (ENGL 001A or equivalent; ENGL 001A may be taken concurrently. Keyboarding proficiency required)
- (3) JOUR 033 Editing and Production (JOUR 030)
- (3) JOUR 055 Media Communication and Society

B. Required Upper Division Courses (12 units)

- (3) JOUR 130 Advanced News Writing (JOUR 030, passing score on the WPE)
- (3) JOUR 135 Reporting Public Issues (JOUR 030, JOUR 033)
- (3) JOUR 153 Mass Media Law and Regulation
- (3) Select one of the following:
 - JOUR 195 Internship in Journalism (JOUR 130)
 - JOUR 197A Journalism Laboratory (JOUR 030)
 - JOUR 197B Journalism Laboratory (JOUR 030, instructor permission)

C. Electives (15 units)

- (15) Elective units chosen in consultation with an advisor from among journalism faculty. At least 12 of the 15 units must be upper division. No more than a total of nine units in JOUR 195/JOUR 197A/JOUR 197B/JOUR 198/ OR JOUR 199 combined may be counted toward the Journalism or Government-Journalism major, and no more than six units of any one of these courses is counted toward the major.

Suggested advising sequences are available in the Communication Studies office for Print Journalism and Broadcast Journalism

D. Required Minor

The Journalism major requires a minor. Consult advisor for selection of an appropriate minor.

Note: Up to 6 units of coursework from photography or graphic design may be applied toward a major or minor in Journalism with approval of a journalism advisor.

GOVERNMENT-JOURNALISM DEGREE REQUIREMENTS • BA

Units required for the Major: 51
Minimum total units required for the BA: 120

Courses in parentheses are prerequisites.

A. Required Lower Division Courses (9 units)

- (3) GOVT 001* Essentials of Government
- (3) JOUR 030 Basic News Reporting (ENGL 001A or equivalent; ENGL 001A may be taken concurrently. Keyboarding proficiency required)
- (3) JOUR 055 Media Communication and Society **OR**
JOUR 050 Mass Media and Critical Thinking

* If a student has not taken GOVT 001 or its equivalent, then GOVT 150 may count as the prerequisite for the major; however, students are cautioned that if they must direct GOVT 150 to fulfilling the GE requirement in American institutions, they may not also then count GOVT 150 toward the major.

B. Required Upper Division Courses (33 units)

1. Government

- (3) GOVT 170* Public Policy Development (Passing score on the WPE)
- (3) GOVT 180* California State and Local Government
- (3) Select one of the following:
 - GOVT 151* Bureaucracy
 - GOVT 153* The American Presidency
 - GOVT 154* Political Parties and Campaigning
 - GOVT 155* The Legislative Process
 - GOVT 156* Pressure Groups and Lobbying
 - GOVT 157* Politics, Opinion and Participation
 - GOVT 184* Introduction to Urban Politics
 - GOVT 185* Problems of Urbanization
- (3) Select one of the following:
 - GOVT 120A* Constitutional Law
 - GOVT 120B* Constitutional Rights and Liberties
 - GOVT 125* Politics of Justice
- (3) Select one of the following:
 - GOVT 130 International Politics
 - GOVT 131* International Organization
 - GOVT 135* American Foreign Policy

2. Journalism

- (3) JOUR 153 Mass Media Law and Regulation
- (3) JOUR 130 Advanced News Writing (JOUR 030, passing score on the WPE)
- (3) JOUR 135 Reporting Public Issues (JOUR 030, JOUR 033)
- (3) JOUR 120 History of the Media (COMS 055 / JOUR 055 or equivalent; may be taken concurrently with prerequisite)
- (3) JOUR 134 War, Peace and the Mass Media

3. Internship

- (3) GOVT 195 Government Internship (GOVT 180 or GOVT 182) **OR**
JOUR 195 Journalism Internship (JOUR 130)

C. Electives (9 units)

- (6) Select 6 units of upper division courses in Government. (The department particularly recommends at least one course in political theory.) GOVT 150 may not be used as an elective.
- (3) Select one upper division course in Journalism
*Course prerequisite: GOVT 001 or equivalent.

Note: Government/Journalism majors should have both an advisor in the Government Department and a Journalism Advisor in the Communication Studies Department.

MINOR REQUIREMENTS

A minor in journalism consists of 21 units. JOUR 030, JOUR 033, JOUR 055 are required classes with 12 additional upper division elective units required. No more than 3 units may be from JOUR 195, JOUR 197A, JOUR 198, JOUR 199.

Note: Up to 6 units of coursework from Photography or Graphic Design may be applied toward a major or minor in Journalism with approval of a Journalism advisor.

LOWER DIVISION COURSES

JOUR 030. Basic News Reporting. The fundamentals of news gathering and news writing, through instruction and practice. Emphasis is on the language and style used in mass publications and in learning to write both feature and news stories. **Note:** Computer familiarity (MAC-OS) recommended. **Prerequisite:** ENGL 001A or equivalent; ENGL 001A may be taken concurrently. Keyboarding proficiency required. 3 units. (CAN JOUR 002)

JOUR 033. Editing and Production. Practice and theory of editing materials for different types of publications and the analysis of production methods used by those publications. **Note:** Computer familiarity (MAC-OS) recommended. **Prerequisite:** JOUR 030. 3 units.

JOUR 050. Mass Media and Critical Thinking. Introduction to reasoning skills useful to the journalism major and general education student alike in interpreting and judging information, entertainment and advertising in the mass media. Emphasis on how to assess the quality of news as information, and on how to think critically about the effects of mass-produced culture. 3 units.

JOUR 055. Media Communication and Society. Introduction to the basic concepts of mass communication, including the effects, uses, and functions associated with the goods and services of mass media. Examination of the ways mass media combine with other institutions to affect the organization, design, and comprehension of communication messages, as well as political thought, cultural beliefs, and economic behavior. Cross-listed as COMS 055; only one may be counted for credit. 3 units. (CAN JOUR 004)

JOUR 096. Experimental Offerings in Journalism. One time and new courses in Journalism scheduled as needed. 3 units.

UPPER DIVISION COURSES

JOUR 120. History of the Media. An examination of development of major media of mass communication in the United States and how the economics, content, regulation and audience use of the media have been affected by the way the media have evolved. Current issues and trends are discussed, as well as possible future development. **Prerequisite:** COMS 055/ JOUR 055 or equivalent; may be taken concurrently with prerequisite. Cross-listed as COMS 120; only one may be counted for credit. 3 units.

JOUR 122. Writing for Interactive Media. Writing and editing for visual, audio, and interactive media. How to choose appropriate format and delivery mechanisms for news, web sites, kiosks, and CD/DVD. Topics include copyright law and information ethics. **Prerequisite:** ENGL 001A and ENGL 020 or passing score on WPE. Cross-listed as COMS 122; only one may be counted for credit. 3 units.

JOUR 123. Writing For Public Information. Organization and operation of communication media; practice in publicity and public relations techniques. Emphasis on clear writing and correct public relations formats such as releases, PSAs, articles and speeches. **Note:** Computer familiarity (MAC-OS) recommended. **Prerequisite:** JOUR 030 with a grade of "C-" or better, passing score on the WPE. Cross-listed as COMS 123; only one may be counted for credit. 3 units.

JOUR 125A. Writing for Broadcasting: Copywriting. A general broadcast, radio, cable, and video writing course which emphasizes aural style and writing requirements for various genres. Topics include commercial writing, corporate/instructional scriptwriting, interview scripting, and broadcast news writing. **Prerequisite:** ENGL 001A or equivalent. 3 units.

JOUR 125B. Broadcast News: Theory and Practice. An introduction to the theory and practice of contemporary broadcast news with emphasis on identifying, reporting, writing and delivering broadcast news. Explores the ethical considerations of broadcast journalism and the application and effects of law and regulation. **Prerequisite:** JOUR 125A. 3 units.

JOUR 130. Advanced News Writing. Practice in advanced news writing formats including straight news, interpretive news and feature articles. Students will perfect skills needed in writing for newspaper beats and follow through on specialty assignment reporting. Further emphasis will be placed on news gathering, research, and reporting skills. **Note:** Computer familiarity (MAC-OS) recommended. **Prerequisite:** JOUR 030, passing score on the WPE. 3 units.

JOUR 131. Column and Review Writing. Offers advanced journalism and broadcast students the opportunity to expand their reporting skills beyond the traditional summary and interview style of reporting, to in-depth research into issues and controversies of the times in order to write interpretative, critical and analytical articles. Students will analyze issues, situations, events and behaviors and predict future trends. Styles or writing will focus on writing with opinion, including editorials, columns, reviews and analyses. 3 units.

JOUR 132. Magazine Writing. Writing and submitting feature articles to magazines as well as analysis of markets for freelance work. In addition to improving writing skills, students prepare and submit professional quality manuscripts for publication. **Note:** Computer familiarity (MAC-OS) recommended. **Prerequisite:** JOUR 030, passing score on the WPE. 3 units.

JOUR 133. Advanced Editing, Design and Production. Practice and theory of advanced editing skills, including story rewrites, headline and cutline writing for print media. Newspaper layout and design, use of photographs, illustrations and computer techniques. **Note:** Computer familiarity (MAC-OS) recommended. **Prerequisite:** JOUR 030, JOUR 033, passing score on the WPE. 3 units.

JOUR 134. War, Peace and the Mass Media. Concerned with the relationship of mass media to war and the possibilities for peace, with emphasis on recent concepts of political communication. Cross-listed as GOVT 134; only one may be counted for credit. 3 units.

JOUR 135. Reporting Public Issues. Preparation for modern methods of in-depth reporting, including gathering and writing materials. Students will report on court proceedings and meetings of city councils, county supervisors and the state legislature. Students will also report on urban affairs including coverage of social issues. **Note:** Computer familiarity (MAC-OS) recommended. **Prerequisite:** JOUR 030, JOUR 033. 3 units.

JOUR 153. Mass Media Law and Regulation. Examines the laws and regulations that govern print, broadcast, and the electronic mass media in the U.S. The process by which laws and regulations are enacted and interpreted are discussed as well as legal and regulatory issues concerned with the content, control, political role and responsibilities of media practitioners, regulators, Congress and the public. Cross-listed as COMS 153; only one may be counted for credit. 3 units.

JOUR 158. Advanced Public Relations. Theoretical understanding of the nature of public informational and persuasive messages. Students develop skill in the creation of such messages for public relations, advertising, public information and related fields. **Prerequisite:** JOUR 030 or COMS 123 or JOUR 123. Cross-listed as COMS 158; only one may be counted for credit. 3 units.

JOUR 172. Women in the Mass Media. Exploration of women's role in mass media, with particular emphasis on advertising and news reporting, and development of alternative methods and perspectives; a study of women's professional involvement in newspaper/magazine journalism and radio/television broadcasting; student participation in media project, i.e., production, research, community contact. 3 units.

JOUR 175. Minorities, Social Change and the Press. Examination of the relationship between Africans, Hispanics, Asians and Native Americans and the mass media. Focuses on issues involving this interaction and its effect on ethnic minority groups, their portrayal in the mass media, and the varying perceptions of a culturally pluralistic and racially diverse society. Provides a critical analysis and discussion of the role played by mass media in racial, gender and cultural change in the United States over the past 150 years. 3 units.

JOUR 190. Literary Journalism. A discussion/writing class that examines in theory and practice the application of literary techniques to the journalist's subject matter. The popular label for this type of writing is "The New Journalism." Considers contemporary writers ranging from Tom Wolfe, Gay Talese, John McPhee and Joan Didion to Michael Kerr, Jane Kramer, Lillian Ross and Norman Mailer. 3 units.

JOUR 193. Online Publishing. An overview of current research related to successful models for online publishing. The course focuses on the theory related to content-based publishing on the Web as related to journalism, paying particular attention to news, entertainment and sports Web sites. 3 units.

JOUR 194. Journalism Related Work Experience. Supervised employment in a company or agency working on journalism-related assignments, arranged through the Department of Communication Studies and the Cooperative Education Program office. Requires preparation of application packet, completion of a 6 month full-time or part-time work assignment, and a written report. **Note:** Open only to upper division or graduate students with appropriate course preparation. Units MAY NOT be used to meet the Journalism major or graduate coursework requirements. Consent of Communication Studies Department advisor required. No more than 12 units will count toward the degree. Graded Credit/No Credit. 3-6 units.

JOUR 195. Internship in Journalism. Directed work experience through the internship program with public agencies or with journalistic publications, organizations or agencies. Supervision is provided by both the instructional staff and the cooperating agency. **Note:** Student must make arrangements with the internship coordinator upon admittance to the course. Limited to Journalism majors and minors and Government-Journalism majors. No more than six units of JOUR 195 may be counted toward the Journalism major. **Prerequisite:** JOUR 130. Graded Credit/No Credit. 1-6 units.

JOUR 196. Experimental Offerings in Journalism. One time and new classes in journalism will be scheduled as needed. 2-3 units.

JOUR 197A. Journalism Laboratory. Working as a staff member of the State Hornet Newspaper as a writer, photographer, graphic designer or advertising salesperson. **Note:** Journalism majors are required to take either JOUR 197A, JOUR 197B, or JOUR 195. **Prerequisite:** JOUR 030. 3 units.

JOUR 197B. Journalism Laboratory. Working as an editor or manager of the State Hornet. Responsibilities may include copy editing, layout and design and/or staff management. **Note:** Journalism majors are required to take either JOUR 197A, or JOUR 195. **Prerequisite:** JOUR 030 and instructor permission. 3 units.

JOUR 198. Co-Curricular Activities. Co-curricular activities related to the subject matters and intellectual concerns of the Journalism Department, such as special tutoring to EOP students or to students in self-paced, modular courses or serving on the semi-professional journalism association for students. Graded Credit/No Credit. 1-3 units.

JOUR 199. Special Problems. Individual projects or directed reading open to students who wish to attempt independent work. Faculty approval required. **Note:** Journalism majors or minors may submit no more than 6 units of JOUR 199 and JOUR 299 toward their degrees. **Prerequisite:** Instructor permission. 1-3 units.

GRADUATE COURSES

JOUR 295. Fieldwork in Journalism. Supervised work experience in an approved government, private or non-profit agency. Work done must be directly related to the field of journalism: newspapers, magazines, publications, public relations or broadcast writing. Also included is work in photography or graphics as they relate to journalism. Supervision is provided by both the instructional staff at the university and the cooperating agencies. Students must maintain a record of activities and assignments and prepare periodic reports. A final written report is required for the internship experience. The internship must meet the minimum undergraduate 10 hours per week requirement. **Note:** Students must meet with the department Internship Coordinator before admission to the course. **Prerequisite:** BA degree. Graded Credit/No Credit. 3-6 units.

JOUR 296. Experimental Offerings in Journalism. A seminar in Journalism will be scheduled as needed. 2-3 units.

JOUR 299. Special Problems. Individual projects or directed reading. Open only to students who are competent to carry on individual work. **Note:** Departmental petition required. Journalism majors or minors may submit no more than 6 units of JOUR 199 and 299 toward their degrees. 1-3 units.