

# 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, photography, graphic design 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.

A student at CSUS may major either in Journalism or in Government-Journalism. Special studies may also be arranged in photography or graphic design. A minor in journalism may be 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.

### FACULTY

Michael Fitzgerald, *Department Chair*

Gwen Amos; Shirley Biagi; Miguel Blanco; William Dorman; Sylvia Fox; Robert Humphrey; Audrey Moore; Leigh Stephens; Ralph Talbert

Christina Navarrette, *Department Secretary*  
*Department Office, Mendocino Hall 3000, 278-6353*

### 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. An active and growing chapter of the Journalism Club within the department introduces students to career opportunities, jobs and trends in the journalism and media fields.

The faculty is a meld of journalists, photographers and graphic designers. All contribute their work regularly to publications on a free-lance basis. Good use is made of professionals from the area media both as guest lecturers and as part-time instructors. Journalism majors at CSUS number nearly 300, and during a typical semester about 1,000 students take coursework in the Department.

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.

### 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 • Graphic Designer • Photographer

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## JOURNALISM MAJOR REQUIREMENTS • BA

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Total units required for BA: 124

Total units required for Major: 36 plus a required minor

**Courses in parentheses are prerequisites.**

**A. Required Lower Division Courses (9 units)**

- (3) JOUR 5 Mass Media & Society
- (3) JOUR 30 Basic News Reporting
- (3) JOUR 33 Editing & Production (JOUR 30)

**B. Required Upper Division Courses (6 units)**

- (3) JOUR 130 Advanced News Writing (JOUR 30, 33)
- (3) Select one of the following:
  - JOUR 197A Journalism Laboratory (JOUR 30)
  - JOUR 197B Journalism Laboratory (JOUR 30, permission of instructor)
  - JOUR 195 Fieldwork in Journalism (JOUR 5, 30, 33, 130)

**C. Electives (21 units)**

- (21) Select 21 units from Journalism and Photography in consultation with a major advisor. At least 18 of the 21 units must be upper division. No more than a total of nine units in JOUR 195/197A/197B/198/ID198, or JOUR 199 combined may be counted toward the Journalism or Government-Journalism majors, and no more than six units of any one of these courses is counted toward a major.

**D. Required Minor**

The Journalism major requires a minor in a field other than Communications Studies. Consult advisor for selection of an appropriate minor.

**Note:** Photography courses may also be applied toward a major or minor in Journalism.

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## GOVERNMENT–JOURNALISM MAJOR REQUIREMENTS • BA

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Total units required for BA: 124

Total units required for Major: 51

**Courses in parentheses are prerequisites.**

**A. Required Lower Division Courses (9 units)**

- (3) GOVT 1 Essentials of Government
- (3) JOUR 5 Mass Media & Society **OR**
- JOUR 50 Mass Media & Critical Thinking
- (3) JOUR 30 Basic News Reporting

**B. Required Upper Division Courses (36 units)**

**1. Government (21 units)**

- (3) GOVT 150 American Governments **OR**
- GOVT 160\* Public Policy Development
- (3) GOVT 180 California State & Local Government
- (3) Select one of the following:
  - GOVT 151\* Bureaucracy
  - GOVT 153\* The American Presidency
  - GOVT 154\* Political Parties
  - GOVT 155\* The Legislative Process
  - GOVT 156\* Pressure Groups & Lobbying

- GOVT 157\* Public Opinion & Propaganda
  - GOVT 184\* Introduction to Urban Politics
  - GOVT 185\* Problems of Urbanization
  - (3) Select one of the following:
    - GOVT 120A\* Constitutional Law
    - GOVT 120B\* Rights & 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
  - (6) Electives in upper division Government  
The department particularly recommends at least one course in political theory.
- \*Course prerequisite: GOVT 1, or equivalent.

**C. Electives (6 units)**

- (6) Select six units of upper division courses in Government. (The department particularly recommends at least one course in political theory.)

**2. Journalism**

- (3) JOUR 117 Mass Media Law
- (3) JOUR 130 Advanced News Writing (JOUR 30)
- (3) JOUR 135 Reporting Public Issues (JOUR 30)
- (6) Select two of the following:
  - JOUR 115 History of Journalism
  - JOUR 151 World Press
  - JOUR 171 War, Peace & the Mass Media
- (3) Electives in upper division Journalism

**3. Internship**

- (3) GOVT 195 Government Internship **OR**
- JOUR 195 Fieldwork in Journalism (JOUR 5, 30, 33, 130)

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## MINOR REQUIREMENTS

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A minor in journalism consists of 21 units, 12 of which must be upper division. JOUR 30 is a requirement. Only three of the 21 required units may be in Journalism Laboratory (JOUR 197) or JOUR 195, 198, ID 198 or JOUR 199.

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## LOWER DIVISION COURSES

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**5. Mass Media and Society.** The course introduces the student to basic concepts of mass communication and considers how the mass media combine with other institutions to affect social phenomena such as political thought and behavior, cultural beliefs and economic behavior. 3 units. (CAN JOUR 4)

**30. Basic News Reporting.** A beginning news reporting course, concentrating on the fundamentals of news gathering and news writing, through instruction and through practice. Emphasis is on the language and style used in mass publications and in learning how to write both feature and news stories. **Note:** computer familiarity (MAC-OS) recommended. **Prerequisite:** ENGL 1A or equivalent; typing proficiency required. 3 units. (CAN JOUR 2)

**33. 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 30. 3 units.

**50. Mass Media and Critical Thinking.** A course that introduces students 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 will be 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.

**96. Experimental Offerings in Journalism.** A seminar in Journalism will be scheduled as needed. 3 units.

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## UPPER DIVISION COURSES

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**101. Commercial Graphics — Visual Principles.** Visual Principles is an introductory class in the language and perception of design. History of graphic design will be reviewed along with an overview of how design fits into the marketing and business world. Idea and creative thought exercises will be done along with brainstorming techniques and varied applications. 3 units.

**102. Advanced Graphics — Symbol and Color.** Symbol and Color is a class that will study the perception of symbol and color in various theories and its relationship to design, environment, and marketing. Coursework will involve theory studies, applications of theory to graphic problems and research work. 3 units.

**103A. Typography I — Theory.** This class will explore the history and perceptual development of type and its application to design principles. Language and technology will be reviewed. Problems will demonstrate theoretical concepts and their applications. **Prerequisite:** JOUR 101 or 102. 3 units.

**103B. Typography II — Publication and Collateral Design.** A comprehensive course in applied typography and design. Emphasis on typographic hierarchy, grid and information charting will be investigated. Relationships of supportive collateral and marketing needs will be researched. **Prerequisite:** JOUR 103A. 3 units.

**104. Corporate Identity and System Design.** A course in applied design and typography. It combines the study of symbol, function and implementation. Design problems from its origin—defining the problem—through exploration of various creative solutions, to final design of a symbol applied to various corporate and business collateral will be investigated. **Prerequisite:** JOUR 103A. 3 units.

**105. Design Management.** This class investigates the business and management component in design. Students visit vendors such as typographers, printers, calligraphers to see how each business operates and how they expect a design to be managed. Students will prepare reports and complete exercises on production techniques. **Prerequisite:** JOUR 103A. 3 units.

**106. Product Design.** Course consists of research, design and development of a three-dimensional product; and will explore the complexity of scale, multiple usage, marketing environment and packaging. **Prerequisite:** JOUR 103A. 3 units.

**110. Notable Journalists 1850-1950.** A survey of notable American journalists from Mark Twain to Dorothy Thompson. Individual journalists studied may vary from semester to semester, but the purpose of this course is to analyze content and style of the writings of several journalists within this time period as representatives of this era. 3 units.

**113. Visual Principles of Publication Design.** Course is designed to teach in depth the guidelines and graphic design concepts that are needed in publishing. Students combine the applied concepts of journalism with the theoretical knowledge of publication design. Through a series of lectures, exercises, short papers, and several publication-oriented term projects students concentrate on the content of writing, its organizational forms, and its relationship to newsletters, magazines and publications. **Prerequisite:** JOUR 30. 3 units.

**115. Media History.** Presents an overview of the history of the major media—newspapers, magazines, radio and television. Students examine the American media the way they exist today and then study how their historical development contributed to the way the media now operate. 3 units.

**117. Mass Media Law.** A course in mass media law that examines important cases, precedents, and standards. It focuses on First Amendment rights, libel, invasion of privacy, protection of news sources, obscenity, copyright, and broadcast regulation, as well as the practices of the press. 3 units.

**123. Writing For Public Information.** Study of the organization and operation of communication media; practice in publicity and public relations techniques. Emphasis is placed on clear writing and correct public relations formats such as: releases, PSAs, articles and speeches. Course is cross-listed as COMS 123, only one of these courses can be counted for credit. **Note:** computer familiarity (MAC-OS) recommended. **Prerequisites:** JOUR 30, Writing Proficiency Exam. 3 units.

**124A. Writing for Broadcasting: Copywriting.** Course is a general broadcast, radio, cable, and video writing course which emphasizes aural style and writing requirements for various genres. Topics covered in the course include commercial writing, corporate/instructional scriptwriting, interview scripting, and broadcast news writing. Course is cross-listed as COMS 124A, only one of these courses may be counted for credit. **Prerequisite:** ENGL 1A or equivalent. 3 units.

**125. 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. The course will also explore the ethical considerations of broadcast journalism and the application and effects of law and regulation. Course is cross-listed as COMS 125, only one of these courses can be counted for credit. **Prerequisite:** COMS 124 or JOUR 124. 3 units.

**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. **Prerequisites:** JOUR 30, Writing Proficiency Exam. 3 units.

**132. Magazine Writing.** Covers the process of writing and submitting feature articles as well as analysis of markets for freelance magazine articles. In addition to improving writing skills, students prepare and submit professional quality manuscripts for publication. **Note:** computer familiarity (MAC-OS) recommended. **Prerequisites:** JOUR 30, Writing Proficiency Exam. 3 units.

**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 and illustrations and computer techniques. **Note:** computer familiarity (MAC-OS) recommended. **Prerequisites:** JOUR 30, 33, Writing Proficiency Exam. 3 units.

**135. Reporting Public Issues.** Preparation for modern methods of in-depth reporting, including gathering and writing materials. Students will report on meetings, courts, city council, county supervisor and state legislature. Students will also report on urban affairs including coverage of social issues. **Note:** computer familiarity (MAC-OS) recommended. **Prerequisites:** JOUR 30, 33. 3 units.

**151. The World Press.** An analysis of print and broadcasting systems in Great Britain, France, Italy, Japan, and the Commonwealth of Independent States. Examines the political, social, economic and cultural factors that produce differences and similarities with the U.S., and looks at Second and Third World systems in terms of news content, freedom, censorship and purpose. 3 units.

**158. Advanced Public Relations.** An advanced course designed to provide students with both a theoretical understanding of the nature of public informational and persuasive messages and to help them develop skill in the creation of such messages for public relations, advertising, public information and related fields. Course is cross-listed as COMS 158, only one of these courses may be counted for credit. **Prerequisite:** JOUR 123 or COMS 123. 3 units.

**171. War, Peace and the Mass Media.** This seminar is concerned with the relationship of mass media to war and the possibilities for peace, with emphasis on recent concepts of political communication. 3 units.

**172. Women in the Mass Media.** An 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.

**175. Minorities, Social Change and the Press.** Course is designed to give students a probing examination of the relationship between AHANA (African, Hispanic, Asian 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.

**190. Literary Journalism.** The course is 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.

**195. Fieldwork in Journalism.** Directed observations and work experience with public agencies, or with journalistic publications, organizations or agencies. Fieldwork is offered to give students orientation in occupational specialities. Supervision is provided by both the instructional staff of the university and the cooperating agencies, publications or organizations. Each student is required to maintain a record of activities and assignments and to prepare periodic reports. Credit for fieldwork is determined on the basis of ten hours per week of field experience for three units of credit. **Note:** student must make arrangements with a faculty coordinator of the work program before admittance to the course. Limited to Journalism majors and minors and Government-Journalism majors. May be repeated once for credit. **Prerequisites:** JOUR 5, 30, 33, 130. Graded Credit/No Credit. 3-6 units.

**196. Experimental Offerings in Journalism.** Undergraduate seminars in journalism will be scheduled as needed. 2-3 units.

**197A. Journalism Laboratory.** Working as a staff member of the publication as a writer, photographer, graphic designer or advertising salesperson. **Note:** Journalism majors are required to take either JOUR 197A, 197B, or 195. **Prerequisite:** JOUR 30. 3 units.

**197B. Journalism Laboratory.** Working as an editor or manager of the publication. Duties may include copy editing, layout and design and staff management. **Prerequisites:** JOUR 30 and permission of instructor. 3 units.

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

**199. Special Problems.** Individual projects carried on by students who have demonstrated their ability to formulate and pursue research problems under supervision. **Note:** Journalism majors or minors may submit no more than six units of JOUR 199 and 299 toward their degrees. 1-3 units.

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## GRADUATE COURSES

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**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 Journalism Internship Coordinator before admission to the course. Graded Credit/No Credit. **Prerequisite:** BA degree. 3-6 units.

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

**299. Special Problems.** Individual projects or directed reading. Open only to students who are competent to carry on individual work. **Note:** admission requires approval of the faculty member under whom the work is to be conducted, of the advisor and of the department head. Journalism majors or minors may submit no more than six units of JOUR 199 and 299 toward their degrees. 1-3 units.