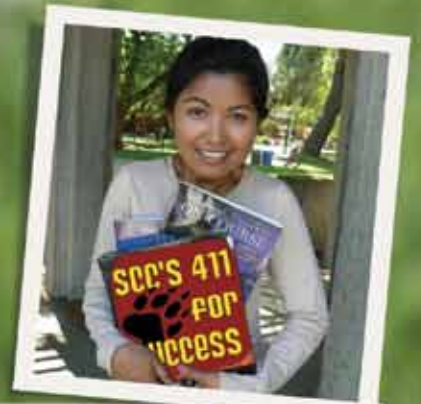


SACRAMENTO CITY COLLEGE



2012-2013 CATALOG

Journalism

Journalism JOUR

Degree:
A.A. - Journalism

Certificate of Achievement:
Multimedia News Specialist

Division of Language and Literature
Albert Garcia, Dean
Rodda South 226
916-558-2325

Journalism Associate in Arts Degree

Program Information

A major in journalism offers students the opportunity to take courses in media theories, news writing and reporting, AP style, and writing for publication, which readies them for the following courses that offer hands-on experience in three award-winning, student-produced publications: the Express, a biweekly print newspaper; Mainline, a magazine published once a semester; and the online news publication. The Journalism degree prepares students for university-level studies in Journalism and leads to entry-level employment and careers in print, broadcast, and online news media.

Career Opportunities

The journalism A.A. degree is for students who have a goal of becoming journalism or communications professionals, for which a degree is now expected. Some students pursuing this degree are future transfers who plan to major or minor in journalism at a four-year university and can complete lower-division major requirements through the A.A. Other students are re-entry students with a four-year degree and desire to add an associate degree in journalism to their resume so they can obtain a position as a niche media person: an education reporter, a science editor, or a media outlet manager, for which a journalism degree is beneficial. Other re-entry students desire a journalism A.A. that will provide them with the skills to work in journalism, and then apply to journalism graduate schools. This program gives students the opportunity to prepare for entry-level positions as print and multimedia writers, reporters, copy editors, photographers, and designers for online media, broadcast stations, small newspapers, newsletters, or magazines.

Upon completion of this program, the student will be able to:

- analyze content of newspapers, magazines, and on-line media.
- demonstrate an understanding of basic news, feature writing, and reporting in print and on-line media.
- evaluate and critique their own journalistic work and the work of others.
- apply knowledge of grammar and AP style to create mass media products that conform with journalistic conventions.
- produce news and feature articles and/or news and feature photographs for publication in a newspaper, magazine or on-line publication.
- apply principles of audience and journalistic ethics to writing and photography, especially as the student's journalistic work relates to gender, ethnicities, and class.
- demonstrate understanding of the fundamentals of mass media theories, concepts, and practices as they relate to gender, ethnicities and class constructs.

Required Program for the Degree

	Units
JOUR 300 Newswriting and Reporting.....	3
JOUR 302 Style for Media Writers	1
JOUR 310 Mass Media and Society (3)	3
or ENGWR 384 Mass Media and Society (3)	
or COMM 351 Mass Media and Society (3)	
JOUR 402 College Newspaper Production.....	3
JOUR 406 Online Production	3
PHOTO 350 Photojournalism	3 - 4
A minimum of 12 units from the following:.....	12
JOUR 403 College Magazine Production (3)	
ENGWR 330 Writing for Publication (3)	
or JOUR 340 Writing for Publication (3)	
JOUR 320 Race and Gender in the Media (3)	
JOUR 405 Publications Production Skills Lab (0.5 - 3)	
GCOM 319 Print and Multimedia Publication Design (3)	
GCOM 313 Digital Layout 1 (3)	
PHOTO 380 Multimedia Capture I (3)	
PHOTO 312 Intermediate Digital Photography (3)	
or GCOM 330 Digital Imaging 1 (3)	
WEXP 498 Work Experience in (Subject) (1 - 4)	
or JOUR 498 Work Experience in Journalism (1 - 4)	
Total Units Required	28-29

Associate in Arts (A.A.) Degree

The Associate in Arts Degree may be obtained by completing the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See SCC graduation requirements.

Multimedia News Specialist Certificate of Achievement

Program Information

A certificate as a Multimedia News Specialist offers students the opportunity to take courses in media theories, news writing and reporting, AP style, and writing for publication, which readies them for the following courses that offer hands-on experience in three award-winning, student-produced publications: the Express, a biweekly print newspaper; Mainline, a magazine published once a semester; and saccityexpress.com, a daily online news publication. The certificate prepares students for employment opportunities that require knowledge of and skills in producing print, broadcast, and online media.

Career Opportunities

The Multimedia News Specialist certificate is geared for students who need to develop media skills as a component of their existing job, or want to acquire media skills as an opportunity to advance. The certificate is meant to train vocational students for work on print or on-line publications at a business, organization, or government agency. Students in this category may be, or want to become, responsible in their job duties for business newsletters, company Web sites, or public relations outreach within organizations. Students pursuing a certificate often are not interested in an exclusive media career, but want media skills to enhance their present job skills. They typically are not students who desire a professional media career. This certificate gives students the opportunity to gain skills as print and multimedia editors, writers, reporters, copy editors, photographers, designers on a company's or organization's on-line media Web site, newsletter, or trade magazine.

Upon completion of this program, the student will be able to:

- analyze content of newspapers, magazines, and on-line media.
- demonstrate an understanding of basic news, feature writing, and reporting in print and on-line media.
- evaluate and critique their own journalistic work and the work of others.
- apply knowledge of grammar and AP style to create mass media products that conform with journalistic conventions.
- produce news and feature articles and/or news and feature photographs for publication in a newspaper, magazine or on-line publication.
- apply principles of audience and journalistic ethics to writing and photography, especially as the student's journalistic work relates to gender, ethnicities, and class.
- demonstrate understanding of the fundamentals of mass media theories, concepts, and practices as they relate to gender, ethnicities and class constructs.

Required Program for the Degree

	Units
JOUR 300 Newswriting and Reporting.....	3
JOUR 302 Style for Media Writers	1
JOUR 310 Mass Media and Society (3)	3
or ENGWR 384 Mass Media and Society (3)	
or COMM 351 Mass Media and Society (3)	
JOUR 402 College Newspaper Production.....	3
JOUR 406 Online Production	3
PHOTO 350 Photojournalism	3 - 4

A minimum of 12 units from the following:..... 12

- JOUR 403 College Magazine Production (3)
- JOUR 340 Writing for Publication (3)
- or ENGWR 330 Writing for Publication (3)
- JOUR 320 Race and Gender in the Media (3)
- JOUR 405 Publications Production Skills Lab (0.5 - 3)
- GCOM 319 Print and Multimedia Publication Design (3)
- GCOM 313 Digital Layout 1 (3)
- PHOTO 380 Multimedia Capture I (3)
- GCOM 330 Beginning Photoshop (3)
- or PHOTO 400 Digital Imaging (3)
- JOUR 498 Work Experience in Journalism (1 - 4)
- or WEXP 498 Work Experience in (Subject) (1 - 4)

Total Units Required **28-29**

Certificate of Achievement

A Certificate of Achievement may be obtained by completion of the required program with grades of "C" or better or equivalent.

Journalism (JOUR)

JOUR 300 Newswriting and Reporting 3 Units

Prerequisite: JOUR 302 with a grade of "C" or better or may be taken concurrently.

Advisory: ENGWR 101 with a grade of "C" or better.

Course Transferable to CSU

Hours: 54 hours LEC

This is a beginning course in newswriting and reporting. It provides instruction and practice in news reporting and fundamentals of news writing, including analyses of news stories and different types of stories in newspapers and magazines. The course concentrates on news leads and simple news story types, organization and structure of news and feature stories, and the language and style of journalism.

JOUR 302 Style for Media Writers 1 Unit

Prerequisite: None.

Course Transferable to CSU

Hours: 18 hours LEC

This course provides a review of English grammar for writers who seek careers in the mass media. Students will review basic grammar, spelling, punctuation, and Associated Press style, focusing on their use in online and print media.

JOUR 310 Mass Media and Society 3 Units

Same As: COMM 351 and ENGWR 384

Prerequisite: None.

Advisory: ENGWR 101 or ESLW 320 with a "C" or better.

General Education: AA/AS Area V(b); CSU Area D4; IGETC Area 4G

Course Transferable to UC/CSU

Hours: 54 hours LEC

This is an interdisciplinary course exploring aspects of communication and the impact of mass media on the individual and society. The survey includes basic communication models, books, magazines, newspapers, recordings, movies, radio, television, advertising, public relations, the Internet, theories of communication, relationships between mass media and business and government, and processes and effects from a social science perspective. (Credit may be awarded for only one section of either COMM 351, ENGWR 384, or JOUR 310.)

JOUR 320 Race and Gender in the Media 3 Units

Prerequisite: None.

General Education: AA/AS Area V(b); AA/AS Area VI; CSU Area D3;

CSU Area D4; IGETC Area 4C; IGETC Area 4D

Course Transferable to UC/CSU

Hours: 54 hours LEC

This multi-media course is an overview of print, broadcast and Internet news, and entertainment media in the U.S. from World War I to the present. Using readings from selected texts, old newsreels, clips from movies, radio and television broadcasts, and Internet selections, as well as period literature, students will analyze and debate the changes in media with particular focus on social class, gender, and ethnicity. Critical thinking will be emphasized in this course.

JOUR 340 Writing for Publication 3 Units

Same As: ENGWR 330

Prerequisite: None.

Advisory: ENGWR 300 with a grade of "C" or better or placement through the assessment process.

Course Transferable to CSU

Hours: 54 hours LEC

This is an introductory course in writing nonfiction for publication. Emphasis will be on developing a saleable article for magazines, newspapers, or online media sources; finding ideas; analyzing publications; writing a query letter; researching and interviewing; and organizing, writing, and illustrating an article. Credit may be awarded for ENGWR 330 or JOUR 340, but not for both.

JOUR 350 Writing For Broadcasting 3 Units

Prerequisite: None.

Advisory: ENGWR 300 with a grade of "C" or better.

Course Transferable to CSU

Hours: 54 hours LEC

This course covers the theory and technique of writing for the broadcast media. It includes reporting for radio and television news, writing and storyboarding commercials and public service programming, and an introduction to production techniques. The course is recommended for students who plan to work in broadcasting, instructional media, and related fields.

JOUR 360 Photojournalism 3 Units

Prerequisite: PHOTO 302 with a grade of "C" or better; equivalent or technical competency determined by a photography department faculty member upon evaluation of photography portfolio.

Advisory: PHOTO 312; with a grade of 'C' or better

Enrollment Limitation: Students must use a DSLR style camera to complete all course objectives and assignments. Point-and-Shoot cameras are not allowed.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course provides instruction in photojournalism and magazine techniques in photography. Students will study features, environmental portraits, sports, spot news, and the photo essay styles of journalistic photography. Students will also capture and use audio to complete multimedia projects. Students will photograph or capture multimedia stories for both on line and print campus publications (The Express, Mainline Magazine, etc.) to complete assignments for their final portfolio. The course includes lectures, visual presentations, speakers, a required field trip, and lab time. Students will provide their own adjustable camera and related materials. This course may be taken four times for credit if completing the one of the four different course topics. Credit may be earned for PHOTO 350 or JOUR 360, but not for both.

JOUR 364 Multimedia Capture I 3 Units

Same As: PHOTO 380

Prerequisite: PHOTO 302 and 312 with grades of "C" or better;

equivalent or technical competency determined by department faculty member upon evaluation of photography portfolio.

Enrollment Limitation: Students must use a DSLR style camera to complete all course objectives and assignments. Point-and-Shoot cameras are not allowed.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course is an introduction to the basic creative concepts and technical elements of capturing video, audio, and still images to create documentary style multimedia content. Students will explore the creative and technical possibilities of merging these three mediums and the various software used to edit this material. Students will receive practical experience in capturing and editing audio, video and still images with Soundslides, Apple's iMovie, Soundtrack Pro, and Final Cut Pro computer programs. Students will complete a final multimedia project and must supply at least one of the following to complete the class: a video camera or an adjustable still camera in either film or digital formats. The course includes lectures, visual presentations, and lab time. This course may be taken three times for credit if the version of software being taught has changed. Credit may be earned for JOUR 364 or PHOTO 380, but not for both.

JOUR 365 Multimedia Capture II 3 Units

Same As: PHOTO 381

Prerequisite: JOUR 364 with a grade of "C" or better; equivalent or technical competency determined by department faculty member upon evaluation of photography portfolio.

Enrollment Limitation: Students must use a DSLR style camera to complete all course objectives and assignments. Point-and-Shoot cameras are not allowed.

Course Transferable to CSU

Hours: 36 hours LEC; 54 hours LAB

This course is designed to expand on the creative concepts and technical elements of capturing video, audio, and still images to create advanced documentary style multimedia content. Students will study advanced techniques in capturing and editing audio, video, and still images. Students will continue to advance their skills with Soundslides and Apple's iMovie editing programs, but a primary emphasis will be placed on the use of Apple's Final Cut Pro computer program for completing their final project. Students must supply at least one of the following to complete the class: a video camera or an adjustable still camera in either film or digital formats. The course includes lectures, visual presentations, and lab time. This course may be taken three times for credit if the version of software being taught has changed. Credit may be earned for JOUR 365 or PHOTO 381, but not for both.

JOUR 402 College Newspaper Production 3 Units

Prerequisite: JOUR 302 with a grade of "C" or better or concurrent enrollment.

Advisory: ENGWR 101 with a grade of "C" or better.

Course Transferable to CSU

Hours: 54 hours LEC

This is a course that instructs students in producing a college newspaper. The course develops students' abilities in news, sports and feature writing, editing, advertising, and photography. This course may be taken four times for credit provided no topic is repeated. Journalism 405 is the lab component for this course.

JOUR 403 College Magazine Production 3 Units

Prerequisite: ENGWR 101 with a grade of "C" or better; JOUR 302 with a grade of "C" or better or concurrent enrollment.

Course Transferable to CSU

Hours: 54 hours LEC

This is a course in which students produce a non-fiction, journalistic college magazine once a semester. This course is designed for students interested in writing, graphics, page layout, art, photography, or editing. This course may be taken four times for credit, provided no topic level is repeated.

JOUR 404 Editing and Production 3 Units

Prerequisite: ENGWR 300 with a grade of "C" or better.

Course Transferable to CSU

Hours: 54 hours LEC

This course emphasizes the editing and design of newspapers, magazines, and other publications. Topics include news and feature writing, copy editing, headline writing, page make-up and design, and production methods. Editorial writing, press ethics, and press law are also discussed.

JOUR 405 Publications Production Skills Lab .5-3 Units

Prerequisite: None.

Corequisite: JOUR 402, 403, 404, or 406

Course Transferable to CSU

Hours: 162 hours LAB

This lab course helps students improve their writing, editing, and computer skills as an addition to their enrollment in editing and production and/or college newspaper production. Students may take this course three times for a maximum of nine units.

JOUR 406 Online Production 3 Units

Prerequisite: JOUR 302 with a grade or "C" or better or concurrent enrollment

Course Transferable to CSU

Hours: 54 hours LEC

This is a course that instructs students in producing an online college newspaper. Students will learn skills in online writing, editing, digital photography, digital video and audio production, Web design, and podcasting. The course will facilitate media convergence for the Express print newspaper and Mainline print magazine. This course offers opportunity to build a digital portfolio and to gain experience while working on real-world projects. This course may be taken four times for credit as students acquire more advanced skills in producing and managing an online publication and as they require more training in emerging techniques and software used in new media, provided no topic level is repeated. JOUR 405 is the lab component for this course.

JOUR 492 Media Professional - Production Lab 1-4 Units

Same As: GCOM 492 and PHOTO 492

Prerequisite: None.

Advisory: This course is intended for advanced Graphic Communication, Photography, and Journalism students or those with similar industry experience. The students' equivalence and technical competency will be determined using the standard department procedure.

Course Transferable to CSU

Hours: 216 hours LAB

This lab course is designed to advise and oversee all Graphic Communication, Photography, and Journalism student projects that are being prepared for publication and broadcast with partnered media outlets. Students will produce, edit, and publish a variety of multimedia content using the latest industry standards. This course will emulate real-world expectations and prepare the student in on-the-job proficiency required of media professionals. Students may be required to work individually or on group projects in various areas, including Web graphics and design, online reporting and writing, or with video and multimedia content. JOUR492, GCOM 492, and PHOTO 492 may be taken for a total combination of up to three times for credit, for a maximum of 12 units.

JOUR 495 Independent Studies in Journalism 1-3 Units

Prerequisite: None.

Course Transferable to CSU

Hours: 54 hours LEC

This is an independent studies course. The topics are to be arranged between the instructor and the student.

JOUR 498 Work Experience in Journalism 1-4 Units

Prerequisite: None.

Advisory: ENGWR 101 with a "C" or better.

Course Transferable to CSU

Hours: 18 hours LEC; 162 hours LAB

This is a supervised internship in reporting, editing, or photographing, for the print or electronic media or for online publications. The course allows students to combine practical paid or non-paid work experience with college training. Students are required to complete 60 hours of volunteer work for one unit or 180 hours for three units; or they must complete 75 hours of paid work for one unit or 225 hours for three units. This course may be taken four times for credit as long as there is new or expanded learning on the job. Students may enroll in the course four times over four different semesters and complete a maximum of 16 internship units.

JOUR 499 Experimental Offering in Journalism .5-4 Units

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC; 162 hours LAB

See Experimental Offering