

# JOURNALISM BA

## More Information

### Advising Requirement

Advising is mandatory for this program. Consult your department advisor or program coordinator for information.

### E-advising Tools

Students are encouraged to use the interactive e-advising tools that have been designed to help them graduate within four years. These tools can be accessed through the Student Center.

The Bachelor of Arts in Journalism has two options: news and public relations.

**The option in news.** Students who chose this option study the basics of journalism: information gathering, interviewing, reporting, writing, editing and visual presentation skills. The option focuses on thinking, researching, and understanding the diverse society in which we live.

Journalists play an important role in a free and democratic society as they serve a public in need of information about its leaders, political institutions, and the culture. A journalist is part watchdog and part entertainer. The job requires guts, instincts, and talent. At its highest form, journalism educates and provides information that people need in their everyday lives. Students who graduate with a degree in the news option spend at least one semester and often two or three semesters working on the department's laboratory newspaper, The Orion, which may be the most honored college newspaper in the country. By practicing journalism, our students learn to tell the stories that need to be told.

Students in the news option are trained to

- Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;
- Think critically, creatively, and independently;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness.

**The option in public relations.** PR practitioners are the facilitators of communication between an organization and the outside world. It's the job of the PR professional to be the voice of the company, to create goodwill, and to develop relationships with key internal and external audiences, such as employees, consumers, and journalists.

At the same time, the practitioner is responsible for educating upper management about how others perceive an organization's reputation, brand, image, messages, products, and services.

The PR professional must constantly watch for new trends, monitor the news media and social networks, know what the competition is doing, and be able to identify opportunities and obstacles for organizations.

Students in the public relations option are trained to

- Conduct effective primary and secondary research for clients;
- Help shape informed, ethical decisions that achieve mutually beneficial outcomes for clients and publics;
- Write for print, broadcast, and online media;
- Create strategic communication plans that connect clients with and target messages to a variety of stakeholders;
- Develop methods to measure and evaluate plan success; and
- Identify and engage with emerging technologies and identify their influence on communication.

## Grading Requirement

All courses taken to fulfill program course requirements must be taken for a letter grade except those courses specified by the department as credit/no credit grading only.

## Course Requirements for the Major: 48 units

Completion of the following courses, or their approved transfer equivalents, is required of all candidates for this degree. Courses in this program may complete more than one graduation requirement.

National accreditation standards require a journalism major to take a 48-unit journalism curriculum. Of the 120-unit degree program, 72 units must be taken outside of the Departments of Journalism and Public Relations; Communication Arts and Sciences; and Media Arts, Design, and Technology. The following courses, if taken as General Education or upper-division pathway, will apply to the 72 outside units: CMST 131, CMST 132, CMST 255, CMST 234. Community college transfer students may apply 18 units to the 48-unit major in agreement with the Journalism Transfer Model Curriculum (equivalents to JOUR 101, JOUR 210, JOUR 260W, JOUR 265, lower-division student media, and lower-division photojournalism).

Students must earn a grade of C or higher in JOUR 260W to advance to subsequent writing courses in the Department of Journalism and Public Relations.

Course	Title	Units
<b>Major Core</b>		
JOUR 255	Digital Literacy and Media Technology	3
or JOUR 255W	Digital Literacy and Media Technology (W)	
JOUR 260W	Writing for Mass Media (W)	3
JOUR 265	Survey of PR and Media Relations	3
JOUR 300	Crisis Communication	3
JOUR 320	Mass Communication Law	3
JOUR 327	Media Editing, Proofreading, and Entry-level Layout	3
JOUR 411	Race and Diversity in Media	3
JOUR 460W	Ethical Problems in Mass Media (W)	3
<b>Group A: Theory</b>		
Select six units from the following:		6
JOUR/MADT 101	Introduction to Communication	
JOUR 210	Pop Culture and Media Innovation	
JOUR/WMST 211	Gender & Sexuality in Media	

JOUR 313	International Communication	
JOUR 411	Race and Diversity in Media	
JOUR/CMST/ POLS 424	Public Opinion and Propaganda	
JOUR/CMST/ POLS 428	Politics and the Media	
<b>Group B: Applied Skills</b>		
Select six units from the following:		6
JOUR 325W	Magazine Writing (W)	
JOUR 329	News Laboratory/The Orion (is repeatable, with instructor and advisor permission, up to 6 units to count toward the major: 3 units for The Option in News; 3 units toward Group B.) <sup>1</sup>	
JOUR 331	News Laboratory Management/The Orion	
JOUR 351	Public Relations Publications	
JOUR 353	Photojournalism	
JOUR 354	Multiplatform Storytelling for News & Public Relations	
JOUR 355	Online Presentation of News and PR	
JOUR/CAGD/ MADT 358	Emerging Technologies in Media and Entertainment	
JOUR 444	News and Public Relations Job Hunting and Professional Skills	
JOUR 445	Public Relations Laboratory (is repeatable, with instructor and advisor permission, up to 6 units to count toward the major: 3 units for The Option in Public Relations; 3 units toward Group B.) <sup>2</sup>	
JOUR 451	Digital Media Innovation for News and PR	
JOUR/CAGD/ MADT 458	Applied Emerging Technologies in Media and Entertainment	
JOUR 489	Journalism Internship (is repeatable, with instructor and advisor permission, up to 3 units toward Group B.) <sup>3</sup>	
<b>Major Option</b>		
Select one of the following options:		12
News (p. 2)		
Public Relations (p. 2)		
<b>Total Units</b>		<b>48</b>

<sup>1</sup> Note: JOUR 329 is repeatable, with instructor and advisor permission, up to 6 units to count toward the major: 3 units for The Option in News; 3 units toward Group B.

<sup>2</sup> Note: JOUR 445 is repeatable, with instructor and advisor permission, up to 6 units to count toward the major: 3 units for The Option in Public Relations; 3 units toward Group B.

<sup>3</sup> Note: JOUR 489 is repeatable, with instructor and advisor permission, up to 3 units toward Group B.

## Formal Minor Requirement

All journalism majors are required to complete a formal minor in a department outside the School of Communication. GE Minors do not fulfill this requirement.

## Major Option Course Requirements

Students must select one of the following options for completion of the major course requirements.

### The Option in News: 12 units

Course	Title	Units
JOUR 301	Data Journalism	3
JOUR 321W	Public Affairs Reporting (W)	3
JOUR 322	History of American Journalism	3
JOUR 329	News Laboratory/The Orion	3
<b>Total Units</b>		<b>12</b>

### The Option in Public Relations: 12 units

Course	Title	Units
JOUR 341W	Writing for Public Relations (W)	3
JOUR 342	Public Relations Research, Measurement and Evaluation	3
JOUR 344	Public Relations Strategy	3
JOUR 445	Public Relations Laboratory	3
<b>Total Units</b>		<b>12</b>

## Electives Requirement

To complete the total units required for the bachelor's degree, select additional elective courses from the total University offerings. You should consult with an advisor regarding the selection of courses which will provide breadth to your University experience and possibly apply to a supportive second major or minor.

See Bachelor's Degree Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/bachelors-degree-requirements/>) for complete details on general degree requirements. A minimum of 39 units, including those required for the major, must be upper division.

## General Education Requirements: 48 units

See General Education (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/>) and the Class Schedule (<http://www.csuchico.edu/schedule/>) for the most current information on General Education Requirements and course offerings.

This major has approved GE modification(s). See below for information on how to apply these modification(s).

- JOUR 460W is an approved major course substitution for Upper-Division Arts and Humanities (UD-C).

## Diversity Course Requirements: 6 units

You must complete a minimum of two courses that focus primarily on cultural diversity. At least one course must be in U.S. Diversity (USD) and at least one in Global Cultures (GC). See Diversity Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/diversity-requirements/>) for a full list of courses. Most courses taken to satisfy these requirements may also apply to General Education (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/>).

## Upper-Division Writing Requirement

Writing Across the Curriculum (EM 17-009 (<http://www.csuchico.edu/prs/EMs/2017/17-009.shtml/>)) is a graduation requirement and may be demonstrated through satisfactory completion of four Writing (W) courses, two of which are designated by the major department. See Mathematics/Quantitative Reasoning and Writing Requirements (<https://catalog.csuchico.edu/undergraduate-requirements/mathematicsquantitative-reasoning-writing-requirements/>) for more details on the four courses. The first of the major designated Writing (W) courses is listed below.

- JOUR 460W Ethical Problems in Mass Media (W)

The second major-designated Writing course is the Graduation Writing Assessment Requirement (GW) (EO 665 (<https://calstate.policystat.com/policy/9585618/latest/>)). Students must earn a C- or higher to receive GW credit. The GE Written Communication (A2) (<https://catalog.csuchico.edu/colleges-departments/undergraduate-education/general-education/#A2>) requirement must be completed before a student is permitted to register for a GW course.