JOURNALISM AND PUBLIC RELATIONS

Journalism and Public Relations Department (http://www.csuchico.edu/jour/index.shtml/)
Tehama Hall 207
530-898-4779
Email: jour@csuchico.edu
Chair: Janell Bauer

Insight
The Department of Journalism and Public Relations offers options in news and public relations, but really so much more. News and PR students learn extensive, employable skills common to modern communication platforms. For example, you'll learn to professionally manage social media for yourself and for clients. You'll learn how to produce the video, audio, and still imagery that drives modern media. Finally, you'll learn, refine, and carefully sharpen your writing so you're an attractive candidate in news media, public relations, and so many other professions. Where we truly stand out is with small enrollments in core skills classes with experienced, responsive faculty who give you their full attention in class and whenever you need their help.

Experience
The student experience in Journalism and Public Relations is hands-on. You'll learn visual skills, audio skills, and writing skills in small labs with dedicated professors. And all of our students have internship, portfolio-generating experiences at either our student-run, award-winning newspaper, The Orion, or at our student-managed in-house PR firm, Tehama Group Communications. You leave our program professionally prepared, employment-ready, and connected with an extensive network of alums who are ready to hire you.

Outlook
Graduates of our program are a hot commodity for employers in many areas. Where at one point in time, most of our graduates went primarily to newspapers or PR agencies, changing times have led to a much broader range of employment opportunities, often with higher pay and flexibility than more traditional routes.

News graduates often work in these areas:
- News research, reporting, and writing
- Editing and publishing
- Broadcast news and websites
- Entertainment and sports
- Education
- Community newspapers
- Business communications

Public relations graduates often work in these areas:
- Nonprofit communications
- Tech PR
- Public affairs or governmental PR
- Consumer PR
- Media relations

• Entertainment and sports PR
• Crisis communication
• Legal PR
• Health care PR

Programs
Undergraduate
Bachelor’s
- Journalism BA (https://catalog.csuchico.edu/colleges-departments/college-communication-education/journalism-public-relations/journalism-ba/)

Minors
- Journalism Minor (https://catalog.csuchico.edu/colleges-departments/college-communication-education/journalism-public-relations/journalism-minor/)

See Course Description Symbols and Terms (https://catalog.csuchico.edu/academic-standards-policies/course-description-symbols-terms/) for an explanation of course description terminology and symbols, the course numbering system, and course credit units.

JOUR 101 Introduction to Communication 3 Units
Typically Offered: Fall and spring
This course teaches the concepts, history, and applications of communication. The implications and ethical issues of media and the communication process are covered. 3 hours lecture. (001636)
Cross listing(s): MADM 101
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division

JOUR 130W Professional Writing for Public Audiences (W) 3 Units GE, W
Prerequisite: Open to GE Written Communication Ready students.
Typically Offered: Fall and spring
An intensive writing course designed to introduce students to professional expository writing by using media content as models and a platform. Emphasis is on clarity, conciseness, and consistency in style, along with form, content, context, and effectiveness of communication. Writing for various audiences will feature the Internet, academic writing, persuasion, description and other rhetorical models. 2 hours discussion, 1 hour lecture. (021092)
General Education: Written Communication (A2)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Lower Division; Writing Course
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>General Education</th>
<th>Grade Basis</th>
<th>Repeatability</th>
<th>Prerequisite</th>
<th>Typically Offered</th>
<th>Course Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 210</td>
<td>Pop Culture and Media Innovation</td>
<td>3</td>
<td>GE, USD</td>
<td>Graded</td>
<td></td>
<td>ENGL 130W or JOUR 130W.</td>
<td>Fall and spring</td>
<td>Lower Division; Writing Course</td>
</tr>
<tr>
<td>JOUR 211</td>
<td>Gender and Sexuality in Media</td>
<td>3</td>
<td>GE, USD</td>
<td>Graded</td>
<td></td>
<td>Fall and spring</td>
<td></td>
<td>Social Sciences (D)</td>
</tr>
<tr>
<td>JOUR 225</td>
<td>Digital Literacy and Media Technology</td>
<td>3</td>
<td>GE</td>
<td>Graded</td>
<td></td>
<td>Fall and spring</td>
<td></td>
<td>Lifelong Learning and Self-Development (E)</td>
</tr>
<tr>
<td>JOUR 255W</td>
<td>Digital Literacy and Media Technology (W)</td>
<td>3</td>
<td>GE</td>
<td>Graded</td>
<td></td>
<td>Fall and spring</td>
<td></td>
<td>Writing Course</td>
</tr>
<tr>
<td>JOUR 260W</td>
<td>Writing for Mass Media (W)</td>
<td>3</td>
<td>W</td>
<td>Graded</td>
<td></td>
<td>ENGL 130W or JOUR 130W.</td>
<td>Fall and spring</td>
<td>Lower Division; Writing Course</td>
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<tr>
<td>JOUR 298</td>
<td>Special Topics</td>
<td>1-3</td>
<td></td>
<td>Graded</td>
<td></td>
<td>Sophomore standing; JOUR 260W</td>
<td>Fall and spring</td>
<td>Lower Division</td>
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<tr>
<td>JOUR 300</td>
<td>Crisis Communication</td>
<td>3</td>
<td></td>
<td>Graded</td>
<td></td>
<td>Sophomore standing; JOUR 265.</td>
<td>Fall and spring</td>
<td>Upper Division</td>
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<tr>
<td>JOUR 301</td>
<td>Data Journalism</td>
<td>3</td>
<td></td>
<td>Graded</td>
<td></td>
<td>JOUR 260W</td>
<td>Fall and spring</td>
<td>Upper Division</td>
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</table>

Typically Offered:
- Fall and spring
- Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (005345)
- This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (001995)
- This course provides a comprehensive assessment and understanding of the nature of crisis from the perspective of communication professionals. It examines the role public relations practitioners play in helping organizations manage a wide range of crises, while also exploring the responsibilities of journalist in covering them and the role organizations, the public and social media in defining them. 3 hours lecture. (002163)
- The unprecedented availability of "big data" constitutes a surfeit of digital information that is utilized by academics, government institutions, private industry, and digital firms. This course trains students to use the tools (software, methods, and theory) required to access, process, analyze, and compose findings in the manner of public interest and social science journalism. 3 hours lecture. (021760)
JOUR 313 International Communication 3 Units
Typically Offered: Fall and spring
How the press operates in other societies, both free and authoritarian; the role of journalism in shaping foreign policy in America and abroad; the role of the press in developing countries; the part journalism plays in international and world organizations; the history of significant foreign press systems; the American press in an international context. Open to non-majors. 3 hours lecture. (002034)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 320 Mass Communication Law 3 Units
Prerequisite: JOUR 260W.
Typically Offered: Spring only
The law as it applies to the press, pictures, and broadcasting. Philosophical basis and historical evolution of legal precedent governing the media. Practical limitations of libel, slander, privacy, copyright, information access, free press-fair trial, contempt and reporter's rights, advertising and media concentration as they affect freedom of the press. Required for news-editorial option; elective for public relations option. 3 hours lecture. (002032)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 321W Public Affairs Reporting (W) 3 Units W, GW
Prerequisite: GE Written Communication (A2) requirement, HIST 130, JOUR 260W, POLS 155.
Typically Offered: Fall and spring
Designed for students planning reporting or editing careers. Development of greater skills in story recognition and judgment, information gathering, and finished written presentation, including specialized reporting and ethics. Stress is placed on leads, the complex story, and polished writing. Journalism majors in the news-editorial option who earn below a C- in JOUR 321 are required to repeat the course and are expected to earn a C- or higher to receive writing proficiency credit. 3 hours lecture. (002000)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division; Writing Course; Graduation Writing Assessment

JOUR 322 History of American Journalism 3 Units
Prerequisite: JOUR 260W.
Typically Offered: Fall only
Study of the American media, from the Colonial period to the present time. Emphasis is placed upon changing trends and the outstanding people who shaped the development of modern media, noting the influence of the past upon the present. 3 hours lecture. (004851)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 325W Magazine Writing (W) 3 Units W
Prerequisite: JOUR 260W.
Typically Offered: Fall and spring
Techniques of writing nonfiction articles and features for publication; where to find material, markets. Student writings may appear in campus publications such as Orion. 3 hours lecture. (001667)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division; Writing Course

JOUR 327 Media Editing, Proofreading, and Entry-level Layout 3 Units
Prerequisite: JOUR 260W.
Typically Offered: Fall and spring
Evaluating and editing newspaper copy; perfecting copyreading skills; typography, headline writing, page makeup and layout, and newspaper design. 2 hours activity, 2 hours discussion. (002007)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 329 News Laboratory/The Orion 3 Units
Typically Offered: Fall and spring
Students learn and apply journalism fundamentals - deadline-driven, multi-platform writing and editing, print/digital/audio/video presentation - by working as staff members of The Orion, Chico State's award-winning weekly newspaper and daily digital website/app. The Orion is entirely student operated and has been an independent campus news source since 1975. Two hours of lecture, with one hour of onsite instruction at The Orion. 3 hours lecture. (005351)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 6 units
Course Attributes: Upper Division

JOUR 331 News Laboratory Management/The Orion 3 Units
Typically Offered: Fall and spring
This course is for journalism majors who manage The Orion, Chico State's independent students news organization. Students supervise their peers and work as a team to publish news and other content for a weekly newspaper and daily digital website/app. Two hours of lecture, with one hour of onsite instruction at The Orion. 3 hours discussion. (020118)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 341W Writing for Public Relations (W) 3 Units W, GW
Prerequisite: GE Written Communication (A2) requirement, JOUR 260W, JOUR 265.
Typically Offered: Fall and spring
Principles and practices of writing styles for public relations. Emphasis will be on writing tailored to an organization’s communication needs. Required for majors. Journalism majors in the public relations option who earn below a C- in JOUR 341W are required to repeat the course and are expected to earn a C- or higher to receive writing proficiency credit. 3 hours lecture. (004844)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division; Writing Course; Graduation Writing Assessment

JOUR 342 Public Relations Research, Measurement and Evaluation 3 Units
Prerequisite: JOUR 265.
Typically Offered: Fall and spring
The overall objective of this course is to equip students with the skills to conduct qualitative and quantitative public relations research including measurement and performance evaluation. The emphasis will be on measurement of tangible results in evaluating effectiveness. The impact of culture and diversity will be considered. Process and techniques to be studied include public-opinion polling, focus groups and interviews, survey research, experimental design, fact-finding and applied research. 3 hours lecture. (020558)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division
### Course Attributes:

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<tr>
<th>Course Code</th>
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<th>Units</th>
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<tbody>
<tr>
<td>JOUR 344</td>
<td>Public Relations Strategy</td>
<td>3</td>
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<tr>
<td>Prerequisite: JOUR 260W, JOUR 265, JOUR 341W, JOUR 342.</td>
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<tr>
<td>Typically Offered: Fall and spring</td>
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<tr>
<td>Theory and norms used in strategies for public relations activities and programs. Emphasis on selection of strategies under varying kinds of information conditions. Major areas addressed are strategy formulation, strategy implementation, and strategic control. Required for majors. 3 hours lecture. (002003)</td>
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<tr>
<td>Grade Basis: Graded</td>
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<tr>
<td>Repeatability: You may take this course for a maximum of 3 units</td>
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<tr>
<td>Course Attributes: Upper Division</td>
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</tbody>
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| JOUR 351    | Public Relations Publications                     | 3     |
| Prerequisite: JOUR 260W.                             |
| Typically Offered: Fall only                         |
| Instruction in persuasive writing, design, and production of public relations publications via desktop publishing. Publications include fliers, institutional advertisements, brochures, and newsletters that are produced to promote the views, products, or services of organizations or companies. 2 hours activity, 2 hours discussion. (005352) |
| Grade Basis: Graded                                 |
| Repeatability: You may take this course for a maximum of 3 units |
| Course Attributes: Upper Division                   |

| JOUR 353    | Photojournalism                                    | 3     |
| Prerequisite: JOUR 260W for Journalism majors only. |
| Typically Offered: Fall and spring                  |
| Theory and practice of news photography, including picture-taking for college publications, as well as special photographic projects. 3 hours lecture. (002011) |
| Grade Basis: Graded                                 |
| Repeatability: You may take this course for a maximum of 3 units |
| Course Attributes: Upper Division                   |

| JOUR 354    | Multiplatform Storytelling for News & Public Relations | 3     |
| Prerequisite: JOUR 260W.                             |
| Typically Offered: Fall and spring                  |
| This course is designed to teach students intensive, hands-on visual and audio storytelling using smart phones, digital cameras and mobile production applications for news and public relations audiences using web-based and traditional publishing. 3 hours lecture. (021948) |
| Grade Basis: Graded                                 |
| Repeatability: You may take this course for a maximum of 3 units |
| Course Attributes: Upper Division                   |

| JOUR 355    | Online Presentation of News and PR                 | 3     |
| Prerequisite: JOUR 255, JOUR 260W.                   |
| Typically Offered: Fall and spring                  |
| This course focuses on skills required to create and publish Web sites that feature interactive journalism. Students learn effective strategies in the production of multimedia news and public relations for online readers. 3 hours discussion. (005357) |
| Grade Basis: Graded                                 |
| Repeatability: You may take this course for a maximum of 3 units |
| Course Attributes: Upper Division                   |

| JOUR 358    | Emerging Technologies in Media and Entertainment   | 3     |
| Prerequisite: CAGD 112, CAGD 180 for CAGD majors; JOUR 255 or 255W, JOUR 260W for JOUR majors; MADT 206 for MADT majors. |
| Typically Offered: Fall only                        |
| This professional skills and technology course teaches students in media, entertainment, and technology fields about new and emerging trends in media and entertainment technologies, including, but not limited to, Virtual Reality, Augmented Reality, Photogrammetry, LiDAR scanning, 360 degree photo-scanning, and Motion Capture. The course is focused on the exploration of emerging technologies, as it applies to the various industries in media and entertainment, including, but not limited to, journalism, storytelling, and game development. 3 hours discussion. (021966) |
| Cross listing(s): CAGD 358, MADT 358                |
| Grade Basis: Graded                                 |
| Repeatability: You may take this course for a maximum of 3 units |
| Course Attributes: Upper Division                   |

| JOUR 398    | Special Topics                                     | 1-3   |
| Prerequisite: Faculty permission.                   |
| Typically Offered: Fall and spring                  |
| This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (005354) |
| Grade Basis: Graded                                 |
| Repeatability: You may take this course more than once |
| Course Attributes: Upper Division                   |

| JOUR 399    | Special Problems                                   | 1-3   |
| Prerequisite: JOUR 260W.                             |
| Typically Offered: Fall and spring                  |
| This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. Special projects (research or production) in media study. 9 hours supervision. (005355) |
| Grade Basis: Credit/No Credit                       |
| Repeatability: You may take this course for a maximum of 6 units |
| Course Attributes: Upper Division                   |

| JOUR 411    | Race and Diversity in Media                        | 3     |
| Prerequisite: JOUR 260W.                             |
| Typically Offered: Fall and spring                  |
| Introduces students to the social constructions of ethnicity and how they are involved in the production, distribution and consumption of the U.S. media. 3 hours lecture. (005356) |
| Grade Basis: Graded                                 |
| Repeatability: You may take this course for a maximum of 3 units |
| Course Attributes: Upper Division                   |

| JOUR 424    | Public Opinion and Propaganda                      | 3     |
| Prerequisite: CMST 131, CMST 330, CMST 331W, CMST 350 with a grade of C- or higher for CMST majors only. |
| Typically Offered: Fall and spring                  |
| Analysis of major factors in group and individual opinion formation, with emphasis on politics, opinion measurement, and the role of mass media in the political process. 3 hours lecture. (002029) |
| Cross listing(s): CMST 424, POLS 424                |
| Grade Basis: Graded                                 |
| Repeatability: You may take this course for a maximum of 3 units |
| Course Attributes: Upper Division                   |
JOUR 428  Politics and the Media  3 Units
Prerequisite: CMST 131, CMST 330, CMST 331W, and CMST 350 with a grade of C- or higher for CMST majors only.
Typically Offered: Fall only
An examination of the relationships of politics and the mass media. Topics may include politics, visual rhetoric, the public sphere studies, media analysis, public policy decisions, political media campaigns, and social movements. 3 hours seminar. (002246)
Cross listing(s): CMST 428, POLS 428
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 444  News and Public Relations Job Hunting and Professional Skills  3 Units
Prerequisite: Options in News majors take JOUR 255, JOUR 260W, JOUR 265. Option in Public Relations students take JOUR 260W, JOUR 265, JOUR 341W, JOUR 342.
Typically Offered: Spring only
This course is designed to provide senior-level Journalism majors in the News and PR options with the opportunity to explore their professions and develop the job hunting skills necessary to apply for entry-level positions. 3 hours discussion. (005358)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 445  Public Relations Laboratory  3 Units
Prerequisite: JOUR 260W, JOUR 265, JOUR 341W, JOUR 344. News option majors take JOUR 260W, JOUR 327 only.
Typically Offered: Fall and spring
Advanced public relations field experience. Repeating this course for credit requires faculty permission. 3 hours discussion. (004852)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 6 units
Course Attributes: Upper Division

JOUR 451  Digital Media Innovation for News and PR  3 Units
Prerequisite: JOUR 255 (or equivalent), JOUR 260W.
Typically Offered: Fall and spring
This course explores how the Silicon Valley startup culture is changing the state of news in the digital sphere. From Medium to Jezebel to Mashable, digital entrepreneurs who are also writers are creating new media ecosystems that create, share, and engage with readers in ways that can be profitable. Through guest speakers, media analysis, and case studies, students explore how these digital entrepreneurs are using core journalistic skills, public relations strategy, creativity, and drive to create their own jobs and careers in digital journalism. 3 hours lecture. (021612)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 458  Applied Emerging Technologies in Media and Entertainment  3 Units
Prerequisite: CAGD 112, CAGD 180 for CAGD majors; JOUR 255 or JOUR 255W, JOUR 260W for JOUR majors; MADT 206 for MADT majors.
Typically Offered: Spring only
This professional skills and technology project-based course engages students in new and emerging technologies in media and entertainment through applied projects requiring students to work in multidisciplinary teams to create completed visual content projects. The course is focused on the application of new and emerging technologies with relevance in various media and entertainment industries, including, but not limited to, journalism, storytelling, and game development. 3 hours discussion. (021969)
Cross listing(s): CAGD 458, MADT 458
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division

JOUR 460W  Ethical Problems in Mass Media (W)  3 Units
Prerequisite: JOUR 260W. For Option in News: JOUR 321W. For Option in Public Relations: JOUR 341W.
Typically Offered: Fall and spring
Ethical principles and case studies will be used to help students develop insights or responses to ethically challenging events or situations in mass media. 3 hours lecture. (005360)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 3 units
Course Attributes: Upper Division; Writing Course

JOUR 489  Journalism Internship  1-3 Units
Prerequisite: Faculty permission.
Typically Offered: Fall and spring
You must register directly with a supervising faculty member. Students will experience a wide range of professional situations, conditions, and practice in the journalism/public relations professional setting prior to graduation. Length of internship will vary according to type of placement. Students will be supervised by a practicing member of the profession. Repeatable for credit toward the major up to 6 units with instructor permission. 3 hours independent study. (005362)
Grade Basis: Graded
Repeatability: You may take this course for a maximum of 15 units
Course Attributes: Upper Division; Writing Course

JOUR 498  Special Topics  1-3 Units
Typically Offered: Fall and spring
This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (005366)
Grade Basis: Graded
Repeatability: You may take this course more than once
Course Attributes: Upper Division

JOUR 499  Special Problems  1-3 Units
Prerequisite: Faculty permission.
Typically Offered: Fall and spring
This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 3 hours supervision. (005367)
Grade Basis: Credit/No Credit
Repeatability: You may take this course for a maximum of 6 units
Course Attributes: Upper Division
Journalism and Public Relations
Department

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Jim L Chu
Emeritus

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David L Waddell
Emeritus
Doctor of Education Capella University