

# JOURNALISM AND PUBLIC RELATIONS (JOUR)

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.

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## 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):** MADT 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

## JOUR 210 Pop Culture and Media Innovation 3 Units GE, USD

**Prerequisite:** ENGL 130W or JOUR 130W.

**Typically Offered:** Fall and spring

This course considers the influence popular culture has on our lives by examining representational messages spread through widely available traditional and digital media, including film, music, television, streaming services, print and social media. The course takes historical and critical approaches to media trends and innovation, with discussions about economics, demographics and other factors that shape mediated messages, especially in relation to gender and ethnicity. 3 hours discussion. (021224)

**General Education:** Social Sciences (D)

**Grade Basis:** Graded

**Repeatability:** You may take this course for a maximum of 3 units

**Course Attributes:** Lower Division; US Diversity

## JOUR 211 Gender and Sexuality in Media 3 Units GE, USD

**Typically Offered:** Fall and spring

The purpose of this course is to help students examine portrayals of gender and sexuality in the range of media they consume. This course treats gender and sexuality as something we co-create through communication, rather than as something that we inherently are. Course topics are approached from historical, critical and cultural perspectives and encourage individual reflection and opportunities for digital activism. 3 hours discussion. (021252)

**General Education:** Social Sciences (D)

**Cross listing(s):** WMST 211

**Grade Basis:** Graded

**Repeatability:** You may take this course for a maximum of 3 units

**Course Attributes:** Lower Division; US Diversity

## JOUR 255 Digital Literacy and Media Technology 3 Units GE

**Typically Offered:** Fall and spring

Tightly focused on the evolution of digital information technologies, particularly with regard to legacy and digital media, and the rapid-fire communication technology changes that have impacted virtually every aspect of American life. Information technology is explored from historical, cultural and critical perspectives, with particular emphasis on how technology has changed what it means to be part of a community and to engage in civil discourse as a democracy. The course also delves into the domestic and global digital divides and their significance for division and opportunities for connection. 3 hours lecture. (020555)

**General Education:** Lifelong Learning and Self-Development (E)

**Grade Basis:** Graded

**Repeatability:** You may take this course for a maximum of 3 units

**Course Attributes:** Lower Division

## JOUR 255W Digital Literacy and Media Technology (W) 3 Units GE, W

**Typically Offered:** Fall and spring

Tightly focused on the evolution of digital information technologies, particularly with regard to legacy and digital media, and the rapid-fire communication technology changes that have impacted virtually every aspect of American life. Information technology is explored from historical, cultural and critical perspectives, with particular emphasis on how technology has changed what it means to be part of a community and to engage in civil discourse as a democracy. The course also delves into the domestic and global digital divides and their significance for division and opportunities for connection. 3 hours lecture. (021263)

**General Education:** Lifelong Learning and Self-Development (E)

**Grade Basis:** Graded

**Repeatability:** You may take this course for a maximum of 3 units

**Course Attributes:** Lower Division; Writing Course

## JOUR 260W Writing for Mass Media (W) 3 Units W

**Prerequisite:** ENGL 130W or JOUR 130W.

**Typically Offered:** Fall and spring

Techniques of information gathering and writing for various audiences in the mass media. Required course for the Options in News-Editorial and Public Relations. Students must earn a grade of C or higher to advance to subsequent writing courses in the Department of Journalism. Students who do not receive at least a C may repeat the course. 3 hours lecture. (004838)

**Grade Basis:** Graded

**Repeatability:** You may take this course for a maximum of 3 units

**Course Attributes:** Lower Division; Writing Course

<p><b>JOUR 265 Survey of PR and Media Relations</b> <b>3 Units</b>  <b>Prerequisite:</b> Sophomore standing; JOUR 260W (may be taken concurrently) for Journalism majors.  <b>Typically Offered:</b> Fall and spring  A survey of public relations: problems and issues, organization and operations, skills and techniques, careers and opportunities. 3 hours lecture. (001995)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Lower Division</p>	<p><b>JOUR 301 Data Journalism</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 260W.  <b>Typically Offered:</b> Fall and spring  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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>
<p><b>JOUR 275 Introduction to Sports Media</b> <b>3 Units</b>  <b>Prerequisite:</b> Sophomore standing; JOUR 260W (may be taken concurrently) for Journalism majors.  <b>Typically Offered:</b> Fall and spring  This course places the development of the sports-media complex in a historical and global context. While the primary focus is on American sports media, the course seeks to understand the global flows that give shape to the international sports media industries. The course also traces key issues relating to power, ideology, representation, and identity that underpin contemporary media culture's relationship with sport. The course aims to provide students with an understanding of the socio-historical development of media and sports, alongside the political economy of the sports-media complex. Introduction to Sports Media critically examines issues of the production of sports media artifacts, the distribution platforms that circulate artifacts, and their consumption by fans and audiences, drawing upon a range of theoretical perspectives and frameworks. 3 hours lecture. (022585)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Lower Division</p>	<p><b>JOUR 313 International Communication</b> <b>3 Units</b>  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>
<p><b>JOUR 298 Special Topics</b> <b>1-3 Units</b>  <b>Typically Offered:</b> 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. (005345)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course more than once  <b>Course Attributes:</b> Lower Division</p>	<p><b>JOUR 320 Mass Communication Law</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 260W.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>
<p><b>JOUR 300 Crisis Communication</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 260W, JOUR 265.  <b>Typically Offered:</b> Fall and spring  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. (022163)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>	<p><b>JOUR 321W Public Affairs Reporting (W)</b> <b>3 Units W, GW</b>  <b>Prerequisite:</b> GE Written Communication (A2) requirement, HIST 130, JOUR 260W, POLS 155.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division; Writing Course; Graduation Writing Assessment</p>

<p><b>JOUR 322 History of American Journalism</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 260W.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>	<p><b>JOUR 341W Writing for Public Relations (W)</b> <b>3 Units W, GW</b>  <b>Prerequisite:</b> GE Written Communication (A2) requirement, JOUR 260W, JOUR 265.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division; Writing Course; Graduation Writing Assessment</p>
<p><b>JOUR 325W Magazine Writing (W)</b> <b>3 Units W</b>  <b>Prerequisite:</b> JOUR 260W.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division; Writing Course</p>	<p><b>JOUR 342 Public Relations Research, Measurement and Evaluation</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 265.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>
<p><b>JOUR 327 Media Editing, Proofreading, and Entry-level Layout</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 260W.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>	<p><b>JOUR 344 Public Relations Strategy</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 260W, JOUR 265, JOUR 341W, JOUR 342.  <b>Typically Offered:</b> Fall and spring  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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>
<p><b>JOUR 329 News Laboratory/The Orion</b> <b>3 Units</b>  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 6 units  <b>Course Attributes:</b> Upper Division</p>	<p><b>JOUR 351 Public Relations Publications</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 260W.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>
<p><b>JOUR 331 News Laboratory Management/The Orion</b> <b>3 Units</b>  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>	<p><b>JOUR 353 Photojournalism</b> <b>3 Units</b>  <b>Prerequisite:</b> JOUR 260W for Journalism majors only.  <b>Typically Offered:</b> 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)  <b>Grade Basis:</b> Graded  <b>Repeatability:</b> You may take this course for a maximum of 3 units  <b>Course Attributes:</b> Upper Division</p>

**JOUR 354 Multiplatform Storytelling for News & Public Relations** 3 Units**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 Units**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 Units**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 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 lecture. (005354)

**Grade Basis:** Graded**Repeatability:** You may take this course more than once**Course Attributes:** Upper Division**JOUR 399 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. 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 Units**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. mass 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 Units**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 W****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**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