Broadcast and Digital Journalism
Print and Digital Journalism

Required Coursework

**Broadcast and Digital Journalism and Print and Digital Journalism**

*44 units*

- JOUR 201  Culture of Journalism: Past, Present and Future
- JOUR 202  Newswriting: Print
- JOUR 203  Newswriting: Broadcast
- JOUR 302  Reporting: Print
- JOUR 303  Reporting: Broadcast
- JOUR 309  Introduction to Online Media
- JOUR 310  Investigative Reporting
- JOUR 462  Law of Mass Communication

**Broadcast and Digital Journalism Only**

- JOUR 306  Production: Broadcast
- Plus two courses from:
  - JOUR 402  Advanced Television Reporting
  - JOUR 403  Television News Production
  - JOUR 405  Non-Fiction Television
  - JOUR 409  Radio News Production

- Plus six upper division journalism elective units.

**Print and Digital Journalism Only**

- JOUR 308  Newspaper Editing and Design
- Plus two courses from:
  - JOUR 400  Interpretive Writing
  - JOUR 431  Feature Writing
  - JOUR 435  Writing Magazine Non-Fiction
  - JOUR 440  Environmental Journalism
  - JOUR 448  Government and Public Affairs Reporting
  - JOUR 476  Reporting Urban Affairs

- Plus six upper division journalism elective units.

**Major Requirements**

Students must maintain a minimum 2.0 GPA in their overall and upper division major course work.

Students who have not been admitted to the broadcast and digital journalism major or the print and digital journalism major are not eligible to take BRDJ or PRDJ major requirements.

BRDJ and PRDJ majors need to earn at least a C- or above in all JOUR classes.

Grammar, Spelling and Punctuation (GSP) Requirement:
BRDJ and PRDJ majors enrolled in JOUR 201 or JOUR 202 are required to complete the Grammar, Spelling and Punctuation (GSP) online tutorial before the end of the semester. This test must be taken and passed by the last day of class. Students who do not pass the test will be allowed to retake it once. Students who fail to complete the GSP tutorial within the allotted time frame will not be allowed to progress in the program and will be dismissed from the major.
Our advisers are available by appointment to discuss the public relations major and answer your questions. You can schedule an appointment with an adviser by calling Annenberg Student Services. Additionally, information sessions are held throughout the fall and spring semesters for students interested in applying to the Annenberg School for Communication and Journalism. For information session dates, please pick up a flier in the main office or visit our website. Please be aware that we do not meet with non-majors during our mandatory advisement period, which usually runs from the beginning of October until mid-November and from the end of February until mid-April. Once mandatory advisement begins, we will not be available until the non-major D-clearance days, which will be in mid-November (fall semester) and mid-April (spring semester).

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Check us out on Facebook (USC Annenberg Undergraduate Advisement) and Twitter (@ascjadv) for event info!
Required Courses

JOUR 201 Culture of Journalism: Past, Present and Future
The goal of this course is to introduce students to key moments, debates and ideas that have shaped U.S. journalism. Covering from the Revolutionary War period through today, the class will examine social, cultural, political and technological aspects of U.S. journalism, getting a sense of its overarching history as a profession and public service.

JOUR 202 Newswriting: Print
The goals of the USC Annenberg School of Journalism are to sharpen your writing, reporting and critical thinking skills, as well as teach you about news values, judgment and ethics, and how to accurately report and write about a diverse world on deadline. We believe students should begin this pursuit with learning about what makes a story newsworthy, what elements should be included in basic news stories, and which multimedia elements should be included.

Concurrent enrollment: JOUR 203

JOUR 203 Newswriting: Broadcast
This course will cover the basics of broadcast newswriting. The emphasis will be on writing for TV, but the skills apply to radio news as well. By the end of the semester, your writing should approach professional standards—clear, concise, accurate and conversational. Writing skills are valued in every job in the newsroom—reporter, producer, editor, assignment editor, anchor, graphics designer and news writer.

Concurrent enrollment: JOUR 202

JOUR 302 Reporting: Print
This course picks up where JOUR 202 left off. The overarching objective is to develop and improve your skills through practice. Students will report and write news stories and news features in a variety of ways. Your assignments will usually revolve around coverage of an area of Los Angeles, although stories with national angles also are welcome. Students and instructors will decide which area(s) of the city to cover on the first day of class.

Prerequisite: JOUR 202, JOUR 203

Concurrent enrollment: JOUR 303

JOUR 303 Reporting: Broadcast
The bedrock of American Journalism is the reporter in the field. Without hard-working reporters there is no news business. Without reporters covering and breaking stories there would be nothing for aggregators to work with. In broadcasting, the role of a journalist is changing rapidly though. It used to be that reporters and producers did research, interviewed people and wrote scripts while photographers shot video and editors put it all together. Those days are going fast. Should you become a reporter, you will most likely be a team of ONE. So, in this class, you will learn researching, reporting, interviewing, and videography skills and techniques. You will also build on the broadcast writing and editing training you had last semester as you work on news story packages.

Prerequisite: JOUR 202, JOUR 203

Concurrent enrollment: JOUR 302

JOUR 306 Production: Broadcast
The process of putting together television news stories requires both art and craft. The craft involves the step-by-step process which nearly all reporters use to produce their stories. The art involves the unique heart and soul you bring to your work. It begins in the way you identify the stories you choose to produce and it carries you through the process of researching, shooting, writing and editing the story. This course will teach you the step-by-step process of crafting a professional news story. Students will provide the art (heart). By the end of this semester, students will have the knowledge to produce a television news story worthy of any television network or local news station. Students will learn how to “voice over” their stories and how to use “stand-ups” to help tell their story, and how to perform flawless “live shots” in a breaking news scenario. Students will also examine the process of producing a half-hour newscast.

Prerequisite: JOUR 302, JOUR 303

JOUR 308 Newspaper Editing and Design
This course will embrace the fundamentals of grammar, punctuation and word usage. The course will essentially end the guessing game when it comes to pronoun selection (who vs. whom), comma usage and word choices (emigrate vs.
immigrate), among others. Knowledge of these guidelines is power; it allows you to write confidently and to protect yourself from mistakes that might be introduced by less-knowledgeable staff. It will build a level of self-editing crucial to selling yourself as a freelance writer for any medium.

The course will also offer exposure to line editing, which evaluates the content of a story for how well it is structured, whether it contains enough (or too much) background information, whether the quotes are strong (or need to be paraphrased), whether there are misleading references or improper editorializing, and appropriate transitions (as opposed to unnecessary ones).

Conversely, the course will look at editing blogs, where a more personal, conversational approach is warranted and the opening paragraphs are worded in such a way as to maximize search engine traffic. Also covered will be writing teasers and sidebars for online, where saying a little will be crucial, and in writing text for informational graphics, where writing tight does not mean you have to give up a sense of humor or conversational flair.

Additionally, students will practice headline writing, working to develop accurate versions that fit newspaper designs, creative but informative styles that would work in magazine formats, and headlines geared to draw search engines to online sites. The class will also evaluate the differences between various forms of coverage, from service journalism to essay writing to news features and long-form narratives, and the editing concerns posed with each.

For the design component of the class the instruction will address basic principles of visual presentation in the use of text and photos. Among the issues that will be discussed are use of white space, type fonts, column widths, point sizes for body type and headlines, visually alluring shapes, balance and weight distribution, establishing a hierarchy, and photo editing. The latter will cover image selection based on storytelling qualities and compositional aspects along with tips for cropping photos to enhance their power.

Prerequisite: JOUR 302, JOUR 303

JOUR 309 Introduction to Online Media
This class concentrates on the journalism and critical thinking involved in Web work, and the processes involved in putting together online news and information sites. Students will learn the basics of constructing online story packages: planning, reporting, editing, and determining the best use of multimedia, website production and visual presentation. Students will also develop a critical vocabulary, basic understanding and solid foundation of what works well on the web and why.

Prerequisite: JOUR 302, JOUR 303

JOUR 310 Investigative Reporting
The goal of this course is to inspire and teach students the practical skills and ethical principles that will allow them to become a responsible investigative reporter. The focus of the class will be on learning the fundamentals of investigative journalism: how to choose a subject for investigation; how to identify human sources and persuade them to talk with you on the record; how to conduct an interview; how to use documents; and how to organize large amounts of material and data and present it in a fair and compelling way. This class is intended to give students a strong foundation of reporting and writing skills that should allow them to do more interesting stories than most other journalists do.

Prerequisite: JOUR 302, JOUR 303

JOUR 462 Law of Mass Communication
The touchstone of all mass communications law in this country is the First Amendment to the Constitution of the United States, a “living document” now entering its third century. It is virtually impossible to have any rational understanding of the law governing the press without at least a working knowledge of the First Amendment and how it is related to the other provisions of the Constitution and other laws and legal theories with which the media must deal on an ongoing basis. Moreover, it is the First Amendment that separates communications law in the United States from communications law in every other country in the world.

Unfortunately, in recent years, partly as a result of press conduct, partly as a result of changes in the rules governing media ownership, partly as a result of the expansion of non-traditional media, but mostly as a result of increased government secrecy (mixed liberally, especially in the years since 9/11 with pathological doses of paranoia), there have been spawned numerous restrictive judicial decisions, as well as legislative reaction to media (especially, electronic media) which seem as intent on making the news as reporting it.
The focus of the course will be to examine various aspects of the conflict (to the extent there is one) between the First Amendment, on the one hand, and other competing societal interests, on the other. This will include, as it must, consideration of the fact that while, in the United States, the First Amendment is a venerated icon of what it means to be an American, to the remainder of the world, the First Amendment, and all of its protections, is merely a local ordinance, to be ignored at will.

Broadcast and Digital Journalism Electives

JOUR 402 Advanced Television Reporting
The class will focus on writing and reporting well-balanced, comprehensive and visually compelling stories. Undergraduate and graduate students research, report, write, shoot and edit stories. During ATVN day-of-air shifts, students learn how to meet the same deadlines that professional reporters handle in small, medium and large markets. They also put together feature packages and could get the chance to do live shots for the nightly newscasts. 
Prerequisite: JOUR 306

JOUR 403 Television News Production
Students sharpen news judgment and leadership skills by producing live day-of-air television newscasts, contributing to the station website, and using social media. They make decisions about content and presentation while managing reporters, anchors, writers, editors and many others under deadline pressure. JOUR 403 producers will supervise live shots. Students have used skills learned in JOUR 403 to excel in jobs including local news producing, local news reporting, sports producing and network segment producing (see alumni section map on atvn.org). 
Prerequisite: JOUR 306

JOUR 405 Non-Fiction Television
This class introduces students to producing a documentary. Students produce a long form story (10-15 minutes) that is a result of in-depth reporting. During the semester, students research and pitch story ideas, learn to use high definition cameras, shoot their stories, learn to write a long-form script, learn advanced editing techniques, and edit their projects. The steps in JOUR 405 are the same kinds of steps that lead to the types of programming that can be found on networks such as HBO, Discovery, National Geographic, History, Science and other nonfiction networks. Stories from JOUR 405 are eligible to be shown on Impact, the award-winning newsmagazine program produced by Annenberg students. 
Prerequisite: JOUR 306

JOUR 409 Radio News Production
This class focuses on reporting for public radio news: writing, newsgathering, interviewing, editing and vocal delivery. Students report, write and edit stories for Annenberg Radio News. Students must do a mandatory day-of-air shift at ARN. Students will develop their news judgment, ethical standards and critical thinking skills. They will learn the sophisticated use of sound and artful style of writing for the listener’s ear. Students will also learn how to expand their stories to the web. 
Prerequisite: JOUR 202, JOUR 203

Print and Digital Journalism Electives

JOUR 400 Interpretive Writing
This course will focus on more analytical, interpretive and opinionated work. Beginning with Editorials and Op-Ed pieces, we will move on to arguments, essays, criticism, personal journalism, sports commentary, profiles — work aspiring to the level of journals such as The New Yorker and the Atlantic. And then, books. During the course we will explore the work of modern interpretive journalists from David Halberstam and George Will to Nora Ephron and Kurt Vonnegut. 
Prerequisite: JOUR 302, JOUR 303

JOUR 431 Feature Writing
This course is intended to offer the human side of the news, that is to tell personal stories of folks who have endured hardship, who have discovered in themselves strength to get on with the business of life, who have laughed, loved, and, yes, who have died. To do all this means using all five senses, of spotting the telling detail, of humanizing the hard news stories you learned to write. 
Prerequisite: JOUR 302, JOUR 303
JOUR 435 Writing Magazine Non-Fiction
This course gives a broad understanding of general-interest magazine journalism—including how editorial decisions are made on magazines, how magazine nonfiction differs from newspaper journalism, and how magazines are changing. Students also receive intensive experience and feedback in producing lively, concise writing that should be of use in print, online publications, blogging or in whatever area their careers develop. Students are required to write numerous short exercises that cover the increasing emphasis on service journalism—food, fashion, and cultural events—as well as to write, and rewrite, one lengthy feature. They will also learn to craft compelling pitches that will help sell their pieces to editors.  
Prerequisite: JOUR 302, JOUR 303

JOUR 440 Environmental Journalism
This course is intended to give students an understanding of how to cover the many topics associated with the environmental beat, from air and water pollution to energy, flood control and climate change. Case histories, readings and research projects form the basis of weekly discussions. A field trip to the Los Angeles River puts a focus on little-known urban wildlife ecosystems. Emphasis throughout the semester is placed on recognizing the special problems associated with informing the public about environmental issues, risk management and public policy alternatives.
Prerequisite: JOUR 302, JOUR 303
Note: Spring only

JOUR 448 Government and Public Affairs Reporting
This course will concentrate on actual reporting and analysis of the three levels of United States Governance—from the White House to Sacramento to Los Angeles county and city. Students will be required to report on current events, and on the presence, mission and workings of two agencies (one federal, one local). This is a bread and butter course—with guest speakers—designed to prepare students to walk confidentially into the White House, Congress or any local governmental body ready to understand and cover on day one.  
Prerequisite: JOUR 302, JOUR 303
Note: Spring only

JOUR 476 Reporting Urban Affairs
This course will show students how to produce rich multimedia narratives from the story-rich neighborhoods of Los Angeles. Students will explore laws and policies that have, for better or worse, created the urban neighborhoods in which immigrants, working poor and working class live and work. Students will select from a range of topics—poverty, culture, housing, employment and health care among other subjects—and will produce up to three narratives in a course that also celebrates mobile journalism. Everything the class produces will emphasize web consumption, mirroring the mindset of virtually all news organizations today.  
Prerequisite: JOUR 302, JOUR 303

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