

# Journalism Major (JOUR)

Recommended Four-Year Course Sequence for Students Who Start College in Fall 2016

Freshman		Sophomore		Junior		Senior	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
JOUR 201 or ASCJ 200 (4)	JOUR 208 (2)	JOUR 321 (2)	JOUR 320 (2)	JOUR 322 (2)	ASCJ 440 / JOUR 372 (2)	JOUR 408 (2)	JOUR 323 (2)
Foreign Language 1 (4)	JOUR 201 or ASCJ 200 (4)	JOUR 207 (4)	JOUR 307 (4)	JOUR/PR UD Elective (4)	JOUR/PR UD Elective (4)	JOUR 414 (2)	JOUR/PR UD Elective (4)
GE (Core Literacy: A, B, B, C, C, D, E or F) (4)	Foreign Language 2 (4)	Foreign Language 3 (4)	GE (Core Literacy: A, B, B, C, C, D, E or F) (4)	GE (Core Literacy: A, B, B, C, C, D, E or F) (4)	GE (Global Perspective: G or H) (4)	Elective (100+) / Double Major / Minor (4)	Elective (100+) / Double Major / Minor (4)
WRIT 150 (4)	GESM (Core Literacy: A, B, B, C, C, D, E or F) (4)	GE (Core Literacy: A, B, B, C, C, D, E or F) (4)	GE (Core Literacy: A, B, B, C, C, D, E or F) (4)	GE (Global Perspective: G or H) (4)	WRIT 340 (4)	Elective (100+) / Double Major / Minor (4)	Elective (100+) / Double Major / Minor (4)
Elective (100+) / Double Major / Minor (optional)	GE (Core Literacy: A, B, B, C, C, D, E or F) (4)	GE (Core Literacy: A, B, B, C, C, D, E or F) (4)	Elective (100+) / Double Major / Minor	Elective (100+) / Double Major / Minor (optional)	Elective (100+) / Double Major / Minor (optional)	Elective (100+) / Double Major / Minor (4)	Elective (100+) / Double Major / Minor (optional)
16-18 units	18 units	18 units	18 units	14-18 units	14-18 units	16 units	14-18 units

**Legend:**

General Education Requirements
Foreign Language Requirement
Writing Requirements
Major Requirements
Electives / Double Major Courses / Minor Courses

# Journalism Major Course Descriptions

## JOUR Major Requirements

### **ASCJ 200 Navigating Media and News in the Digital Age (4 units)**

This is an interdisciplinary course designed to engage students as discriminating media and news consumers and contributors at a time when the digital revolution is spawning an unprecedented daily flood of content. Students will develop critical thinking and analytic skills for evaluating media and news, distinguish different types of media and news, media formats and platforms, and learn how to become active participants and producers in the new digital culture. The course examines new avenues of civic participation and the critical importance of ethical standards in communicating messages.

### **JOUR 201 Culture of Journalism: Past, Present and Future (4 units)**

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 207 Reporting and Writing I (4 units)**

This course will provide students with the foundational skills needed to report, write, produce and distribute stories across multiple platforms for diverse audiences. Students will learn reporting fundamentals, including developing news judgment. They will learn to write and structure news stories across topics from diverse communities. They will be introduced to the role of social media in newsgathering.

### **JOUR 208 Media Law and Ethics (2 units)**

Students will learn basics of the legal system and contemporary case law and ethics to help guide and anchor the practice of journalism in the digital space. They will learn how traditional boundaries between public and private have changed and how to navigate this space as journalists. Students will learn, too, the ethics that guide their behavior as professionals.

### **JOUR 307 Reporting and Writing II (4 units)**

This course will provide students with opportunities to report, write, produce and distribute more in-depth stories produced off beats on multiple platforms for diverse audiences. Students will hone their news judgment by producing longer news and analysis pieces with multiple sources. In this course, students will also begin to learn how to engage communities using both field reporting and emerging digital tools through social media.

*Prerequisite: JOUR 207*

**JOUR 320 Introduction to Coding for Storytelling (2 units)**

In this course, students will learn the web technologies (HTML, CSS, JavaScript and jQuery) needed to build modern interactive multimedia projects. In addition, they will use their storytelling skills to create advanced online story packages with multiple elements, including text, visuals, audio, interactivity and navigation, with heavy emphasis on web development and coding. Students will conceive, design, code and produce a multimedia package.

*Prerequisite: JOUR 207 and JOUR 321*

*Concurrent enrollment: JOUR 307*

**JOUR 321 Visual Journalism (2 units)**

Students will gain an understanding of visual journalism through theory and practical application while exploring emerging story forms. Students will learn video for web, principles of photography, design for web and mobile platforms and the roles each play in interactive storytelling. Students will also learn elements of design related to typography, layout, engagement and user interface as they apply to journalistic story forms across platforms.

**JOUR 322 Data Journalism (2 units)**

This course explores data journalism in the context of investigative journalism. Students will learn how to analyze and interpret data provided by public and private agencies/ organizations. The course will train students how to use the data to give stories context by using basic quantitative analysis tools and techniques. Data visualization, audience engagement and interactivity will also be covered in this course.

*Prerequisite: JOUR 320*

**JOUR 323 Creating your Digital Footprint and Brand (2 units)**

Students will build a personal website featuring their work at the school. The collected work will demonstrate a student's depth and breadth across enterprise reporting and writing, entrepreneurship, social media and community engagement. This class will also focus on how to use diverse social media platforms to enhance and advance students' digital footprint in an era of personal branding.

**JOUR 372 (ASCJ 440) Engaging Diverse Communities in the Digital Era (2 units)**

In this course, students will have the opportunity to engage with diverse local communities and produce stories across platforms. Students will learn how to use digital tools to increase journalists' engagement with communities via field reporting and on news sites and mobile platforms. The course will also teach students the sophisticated use of social media tools to crowd source and to build source lists and community relationships. [Cross listed as ASCJ 440 Engaging Diverse Communities in the Digital Era].

*Prerequisite: JOUR 307*

**JOUR 408 Advanced Media Law in the Digital Age (2 units)**

Students will learn, in greater depth, about the First Amendment and seminal case law establishing journalists' freedoms and helping provide the framework for the practice of the craft. The course also continues conversations from the freshman-level law class, delving deeper into emerging case law that, in some instances, restricts mass communication freedom in the digital space.

*Prerequisite: JOUR 208*

**JOUR 414 Advanced Digital Media Storytelling (2 units)**

In this course, students will produce a well-reported advanced multimedia package, with a blend of text, audio, video, photos, navigation and interactivity. The final project will be published by the Annenberg Media Center.

*Prerequisite: JOUR 307, JOUR 320, JOUR 321 and JOUR 322*

**JOUR Electives**

JOUR majors must take 12 units of JOUR or PR upper division electives (300-499) to fulfill this requirement. Consult with an Annenberg adviser for options.

*Created by Annenberg Advisement and Academic Services  
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