

Areas of Interest for News Media & Society Minors

Advertising

- PR 340 – Introduction to Advertising (4 units, FaSp)
- PR 341 – Advertising Copywriting (4 units, Fa, Prerequisite: PR 340)
- PR 342 – Advertising Media and Analysis (4 units, Fa, Prerequisite: PR 340)
- PR 343 – Advertising Design and Production (4 units, Sp, Prerequisite: PR 340)

Diversity

- JOUR 465m – Latino News Media in the United States (4 units, Fa)
- JOUR 466m – People of Color and the News Media (4 units, Sp)
- JOUR 467 – Gender and the News Media (4 units)
- JOUR 468m – The American Press and Issues of Sexual Diversity (4 units, Fa)

Entertainment

- JOUR 381 – Entertainment, Business and Media in Today's Society (4 units, FaSp)
- PR 452 – Public Relations in Entertainment (4 units, Sp)
- PR 457 – The Role of Celebrity in Public Relations (4 units)

Journalism

- JOUR 373 – Journalism Ethics Goes to the Movies (4 units, Sp)
- JOUR 375 – The Image of the Journalist in Popular Culture (4 units)
- JOUR 401L – Online Site Management and Production for Journalists (4 units, FaSp)
- JOUR 411 – Broadcast Reporting and Newswriting for Non-Majors (2 units)
- JOUR 433 – Writing about Science (4 units, Sp)
- JOUR 459 – Fact and Fiction: From Journalism to the Docudrama (4 units)
- JOUR 460 – Social Responsibility of the News Media (4 units, Sp)
- JOUR 461 – Literature of Journalism (4 units)
- JOUR 462 – Law of Mass Communication (4 units, FaSp)
- JOUR 465m – Latino News Media in the United States (4 units, Fa)
- JOUR 466m – People of Color and the News Media (4 units, Sp)
- JOUR 467 – Gender and the News Media (4 units)
- JOUR 468m – The American Press and Issues of Sexual Diversity (4 units, Fa)
- JOUR 469 – Money, Markets and Media (4 units, Sp)
- JOUR 475 – Publications Design and Technology (4 units, FaSp)
- JOUR 477 – Web Analytics for News and Nonprofit Organizations (2 units, FaSp)
- JOUR 482 – Comparative Media in Europe (4 units, Sm)
- JOUR 483 – Negotiating and Reporting Global Change (4 units, FaSp)
- JOUR 484 – American Religion, Foreign Policy and the News Media (4 units, Sp)
- JOUR 489 – Hands-on Disruption: Experimenting with Emerging Technology (2 units)
- JOUR 493 – Comics and Graphic Storytelling (4 units)
- JOUR 494 – Python Coding for Data Journalism (2 units)
- JOUR 495 – Journalism for Mobile and Emerging Platforms (2 units)
- JOUR 496 – Interactive Media Design for Publishing (4 units)
- JOUR 497 – Data Visualization and Interactive Tools (2 units)

Photojournalism

JOUR 330 – Photojournalism (4 units, FaSp)

JOUR 420 – Advanced Photojournalism (4 units, Prerequisite: JOUR 330)

JOUR 421 – Photo Editing for News Media (4 units)

JOUR 422 – Visual Journalism (4 units)

Public Relations

PR 451 – Promotional Public Relations (4 units, Sp)

PR 452 – Public Relations in Entertainment (4 units, Sp, Prerequisite: PR 250)

PR 453 – Public Relations Strategies for Working with Professional Athletes (4 units)

PR 454 – Sports Public Relations (2 units, FaSp)

PR 455 – Public Relations for Non-Profit Organizations (4 units, FaSp)

PR 457 – The Role of Celebrity in Public Relations (4 units)

PR 458 – Public Relations in Politics and Political Campaigns (4 units, Fa)

PR 473 – Emerging Media Strategies for Communication and Public Relations (4 units, Sp)

PR 478 – Social Media Analytics: Big Data and Content Creation for Real-time Public Relations (4 units)

PR 485 – Multimedia PR Content: Digital/Social Media Lab (2 units, Fa)

PR 486 – Multimedia PR Content: Introduction to Digital Design Tools (2 units, Sp)

PR 487 – Multimedia PR Content: Introduction to Audio/Video Tools (2 units, Fa)

PR 488 – Multimedia PR Content: Visual Communication of Information (2 units)

PR 491 – Transmedia, New Media and Strategic Public Relations (4 units, Sp)

PR 492 – Personal Branding (4 units, Fa)

Sports

JOUR 380 – Sports, Business and Media in Today's Society (4 units, FaSp)

JOUR 432 – Sports Commentary (4 units, Fa)

JOUR 480 – Sports and Media Technology (4 units)

PR 453 – Public Relations Strategies for Working with Professional Athletes (4 units)

PR 454 – Sports Public Relations (2 units, FaSp)

Note: Additional courses within the School of Journalism may be available each semester, including several **JOUR and PR 499 – Special Topics** courses. Please consult an adviser for more information on course availability. Not all courses will be offered each semester. Areas of interest are unofficial. Upper division journalism and public relations electives may be chosen from multiple areas of interest.

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