

# JOURNALISM

## Bachelor of Arts degree

### with a major in Journalism—

concentrations available in news-editorial, public relations, broadcast news, or media studies

See also minors in broadcast news, broadcasting, media studies, news-editorial, or public relations.

## Department Chair

Mark Larson, Ph.D.

## Department of Journalism & Mass Communication

Bret Harte House 52  
(707) 826-4775

## The Program

The journalism major has a strong liberal arts orientation. Students learn not only why and how to communicate but also what to communicate. The major focuses on the role and effects of the media and asks students to become more critical consumers of mass media, especially the news.

Humboldt's Journalism and Mass Communication Department has close ties with local and statewide news media and public relations offices, which is helpful for arranging internships and job placement.

Student writers can work with the award-winning student newspaper, *The Lumberjack*; the award-winning student magazine, *Osprey*; video news productions; and the department of campus radio station, KRFH. Word processing and desktop publishing labs are readily available. The department offers scholarships to incoming and continuing students.

Potential careers include: newscaster, editor, magazine writer, copy editor, photographer, newswriter/reporter, broadcast news director/producer, public relations practitioner, advertising director, technical writer, sports information director, sports writer, attorney, news anchor, page designer, on-line editor, and webmaster for a news organization.

## Preparation

In high school take English and government and work on school publications.

## REQUIREMENTS FOR THE MAJOR

All journalism majors must complete an approved academic minor or a department-approved special area of study or document proficiency in a second language (the equivalent

of four semesters of university-level language instruction).

Journalism majors may count toward graduation a maximum of 15 semester units in practicum and internship journalism courses, including transfer courses.

## Broadcast News Concentration

JMC 116	Introduction to Mass Communication
JMC 120	Beginning Reporting
JMC 154	Radio Production
JMC 234	Broadcast News Writing
JMC 318	Empirical Research in Communication
JMC 328	Law of Mass Communication
JMC 332	Responsibility in Mass Communication
JMC 340	Mass Communication History

Four units from the following:

JMC 333	Radio News Workshop
JMC 338	Mass Media Internship

Nine units from the following:

JMC 155	KRFH Workshop
JMC 320	Public Affairs Reporting
JMC 336	Public Affairs Video Production
JMC 355	Advanced KRFH Workshop
JMC 434	Broadcast News Documentaries
JMC 436	Advanced Public Affairs Video Production

## Media Studies Concentration

### Core

Nine units from the following:

JMC 116	Introduction to Mass Communication
JMC 120	Beginning Reporting
JMC 316	Mass Media & Contemporary Society
JMC 332	Responsibility in Mass Communication

### Media Analysis & Criticism

Six units from the following:

JMC 318	Empirical Research in Communication
JMC 352	Media Programming & Critical Analysis
TFD 313	Film Theory & Criticism

## Media History

JMC 340	Mass Communication History
---------	----------------------------

One of the following:

TFD 305	Art of Film: Beginning to 1950s
TFD 306	Art of Film: 1950s to the Present

## Media Aesthetics & Culture

Six units from the following:

JMC 302	Mass Media & Popular Arts
JMC 312	Women & Mass Media
JMC 330	International Mass Communication
TFD 300	Image & Imagination

## Electives

Electives from any remaining courses from above or from the list below to total 39 units for the emphasis.

JMC 155	KRFH Workshop
JMC 234	Broadcast News Writing
JMC 323	Public Relations
JMC 324	Magazine Writing
JMC 325	Magazine Production Workshop
JMC 327	Newspaper Lab
JMC 333	Radio News Workshop
JMC 336	Public Affairs Video Production
JMC 355	Advanced KRFH Workshop
TFD 312	Filmmaking I

## News-Editorial Concentration

JMC 116	Introduction to Mass Communication
JMC 120	Beginning Reporting
JMC 134	Photojournalism & Photoshop
JMC 318	Empirical Research in Communication
JMC 320	Public Affairs Reporting
JMC 322	Editing
JMC 326	Interpreting Contemporary Affairs
JMC 328	Law of Mass Communication
JMC 330	International Mass Communication
JMC 332	Responsibility in Mass Communication
JMC 340	Mass Communication History

Six units from at least two of the following:

JMC 325	Magazine Production Workshop
JMC 327	Newspaper Lab
JMC 333	Radio News Workshop
JMC 338	Mass Media Internship

## Public Relations Concentration

JMC 116 Introduction to Mass Communication  
JMC 120 Beginning Reporting  
JMC 134 Photojournalism & Photoshop  
JMC 318 Empirical Research in Communication  
JMC 322 Editing  
JMC 323 Public Relations  
JMC 324 Magazine Writing  
JMC 328 Law of Mass Communication  
JMC 429 Advanced Public Relations

JMC 430 Advertising Copy Writing & Design

Six units from at least two of the following:

JMC 325 Magazine Production Workshop  
JMC 327 Newspaper Lab  
JMC 333 Radio News Workshop  
JMC 338 Mass Media Internship

Three units from the following:

JMC 150 Desktop Publishing  
JMC 332 Responsibility in Mass Communication

JMC 336 Public Affairs Video Production

ART 108 Beginning Graphic Design

COMM 311 Business & Professional Speaking

COMM 404 Theories of Communication Influence

COMM 411 Organizational Communication

PSCI 354 Media and Public Opinion

