

# Journalism

Students majoring in journalism learn about the American news media in all forms — newspapers, magazines, television, radio and the Internet — as the basis of a liberal arts education. Students also become media “practitioners” as every journalism class offers a unique opportunity to develop publishable work for *The Channels*, SBCC’s award-winning student newspaper and online service.

The Journalism Department is an active part of the School of Media Arts, and we offer all students the opportunity to collaborate with those from the disciplines of film, video production, multimedia, photography and graphic design.

Journalism study at Santa Barbara City College provides students with the theory, practical skills and experiences that serve as a foundation for their personal lives, intellectual pursuits and professional endeavors in the mass media.

Journalism majors are required to take 10 units of required courses. They then choose electives in an area of emphasis based on their interest in writing and editing, photojournalism and page design, or broadcasting. Students completing the college requirements will earn an Associate Degree; those seeking journalistic specialization can earn an 18-unit Certificate. These awards, along with completion of a journalism internship, can be a student’s first step toward a career as reporter, editor, photographer, editorial assistant, technical writer, advertising copy writer, public relations specialist, biographer, critic, newscaster, online news writer or teacher.

## Program Student Learning Outcomes

1. Use news judgment to select, produce and publish journalistic content.
2. Practice standard reporting and newsgathering techniques.
3. Identify the best medium by which to convey journalistic content.
4. Develop journalistic content in multiple media forms.
5. Identify and practice the role and principles of a free press in a participatory democracy: commitment to accuracy, sound ethics, fairness and context.

## Faculty and Offices

Patricia Stark, *Chair and Channels Adviser*  
(CC-124, ext. 2378)

## Degrees and Certificates Awarded

Associate in Arts: Journalism:  
Emphasis in Broadcast Journalism

Associate in Arts: Journalism:  
Emphasis in Visual Journalism

Associate in Arts: Journalism:  
Emphasis in Writing and Editing

Certificate of Achievement: Journalism:  
Emphasis in Broadcast Journalism

Certificate of Achievement: Journalism:  
Emphasis in Visual Journalism

Certificate of Achievement: Journalism:  
Emphasis in Writing and Editing

Skills Competency Award: Web Journalism

## Honors and Awards

*The Channels* was established in 1957 and has evolved as a professional-quality college newspaper, each year becoming stronger than the year before. Today, it enjoys a national reputation for excellence.

Semester after semester, *The Channels* has won top awards from the California Newspaper Publishers Association and the Journalism Association of Community Colleges. Individual *Channels* staffers, who include School of Media Arts students from all disciplines, are also consistently among the top award winners in regional and statewide journalism competitions.

*The Channels’* award-winning work is the direct reflection of Santa Barbara City College’s insistence on excellence in updated curriculum and technology and faculty leadership. As important are the high quality and intense dedication of the hard-working men and women who join the paper’s staff.

## College Requirements

For complete information, see “Graduation Requirements” in the *Catalog Index*.

## Program Requirements: Associate in Arts: Journalism

### Department Requirements - 19 Total Units

All Journalism majors must complete the following  
10 units:

COMM 171 — Mass Media and Society .....	3
JOUR 101 — Reporting/Writing I .....	3
JOUR 121 — Channels Newspaper Lab 1 .....	2
JOUR 190/PHOT 190 — Photojournalism .....	3

Depending on area of emphasis, Journalism majors  
must complete eight units of controlled electives:

#### Writing and Editing

JOUR 271/ENG 271NF — Creative Writing: Nonfiction .....	3
JOUR 105 — Newspaper Journalism.....	1.5
JOUR 122 — Channels Newspaper Lab 2.....	3
JOUR 295 — Internship in Journalism .....	2-4

#### Visual Journalism

GDP 111 — Graphic Design Basics .....	3
GDP 113 — Typography.....	3
GDP 114 — Graphic Design I.....	3
JOUR 122 — Channels Newspaper Lab 2.....	3
JOUR 295 — Internship in Journalism .....	2-4
PHOT 109 — Photo I.....	3
PHOT 209 — Photo II.....	3

#### Broadcast Journalism

FP 114 — Non-Linear Editing I.....	3
FP 170 — Cinematography I.....	3
FP 181 — Principles of Audio Production.....	3
JOUR 115 — Broadcast News Production.....	3
JOUR 122 — Channels Newspaper Lab 2.....	3
JOUR 295 — Internship in Journalism .....	2-4

## Journalism Certificates

The Journalism Department offers three Certificates:

1. Writing and Editing
2. Visual Journalism
3. Broadcast Journalism

Students earning a Certificate must complete the same  
18 units of requirements and electives as Associate  
Degree students, but do not require completion of  
SBCC graduation requirements.

## Skills Competency Award: Web Journalism

### Department Requirements - 14 Total Units

JOUR 101 — Reporting/Writing 1 .....	3
JOUR 121 — Channels Newspaper Lab 1.....	2
JOUR 190/PHOT 190 — Photojournalism .....	3
MAT 103 — Introduction to Multimedia .....	3
MAT 131 — Digital Imaging I.....	3

#### Recommended Course Sequence

##### First Semester

JOUR 101 — Reporting/Writing 1 .....	3
JOUR 190/PHOT 190 — Photojournalism .....	3
MAT 103 — Introduction to Multimedia .....	3

##### Second Semester

JOUR 121 — Channels Newspaper Lab 1.....	2
MAT 131 — Digital Imaging I.....	3

## Course Descriptions

### JOUR 101 — Reporting/Writing I

(3) F, S — CSU, UC\*

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Course Advisories: COMP 151AB*

Introduction to reporting and writing for the new media. Students learn beginning reporting techniques and write basic news articles. Focus on journalistic style, along with accuracy, fairness, depth, context and ethical behavior. Online and print publications in campus news media offered. Word processing skills needed. (\*UC Transfer Limit: JOUR 101 and 102 combined: maximum credit, one course)

### JOUR 102 — Advanced News Reporting, Writing and Copy Editing

(3) F, S — CSU, UC\*

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Prerequisites: JOUR 101*

Instruction and practice in finer points of news reporting and writing. Projects include feature, investigative and multicultural stories. Students study communication law and public access. Emphasis on grammar, usage and story organization. Course complements staff work on *The Channels* or stands alone as an academic study of advanced journalistic practices and issues. (\*UC Transfer Limit: JOUR 101 and 102 combined: maximum credit, one course)

### JOUR 110 — Contemporary Mass Media

(3) S — CSU, UC

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*

Examines key elements of the contemporary entertainment, information advocacy media. Students learn the history, values, uses and structure of emerging and traditional mass media forms. They evaluate effects of broadcast, film, print and Web-based media and assess their roles and impact on American life.

### JOUR 115 — Broadcast Journalism

(3) S — CSU

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Course Advisories: JOUR 101 and FP 175*

Instruction and practice in writing and producing news for the broadcast media. Identifying, assigning, reporting, writing, producing, editing and broadcasting news for television and the Internet. Emphasis on gathering information, preparing news scripts, and discussing media ethics and laws governing broadcast journalists.

### JOUR 121 — Channels Newspaper Lab 1

(2) F, S — CSU

*Prerequisites: JOUR 101 or JOUR 105 or JOUR 271/ENG 271NF*

*Corequisites: JOUR 101 or ENG 271NF or JOUR 271 or JOUR 190 or PHOT 190 (prior to or concurrent)*

Students report, write, photograph or produce multimedia assignments for *The Channels*, SBCC's online and print newspaper. They cover campus arts, events, issues and personalities, working on assignment from the student Editorial Board. Deadlines and ethical, professional behavior stressed.

### JOUR 122 — Channels Newspaper Lab 2

(3) F, S — CSU

*Corequisites: JOUR 101 or ENG 271NF or JOUR 271 or JOUR 190 or PHOT 190 or JOUR 215 (prior to or concurrent)*

Students publish *The Channels*, SBCC's online and print newspaper. They report, write, photograph or produce audio-video assignments about campus arts, events, issues and personalities. They design print news pages and layouts and online multimedia packages. All work on assignment from the student Editorial Board. Deadlines and ethical, professional behavior stressed.

### JOUR 123 — Channels Newspaper Lab for Artists

(2) F, S — CSU

Students produce photographs, illustrations, cartoons, informational graphics, page design or multimedia projects for *The Channels*, SBCC's online and print newspaper. They depict campus arts, events, issues and personalities, working on assignment from the Editorial Board. Deadlines and professional behavior stressed.

### JOUR 135/MKT 135 — Public Relations

(3) F, S — CSU

*Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB*

Survey of public relations history, theories and practices, focusing on applications to business, public and nonprofit agencies and institutions. Practical approach to using the media, creating press releases, organizing and executing campaigns, and promoting favorable relations with various segments of the public.

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**JOUR 190/PHOT 190 — Photojournalism**

**(3) F — CSU**

*Course Advisories: PHOT 209*

Skills and techniques of contemporary photojournalism. Topics include news and editorial sources, photographing single events and extended picture stories, and ethics. Skills include control of color, portable electronic flash, and an introduction to electronic processes and contemporary publication. Current portrait approaches in commercial, documentary and fine art photography, and portraiture are covered. *GDP 209 strongly recommended; or equivalent experience or interview with instructor.*

**JOUR 215 — Editorial Board**

**(1) F — CSU**

*Prerequisites: JOUR 101 and JOUR 121*

*Corequisites: JOUR 105 and JOUR 122*

*Skills Advisories: ENG 110 or ENG 110GB or ENG 110H*

Student editors plan and assign content for the print and online editions of *The Channels*. Editors manage and assign all news, feature, opinion, arts and sports coverage, including photography, video and graphics. They oversee staffing and policy issues, and serve as the public face of *The Channels* to the campus and local community.

**JOUR 271/ENG 271NF — Creative Writing:**

**Nonfiction**

**(3) F, S — CSU, UC**

*Prerequisites: ENG 110 or ENG 110H or ENG 110GB with a "C" or better*

*Course Advisories: ENG 270 and ENG 111 or ENG 111H or ENG 111GB or ENG 111HG*

*Up to 15 units may be taken; only six (6) may be applied toward degree credit.*

Advanced study and practice of creative writing in non-fiction genres, including articles for publication.

**JOUR 290 — Work Experience in Journalism**

**(1-4) F, S, Summer — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*

*Course Advisories: JOUR 123*

Work with local news publications, websites or broadcasters as an employee; follow employer policies/rules. Attend one campus-based orientation. Keep record of time worked and secure an end-of-semester employer's evaluation. Experiential Learning consists of 60 hours per unit of unpaid work or 75 hours of paid work.

**JOUR 295 — Internship in Journalism**

**(2-4) F, S — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*

*Limitation on Enrollment: Completion of two courses (in applicable area of emphasis) at SBCC prior to enrolling in internship course.*

Structured internship program in which students gain experience with community news media outlets related to their area of emphasis.