

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

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: Public Relations
(in conjunction with the Marketing department)

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.

Program Requirements: Associate in Arts: Journalism

Department Requirements (20 Units)

All Journalism majors must complete the following

COMM 171 — Mass Media and Society	3
JOUR 101 — Reporting/Writing I	3
JOUR 121 — Channels Newspaper Lab 1.....	3
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 122 — Channels Newspaper Lab 2.....	4
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.....	4
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 Journalism.....	3
JOUR 122 — Channels Newspaper Lab 2.....	4
JOUR 295 — Internship in Journalism	2-4

College Requirements

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

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 20 units of requirements and electives as Associate Degree students, but do not require completion of SBCC graduation requirements. Students must complete all department requirements for the certificate with a cumulative GPA of 2.0 or better.

Requirements for Skills Competency Award: Public Relations

Department Requirements (15-15.5 units)

COMM 171 — Mass Media and Society	3
COMP 139 — Social Networking for Business <i>and</i>	0.5
COMP 271 — Business Communication <i>or</i>	3.0
COMM 161 — Business & Professional Comm	3.0
JOUR 101 — Reporting/Writing I	3
JOUR 135/MKT 135 — Public Relations.....	3
MKT 101 — Introduction to Marketing.....	3

Students must complete the above courses with a grade of “C” or better or credit in all courses.

Skills Competency Award: Web Journalism

Department Requirements (15 Units)

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

*Students must complete the above courses with a grade of “C” or better or credit in all courses.
Recommended Course Sequence*

First Semester

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

Second Semester

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

Course Descriptions

JOUR 101 — Reporting/Writing I

(3) — CSU, UC*

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Course Advisories: COMP 151AB

Hours: 54 lecture

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) — CSU, UC*

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Prerequisites: JOUR 101

Hours: 54 lecture

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) — CSU, UC

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Hours: 54 lecture

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) — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Course Advisories: JOUR 101 and FP 175

Hours: 90 (36 lecture, 54 lab)

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

(3) — CSU

Corequisites: JOUR 101 (prior to or concurrent)

Hours: 72 (18 lecture, 54 lab)

Students report, write, 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

(4) — CSU

Prerequisites: JOUR 121 with a minimum grade of "C"

Hours: 126 (18 lecture, 108 lab)

Students publish SBCC's online and print newspaper. They report and write articles and produce audio-video projects about campus arts, events, issues and personalities. They edit content, design print pages and prepare content for online publication. Deadlines and ethical, professional behavior stressed.

JOUR 123 — Channels Newspaper Lab for Artists

(3) — CSU

Hours: 72 (18 lecture, 54 lab)

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) — CSU

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

Hours: 54 lecture

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.

JOUR 190/PHOT 190 — Photojournalism

(3) — CSU

Course Advisories: PHOT 209

Hours: 90 (36 lecture, 54 lab)

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) — CSU

Prerequisites: JOUR 101 and JOUR 121

Corequisites: JOUR 122 (prior or concurrent)

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

Hours: 54 lab

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) — 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.

Hours: 54 lecture

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

JOUR 290 — Work Experience in Journalism

(1-4) — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Course Advisories: JOUR 123

Hours: 60-300 lab

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) — 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.

Hours: 108-273 lab

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