

# JOURNALISM (JOUR)

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## JOUR 100 News Reporting

Fundamentals of news writing and reporting. Methods of gathering and writing information for the news. Functions and responsibility of the Fourth Estate. Typing desirable.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

## JOUR 115 News Editing

**Prerequisite:** Completion of or concurrent enrollment in JOUR 100  
Copy reading, headline writing, page makeup, and picture cropping and sizing. Learning to use a style guide.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 2

## JOUR 166 Introduction to Mass Media

Introduces print and electronic media. Examines history, regulation, programming, and economics. Emphasizes impact of media and media literacy. Also RDIO 166 and TV 166.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

## JOUR 199 Independent Study

Student-designed courses approved by a faculty member. Prior approval of goals, objectives, procedures, and assessment plan as directed in the Independent Study Manual is required. May be taken multiple times with a different topic for credit. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 1-4

## JOUR 220 Newspaper Production

**Prerequisite:** Completion of JOUR 100  
Work on college newspaper. Includes writing, layout, copy reading, headline writing, and proofreading. Requires the ability to type or instructor approval. May be taken three times for credit. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 2

## JOUR 226 Digital Storytelling for Journalism

**Prerequisite:** Completion of JOUR 100  
Digital Storytelling for Journalism is a technical skills course for journalism, broadcast journalism, and public relations students that provides hands on training using digital video and audio tools and techniques that will allow students to create stories on multi-media platforms. Letter grade only, Not challengeable.

**Semester Hours:** 4

## JOUR 300 Advanced News Reporting

**Prerequisite:** Completion of JOUR 100  
Interpretive and investigative reporting. In-depth interviews. Instruction and practice in writing news stories and features. Requires the ability to type.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

## JOUR 301 Writing for Public Relations

**Prerequisite:** JOUR 100

This class is an advanced, writing intensive course designed to immerse students in multimedia and multiplatform public relations writing by focusing on communication objectives, techniques, styles, and mechanics related to the public relations discipline. Letter grade only. Not challengeable.

**Semester Hours:** 4

## JOUR 305 Radio and TV Newswriting and Editing

**Prerequisite:** Completion of JOUR 100

Gathering, writing, and editing news in forms required by radio and television. Also RDIO 305 and TV 305.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

## JOUR 308 TV News Production

**Prerequisite:** Completion of TV 345

Gathering, writing, and editing news in forms required by television. Lab included. May be taken for letter grade only. May be taken 4 times for credit. Not challengeable.

**Grade Mode:** Letter, Audit

**Semester Hours:** 2

## JOUR 311 From Stonewall to Black Lives Matter, Modern Protests Through the Lens of Documentary Film

In this course students watch weekly documentary films addressing racial, gender, LGBTQ and social justice issues that have given rise to modern protests. Through discussion and critical analysis assignments, students will examine the influence documentary films have in shaping public perception and broadening our understanding of these issues and the protests they spark. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

## JOUR 313 Feature Writing

**Prerequisite:** Completion of JOUR 100

Strengthens writing techniques for feature stories. Includes advanced interviewing and reporting techniques. May be taken for letter grade only.

**Grade Mode:** Letter, Audit

**Semester Hours:** 2

## JOUR 315 Syntax and Grammar for the Professional Writer

English grammar, spelling, punctuation, capitalization, and usage needed by the professional writer.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

## JOUR 317 Graphic Production Processes and Design for Publications

Principles of graphic design and production techniques for printed media. Practical design experience in display ads, poster and magazine layout, brochures, logotypes, and letterheads. Also ART 320.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

**JOUR 318 Survey of Multi-Media**

Examines impact of digital news media on modern communication and critically evaluates digital media content and design. Students create various projects using an array of software. can be taken for letter grade only. Also RDIO 318 and TV 318.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

**JOUR 319 Design Multi-Media Web Pages**

**Prerequisite:** Completion of JOUR/RDIO/TV 318

Utilizes software to produce dynamic, multi-media web pages. Prepares students to work professionally in web design. May be taken for letter grade only. Also RDIO 319 and TV 319.

**Grade Mode:** Letter, Audit

**Semester Hours:** 4

**JOUR 320 Newspaper Production**

**Prerequisite:** Completion of JOUR 220

Work on college newspaper as editor, assistant editor, columnist, etc. Journalism majors. Lab included. May be taken three times for credit. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 2

**JOUR 325 Magazine Production**

**Prerequisite:** Completion of JOUR 220

Work on La Verne Magazine, a magazine for the City of La Verne produced by ULV students. May be taken two times for credits. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 2

**JOUR 328 Media Sales**

Emphasizes professional selling and sales management techniques. Also BUS 361, RDIO 328, and TV 328.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

**JOUR 330 Theory and Principles of Public Relations**

**Prerequisite:** Completion of JOUR 100

Techniques used and purposes of public relations for industry, business, educational institutions, public agencies, and other organizations.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 4

**JOUR 345 Intermediate Broadcast Journalism**

**Prerequisite:** Completion of JOUR 305, JOUR 226, and JOUR 220 or JOUR 300

Intermediate broadcast journalism is a television news reporting, writing, editing, and producing course designed to prepare students to work in the constantly evolving digital news industry. Letter grade only. Not challengeable.

**Semester Hours:** 4

**JOUR 399 Independent Study**

Student-designed courses approved by a faculty member. Prior approval of goals, objectives, procedures, and assessment plan as directed in the Independent Study Manual is required. May be taken multiple times with a different topic for credit. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 1-4

**JOUR 408 Selected Topics in Communications**

Selected topics in specialty areas of communications in response to student needs and faculty interests. May be repeated with different topics a maximum of three times. Not challengeable. Also RDIO 408 and TV 408.

**Grade Mode:** Letter, Credit/No Credit, Letter, Credit/No Credit

**Semester Hours:** 1-4

**JOUR 425 Magazine Production**

**Prerequisite:** Completion of JOUR 325

Working on La Verne Magazine in editorial capacity. May be taken two times for credit. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Audit

**Semester Hours:** 2

**JOUR 430 Public Relations Methods**

**Prerequisite:** Completion of JOUR 330

Instruction and practical experience in public relations for different businesses and organizations. Requires the ability to type. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Letter, Credit/No Credit, Audit

**Semester Hours:** 4

**JOUR 460 Law and the Mass Media**

Legal and governmental rules and regulations that apply to mass media. Study of current cases. Also RDIO 460 and TV 460.

**Grade Mode:** Letter, Credit/No Credit, Letter, Credit/No Credit, Audit

**Semester Hours:** 4

**JOUR 465 History of Mass Media-Printed and Electronic**

Development of the mass media. Current methods of collecting and reporting news and expressing editorial opinion. Also RDIO 465 and TV 465.

**Grade Mode:** Letter, Credit/No Credit, Letter, Credit/No Credit, Audit

**Semester Hours:** 4

**JOUR 467 Ethics of Mass Media-Printed and Electronic**

Current ethical standards, procedures, and problems in printed and electronic media. Also RDIO 467 and TV 467. Not challengeable.

**Grade Mode:** Letter, Credit/No Credit, Letter, Credit/No Credit, Audit

**Semester Hours:** 4

**JOUR 497 Internship**

Supervised work experience in student's major area. Student must have a prepared portfolio and résumé. Also RDIO 497 and TV 497. Instructor approval required. May be repeated up to 8 semester hours.

**Grade Mode:** Letter, Credit/No Credit, Letter, Credit/No Credit, Audit

**Semester Hours:** 1-4

**JOUR 499 Senior Project**

Culminating activity required by majors in all departments. Papers/theses/projects researched, prepared, and written under the guidance of a faculty member. Comprehensive exams or recitals required in some departments. Academically, Students must be in Good Standing to enroll in 499. Instructor Approval Required. Not challengeable. Also RDIO 499 and TV 499.

**Grade Mode:** Letter, Credit/No Credit

**Semester Hours:** 4