

# JOURNALISM

The profession of journalism has undergone a seismic shift. Newspapers and broadcast journalism have moved online, allowing for more immediate reporting, faster news cycles and extensive public interaction. The popularity of mobile devices and social media has exponentially increased the demand for up-to-date news. It's led to a new class of journalists able to tell stories using the full array of digital tools. This is the world for which we prepare our students.

The Journalism Program at Santa Barbara City College provides an overview of the workings of the mass media today, along with a foundation to the journalistic skills, knowledge and ethics needed to work in the industries that are hiring our graduates. Through the award-winning 24/7 online news site, thechannels.org (<https://www.thechannels.org/>), students practice reporting and nonfiction story production for multiple platforms, including photography, video, audio and social media. Students also learn about news writing, interviewing, reporting, editing, freelancing, photojournalism, video storytelling, journalism history, media law and journalism ethics.

The department offers an associate degree for transfer students (ADT), an associate degree in journalism, a certificate of achievement in journalism, and skills competency awards in public relations and photojournalism. SBCC faculty work closely with our counterparts at state universities to ensure the relevance, currency and transferability of all our classes and programs.

## Programs of Study

### Associate Degree for Transfer

- Journalism, Associate of Arts for Transfer (AA-T) (<https://catalog.sbccc.edu/academic-departments/journalism/journalism-aat/>)

### Associate Degree

- Journalism, Associate of Arts (AA) (<https://catalog.sbccc.edu/academic-departments/journalism/journalism-aa/>)

### Certificate of Achievement

- Journalism, Certificate of Achievement (C) (<https://catalog.sbccc.edu/academic-departments/journalism/journalism-certificate-achievement/>)

### Skills Competency Awards

- Photojournalism, Skills Competency Award (SCA) (<https://catalog.sbccc.edu/academic-departments/journalism/photojournalism-skills-competency-award/>)
- Public Relations, Skills Competency Award (SCA) (<https://catalog.sbccc.edu/academic-departments/journalism/public-relations-skills-competency-award/>)

## Credit Courses Journalism (JOUR)

### JOUR 101 Reporting/Writing I (3 Units)

Course Advisories: COMP 151AB.

Hours: 54 (54 lecture)

Introduction to gathering, organizing and writing news in journalistic style across multiple platforms. Includes role of the journalist and related legal and ethical issues. Students report and write based on original interviews and research to produce news content. Experiences may include covering speeches, meetings and other events, writing under deadline and using AP Style.

Transfer Information: CSU Transferable, UC Transferable

C-ID: JOUR 110.

### JOUR 121 The Channels: Reporting/Writing (3 Units)

Corequisites: JOUR 101.

Hours: 52 (52 lecture)

Prerequisite or Students develop and write news stories and packages for SBCC's student news website. They are assigned a campus "beat" and generate news and feature articles, working on assignment from the Editorial Board. Deadlines and ethical, professional behavior stressed.

Transfer Information: CSU Transferable

C-ID: JOUR 130.

### JOUR 122A The Channels: Newswriting and Editing (4 Units)

Prerequisites: JOUR 121.

Hours: 108 (54 lecture, 54 lab)

Students write and edit articles and multimedia packages for SBCC's student news publications. They edit content for grammatical correctness, accuracy, completeness and style. They write headlines, cutlines, and insert navigational hyperlinks. Deadlines and ethical, professional behavior stressed.

Transfer Information: CSU Transferable

C-ID: JOUR 131, JOUR 210.

### JOUR 122B The Channels: Editing and Publishing (4 Units)

Prerequisites: JOUR 122A.

Hours: 108 (54 lecture, 54 lab)

Students publish content for SBCC's student news publications. They prepare all content for press and online distribution, promote via social media, and monitor the online news site. Deadlines and ethical, professional behavior stressed.

Transfer Information: CSU Transferable

### JOUR 123A The Channels: Photojournalism (4 Units)

Corequisites: PHOT 109 or JOUR 190 or PHOT 190.

Hours: 108 (54 lecture, 54 lab)

Students produce photographs and photo illustrations and write captions for The Channels, SBCC's student news site. They capture images from campus arts, sporting, music and news events, and depict campus issues and personalities, working on assignment from the Editorial Board.

Deadlines, ethics and professional behavior stressed.

Transfer Information: CSU Transferable

### JOUR 123B The Channels: Publication Design (4 Units)

Prerequisites: GDP 110.

Hours: 108 (54 lecture, 54 lab)

Students design graphics and/or illustrations for The Channels, SBCC's student news website. They create informational-interactive graphics, advertisements, illustrations and editorial cartoons. All work is completed on assignment for publication.

Transfer Information: CSU Transferable

**JOUR 135 Public Relations (3 Units)**

Same as: MKT 135

Hours: 54 (54 lecture)

Practical, skills-oriented introduction to public relations for business, public and non-profit organizations. Emphasis on writing press releases and other publicity tools, developing strategic plans, using social media for promotion and identifying techniques for media relations.

Transfer Information: CSU Transferable

C-ID: JOUR 150.

**JOUR 190 Photojournalism (3 Units)**

Same as: PHOT 190

Course Advisories: PHOTO 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 electronic processes for contemporary publication.

Transfer Information: CSU Transferable, UC Transferable

C-ID: JOUR 160.

**JOUR 200 Contemporary News Media and Society (3 Units)**

Hours: 54 (54 lecture)

Never in American history have the news media been more important—or played a more influential role in our participatory democracy. This course explores the wide-ranging impacts of news on American citizens, institutions and government. It delves into emerging media forms and platforms and examines trends and pressing controversies surrounding contemporary journalism. Finally, the course teaches students "news literacy" or the tools to critically navigate the flood of information, encourage change, and create impact.

Transfer Information: Cal-GETC Area 4, CSUGE Area D, IGETC Area 4, SBCCGE Area 4, CSU Transferable, UC Transferable

C-ID: JOUR 100.

**JOUR 215A The Channels: Section Editor (1 Unit)**

Prerequisites: JOUR 101 and JOUR 121.

Corequisites: JOUR 122A and JOUR 123A or JOUR 123B.

Hours: 54 (54 lab)

Students plan, assign and coordinate coverage for specific sections of The Channels. Sections are news, art and entertainment, features, opinion and sports. They oversee staffing and policy issues, and serve as the public face of The Channels to the campus and local community.

Transfer Information: CSU Transferable

**JOUR 215B The Channels: Publication Editor (1 Unit)**

Prerequisites: JOUR 215A.

Corequisites: JOUR 122B or JOUR 123A or JOUR 123B.

Limitations on Enrollment: Limited number of positions available.

Course Advisories: ENG 110, ENG 110H.

Hours: 54 (54 lab)

Concurrent Editors must be appointed by adviser. Student editors plan, assign and coordinate content of The Channels online news site. They oversee reporting and photography, along with design, video and multimedia components. They preside over staffing and publication processes and serve as the public face of The Channels to the campus and Santa Barbara community.

Transfer Information: CSU Transferable

**JOUR 215C The Channels: Publication Manager (1 Unit)**

Prerequisites: JOUR 215B.

Limitations on Enrollment: A limited number of these top editorial positions are available.

Course Advisories: ENG 110, ENG 110H.

Hours: 54 (54 lab)

Enrollment must be recommended by the faculty adviser. Student editors manage The Channels editorial operations and provide general oversight of the website and its traffic. They continue to work with the Editorial Board to plan, assign and coordinate news content.

Transfer Information: CSU Transferable

**JOUR 250 Introduction to Visual Communication (3 Units)**

Hours: 54 (54 lecture)

Survey of the significant techniques and examples of visual communication in the mass media, including social media and the Internet, newspapers, magazines, television, cinema and advertising. Particular emphasis is placed on critical thinking, visual and cultural literacy, and on the perception of visual media messages and their impact on culture and society. Creation and analysis of images for print, Web and video.

SBCC General Education: SBCCGE Area C

Transfer Information: CSU Transferable, UC Transferable

**JOUR 271NF Creative Writing: Non-fiction (3 Units)**

Hours: 54 (54 lecture)

Advanced study and practice of creative writing in non-fiction genres.

Transfer Information: CSU Transferable, UC Transferable

**JOUR 290 Work Experience in Journalism (1-4 Units)**

Prerequisites: JOUR 101, with a minimum grade of B and JOUR 121, with a minimum grade of B or JOUR 123A, with a minimum grade of B and/or JOUR 123B, with a minimum grade of B.

Hours: 216 (216 lab)

Work with local news publication; follow employer policies. 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. Course restricted to 3 repetitions

Transfer Information: CSU Transferable