

# Mass Communication and Journalism

## The Department

Contemplating an exciting career in the mass media? Check out the Department of Mass Communication and Journalism. Graduates of the program are well represented on the staffs of many of America's finest newspapers, radio and television stations, broadcast and film production companies, advertising agencies, and public relations firms.

MCJ graduates in news and photojournalism are working for newspapers such as *The Fresno Bee*, *The New York Times*, *USA Today*, the *Los Angeles Times*, the *San Francisco Chronicle*, and other major newspapers. Graduates in broadcast news are heavily represented on the staffs of Fresno radio and television stations. They also can be found at CNN, ABC, NBC, CBS, ESPN, and PBS. Graduates in advertising are working for agencies that include J. Walter Thompson, Chiat Day, Hal Riney, and Foote, Cone, and Belding. Public relations graduates have obtained jobs with American Airlines, CalTrans, Coca Cola, and other nationally known entities.

The department ranks as one of the West Coast's strongest. For 40 consecutive years, it has been accredited by the nation's pre-eminent evaluator of mass communication and journalism programs — the Accrediting Council on Education in Journalism and Mass Communications.

In the 1997-98 academic year, the department finished seventh in the nation in the prestigious William Randolph Hearst Foundation's intercollegiate journalism writing competitions. No other California university finished in Hearst's Top 10.

The department's advertising students regularly finish high in regional and national competitions sponsored by the American Advertising Federation. The students have drawn high praise from Hallmark and other participating corporations.

Broadcast production students have won awards in the California State University Media Arts Festival, Charleston International Film/Video Festival, the Silver State Documentary Festival, The Telly, The Communicator, and Videography Awards competitions. The campus radio station, KFSR-FM, has received a Gold record from Columbia Records, as well as various other awards.

Students have a choice of seven career options: advertising, broadcast journalism, digital media, electronic media produc-



tion, photojournalism, print journalism, and public relations.

## Accreditation and Affiliations

Besides being accredited for four decades by the Accrediting Council on Education in Journalism and Mass Communications, the department is a member of the Association of Schools of Journalism and Mass Communication, the Broadcast Education Association, and the California Newspaper Publishers Association.

Student organizations include chapters of the American Advertising Federation, Kappa Tau Alpha (a national journalism scholarship society), the National Press Photographers Association, and the Society of Professional Journalists.

The department hosts the annual convention for the California Journalism Association of Community Colleges and also hosts the annual high school competitions for the San Joaquin Valley Scholastic Press Association.

## Faculty and Facilities

All MCJ faculty members also serve as career and academic advisers to students. Faculty members maintain close ties with the professional community and help students find internships and jobs. The faculty has substantial professional experience; several members are recognized nationally for writing textbooks and conducting research. Another faculty member hosts a weekly public affairs program on a Public Broadcasting System station.

College of Arts and Humanities

## Department of Mass Communication and Journalism

James B. Tucker, *Interim Chair*

Sally A. Anshutz, *Department Administrative Assistant*

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## B.A. in Mass Communication and Journalism

Options: Advertising, Broadcast Journalism, Digital Media, Electronic Media Production, Photojournalism, Print Journalism, Public Relations

## M.A. in Mass Communication

## Minor in Mass Communication and Journalism

## Certificate in Marketing

The department maintains studios and laboratories for audio production; video production and editing; still photography; and computerized research, writing, and design. The department produces a student-run newspaper, *The Collegian*, in both paper and on-line versions. The department also oversees a student-run campus radio station, KFSR-FM, and produces closed-circuit video programs for the campus through a student organization called B# Video.

## Faculty

James B. Tucker, *Interim Chair*

Russell A. Hart, *Graduate Director*

James A. Flanery, *Roger Tatavian*

*Endowed Chair of Professional Journalism*

Paul D. Adams

R. C. Adams

Roberta R. Asahina

Rita A. Atwood

George A. Flynn

Philip J. Lane

D. Gregory Lewis

William N. Monson

Donald M. Priest

James R. Wilson

# Mass Communication and Journalism

## Bachelor of Arts Degree Requirements

### Mass Communication and Journalism Major

Majors must complete 33 semester units of mass communication and journalism courses with a grade of C or better in each course. To ensure that students obtain a broad academic background, no more than 33 units in MCJ courses may apply toward the 124 semester units required for graduation.

The university's General Education requirement of 51 units, plus the 33 units in the major, total 84 units. The remaining units needed to reach the 124-unit graduation requirement must be taken outside the MCJ department and the content of these electives may not be primarily mass communication.

Of these outside electives, 15 units must be in "liberal arts and sciences" courses approved by the student's faculty adviser. (Courses in General Education taken beyond the 51-unit G.E. requirement automatically qualify for the department's liberal arts and sciences requirement.)

The department's requirements for study outside the major meet national accreditation standards as well as the communications industries' preference for graduates with strong grounding in the liberal arts and sciences.

<i>Degree Summary</i>	<i>Units</i>
General Education .....	51
Major requirements .....	33
Liberal Arts and Sciences block .....	15
Electives .....	25
<b>Total .....</b>	<b>124</b>

\*MCJ 1 may not be applied to G.E. Breadth Area E.

### Specializing within the major

Each MCJ major must select an option, which is an area of specialization within the major. The options are advertising, broadcast journalism, digital media, electronic media production, photojournalism, print journalism, and public relations. The courses required for each option are listed under *Major Requirements*.

#### Advising Notes

In addition to the above requirements, MCJ majors must observe the following:

1. Before enrolling in any of the department's writing or editing courses, all students must have passed the Department Qualification Exam (DQE). The DQE is administered by the department and tests fundamentals of grammar, spelling, and punctuation. Stu-

dents are permitted three attempts to pass the DQE. Contact the department office for exam dates.

2. MCJ majors are not permitted to enroll for *CR/NC* grading in MCJ courses applied to the major, except for courses that require such grading.
3. MCJ majors are not permitted to apply MCJ 1 to General Education Breadth Area E requirements.
4. No General Education Integration or M/I course offered by the Department of Mass Communication and Journalism may be used to satisfy the General Education requirements for MCJ majors. Consult the *Schedule of Courses* for a current list of approved General Education courses.
5. Each option requires one additional MCJ course selected with the approval of a faculty adviser. Students must obtain an adviser's approval before enrolling in this course.
6. Seniors applying for graduation must obtain adviser approval for completion of the department's liberal arts and sciences requirement. Students will not be cleared for graduation until this approval is obtained, verified by the department chair, and sent to the Evaluations Office.

### Major Requirements for the Degree

**Major Requirements ..... 33**  
Select one option

#### Advertising

- MCJ 1, 10, 142, 143, 144,  
146, 148, 172, or 173 ..... (24)
- Two MCJ electives num-  
bered between 160 and  
179 ..... (6)
- One additional MCJ course  
selected with the approval  
of a faculty adviser (except  
MCJ 5) ..... (3)

#### Broadcast Journalism

- MCJ 1, 10, 102W, 124, 128,  
172, 173 ..... (21)
- One course from MCJ 108,  
126, 182, 188, 191 ..... (3)
- Two MCJ electives num-  
bered between 160 and  
179 ..... (6)
- One additional MCJ course  
selected with the approval  
of a faculty adviser (except  
MCJ 5) ..... (3)

#### Digital Media

- MCJ 1, 10, 104, 106, 115,  
131, 132, 172 or 173 ..... (24)

- Two MCJ electives num-  
bered between 160 and  
179 ..... (6)
- One additional MCJ course  
selected with the approval  
of a faculty adviser (except  
MCJ 5) ..... (3)

#### Electronic Media Production

- MCJ 1, 10, 113, 115, 116,  
119, 172 or 173 ..... (21)
- One course from MCJ 17,  
112, 118, 178, 182, 188,  
191 ..... (3)
- Two MCJ electives num-  
bered between 160 and  
179 ..... (6)
- One additional MCJ course  
selected with the approval  
of a faculty adviser (except  
MCJ 5) ..... (3)

#### Photojournalism

- MCJ 1, 10, 17, 102W, 132,  
134, 138, 172 or 173 ..... (24)
- Two MCJ electives num-  
bered between 160 and  
179 ..... (6)
- One additional MCJ course  
selected with the approval  
of a faculty adviser (except  
MCJ 5) ..... (3)

#### Print Journalism

- MCJ 1, 10, 102W, 104, 105,  
108, 172 ..... (21)
- One course from MCJ 17,  
106, 132, 173, 174 ..... (3)
- Two MCJ electives num-  
bered between 160 and  
179 ..... (6)
- One additional MCJ course  
selected with approval of a  
faculty adviser (except  
MCJ 5) ..... (3)

#### Public Relations

- MCJ 1, 10, 102W, 104, 152,  
158, 159, 164, 172 or 173,  
191 ..... (30)
- MCJ elective numbered  
between 160 and 179 ..... (3)

## Mass Communication and Journalism Minor

*Units*

**Required ..... 6**

MCJ 1, 10

**Minimum Electives ..... 12**

Any four or more courses  
selected with the advice and  
consent of a member of the  
departmental faculty

**Minimum Total ..... 18**

*Note:* The Mass Communication Minor also requires a 2.0 GPA and 6 upper-division units in residence.

**Certificate in Marketing**

Students majoring in MCJ may earn a certificate in marketing by taking any three or four (12 units) of the following marketing courses:

MKTG 103, 110, 130, 132, 136, 140

To earn a certificate in mass communication and journalism, marketing students may take any four courses (totaling 12 units) from the following:

MCJ 142, 144, 146, 148, 152, 158

*MCJ students note:* Marketing courses cannot be used in the liberal arts and sciences block, but can be used as electives.

**Mass Communication Graduate Study**

The department offers a flexible, professionally oriented program of study leading to the Master of Arts. The program prepares students for positions of leadership and influence in professional and academic careers. It also gives students a broadly-based understanding of mass communication in contemporary society and encourages continuing intellectual growth.

**Admission.** A graduate admissions committee reviews all files before admission. International students must pass the TOEFL with a score of at least 580. For more information, contact the graduate director, Dr. Philip J. Lane, at (559) 278-7028.

**Writing Competence.** California State University, Fresno requires that students have graduate-level writing ability before being advanced to candidacy for the master’s degree. Students can satisfy this requirement by earning a passing grade in M COM 203.

**Master of Arts Degree Requirements**

Students take 30 units of coursework. Two core classes (M COM 201 and 203) are required, for 6 units. As a culminating experience, candidates must undertake either a thesis for 6 units or a professional project for 3 or 6 units. Students may select the remaining courses to meet their individual goals, including up to 6 units from other departments, depending on a student’s area of interest. At least 21 of 30 units required must be in 200-level courses.

Students without a bachelor’s degree in mass communication or significant professional experience may be required to take up to 15 units of undergraduate courses in the department before beginning the graduate program.

*Units*

<b>Required core courses</b>	
M COM 201, 203 .....	<b>6</b>
<b>Selected courses in major interest area</b> (may include up to 6 units in other departments) .....	<b>18-21</b>
<b>Thesis or project</b> .....	<b>3-6</b>
<b>Total</b> .....	<b>30</b>
(at least 21 units in 200-series)	

**COURSES**

**Mass Communication and Journalism (MCJ)**

**1. Mass Communication and Society (3)**

Examines the political, economic, cultural, and behavioral impacts of mass media in national and international contexts. Analyzes the historical factors that have shaped the structures, practices, and products of mass media industries, and assesses contemporary trends in media-society relations. G.E. Breadth D3. (CAN JOUR 4)

**5. Basic Editing (3)**

Open only to mass communication and journalism majors. Recommended for all majors who do not pass the Department Qualification Exam. Application of basic language skills to media writing and editing.

**10. Media Writing (3)**

Prerequisites: pass Department Qualification Exam, ENGL 1. Study and practice in the basics of good writing. Emphases will be placed upon grammar, factual accuracy, clarity, conciseness, media styles, fairness, human interest, and writing to length and deadline. (2 lecture, 2 lab hours) (CAN JOUR 2)

**17. Beginning Photojournalism (3)**

Survey and instruction in beginning photojournalism. Characteristics of the journalistic photograph and its role in publications. Instruction in use of cameras and laboratory technique for black-and-white photographs. (2 lecture, 3 lab hours)

**102W. Reporting (3)**

Prerequisites: pass Department Qualification Exam, MCJ 10, satisfactory completion (C or better) of the ENGL 1 graduation requirement, to be taken no sooner than the term in which 60 units of coursework are completed. Analysis of news

sources; techniques of interviewing applied to specific reporting situations; coverage of campus and community functions in the preparation of articles for the media. Meets the upper-division writing skills requirement for graduation. (2 lecture, 2 lab hours)

**104. Editing of Publications (3)**

Prerequisites: pass Department Qualification Exam, MCJ 10, 70 units completed or permission of instructor. Preparation of copy, headlines, and photos for newspapers and other publications; advanced concepts of grammar and style; legal and ethical issues of publications; basic publications layout and graphic design. (2 lecture, 2 lab hours)

**105. Newspaper Workshop (3; max total 6)**

Prerequisites: MCJ 10, permission of instructor. Practice in editorial leadership, newspaper writing assignments, and newspaper production techniques. Department newspaper used for laboratory purposes. (1 lab hour, 10 hours arranged)

**106. Desktop Publishing (3)**

Survey, design, and editing of specialized publications such as newsletters, brochures, and other materials for editorial, advertising, and public relations purposes. Emphasis on computerized production techniques. (2 lecture, 2 lab hours)

**107W. Magazine Feature Writing (3)**

Prerequisites: pass Department Qualification Exam, satisfactory completion (C or better) of the ENGL 1 graduation requirement, to be taken no sooner than the term in which 60 units of coursework are completed. Writing and marketing feature material for magazines, newspaper supplements, and syndicates. Meets the upper-division writing skills requirement for graduation.

**108. In-Depth Reporting (3)**

Prerequisites: pass Department Qualification Exam, MCJ 10, 102W, ENGL 1, 70 units completed or permission of instructor. Advanced reporting for the media; emphasis on covering community sources and issues, including politics, local government, courts and law enforcement. (2 lecture, 2 lab hours)

**112. Audio Production (3)**

Lectures and laboratory experiences in the design and execution of audio-based programs, as used in the telecommunications industries. (2 lecture, 2 lab hours)

**113. Video Production (4)**

Lectures and laboratory experiences in the design and execution of video programs, as developed in studio environments. (2 lecture, 3 lab hours)

## Mass Communication and Journalism

### 114. Media Operations (1; max total 2)

Not open to students with 2 units of credit in MCJ 114 and 117. Prerequisite: permission of instructor. Enrollees participate in operation of the university radio station, production of on-campus video programs, or work in the community media, on a scheduled basis and under supervision of department faculty. *CR/NC* grading only. (1 lab, 4 arranged hours)

### 115. Electronic Field Production (3)

Prerequisite: MCJ 113. Lecture and discussion of field-production techniques as used in ENG/EFP; preproduction planning, production execution, and post-production processes. Field assignments required. (2 lecture, 2 lab hours)

### 116. Advanced Video

#### Production and Directing (3)

Prerequisites: MCJ 113 and 115 or equivalents, with *B* or better. Development of critical and creative skills; study of production theory and practice; planning and producing for the director's role. Laboratory goal: air-worthy products for closed-circuit, cable, or broadcast distribution. (1 lecture, 4 lab hours)

### 118. Corporate Video (3)

Prerequisites: MCJ 113 and 115 or equivalents, with *B* or better. Advanced study of the planning, organization, and execution of video field-production techniques as used in corporate video and documentary program production; single-camera, film-style video techniques and postproduction. (2 lecture, 2 lab hours)

### 119. Broadcast Media Projects (3; max total 6)

Prerequisites: senior status in major, permission of instructor. Creative group projects in radio, television, film; public showing/airing or other distribution required. (6-8 arranged hours)

### 124. Broadcast News Writing (3)

Prerequisites: pass Department Qualification Exam, MCJ 10, ENGL 1. Gathering, writing, and editing news for the broadcast media. (2 lecture, 2 lab hours)

### 126. Radio-Television Performance (3)

Prerequisite: DRAMA 22 or COMM 3 or equivalents. Basic theories and techniques of broadcast and film performance. Lectures and laboratory experiences in vocal and visual aspects of performance; media characteristics and requirements; analysis and preparation of material for media performance. (2 lecture, 2 lab hours)

### 128. News/Public Affairs

#### Production (3)

Prerequisites: MCJ 124 or equivalent, permission of instructor. Study of local news operations and programming, use of sources and resources, news policy, and editorial responsibility, management, and control. Planning and producing news for presentation on the university closed-circuit channel. (2 lecture, 2 lab hours)

### 131. Interactive Media Design (3)

Prerequisites: MCJ 106, 115, 132. Fundamentals of interactive media design and practical experience designing and producing digital media. Interactive authoring and management tools will be utilized to include elements of style, graphics, images, video, music, bookmarks, forms, worksheets, and questionnaires. (2 lecture, 2 lab hours)

### 132. Photo Editing and Digital Imaging (3)

Study of photographs and other visual elements in publications; principles of graphic design for mass media. Practical experience in selecting photographs and design elements for content, aesthetic values, and technical quality. Computer processing of images. (2 lecture, 3 lab hours)

### 134. Intermediate Photojournalism (3)

Prerequisite: MCJ 17. Study and practice of photojournalism; evaluation of photographs for publication; field and laboratory experience; emphasis on lighting, lenses, and special processing methods. (2 lecture, 3 lab hours)

### 138. Advanced Photojournalism (3; max total 6)

Prerequisites: MCJ 17, 134, permission of instructor. Individualized study and practice in advanced skills, including lighting, color, laboratory techniques, and electronic imagery.

### 142. Advertising Procedures (3)

Overview of all aspects of the field of advertising. Study of history, agent-client relationships, media, relationship to the behavioral sciences, production of copy and layouts, and advertising legislation and responsibility.

### 143. Newspaper Advertising Staff (3; max total 6)

Prerequisite: MCJ 142. Selling and servicing accounts and creating and producing advertisements for the university newspaper.

### 144. Advertising Copy Writing (3)

Prerequisites: pass Department Qualification Exam, MCJ 10, 142. Develops print and broadcast copy writing for magazine, direct mail, outdoor, newspaper, radio, television, and new advertising media. Ex-

amines the role of the copy writer, creative strategies, research target marketing, copy styles, and laws regulating advertising.

### 146. Advertising Media (3)

Prerequisite: MCJ 142. Media planning and buying for advertising media. Evaluating and selecting media to meet specific marketing and communication goals; designing specific media plans and making buys in various media.

### 148. Advertising Campaigns (3)

Prerequisites: MCJ 142 and 144 or 146. Background, research, planning, and preparation of national advertising campaign as advertising agency with client-agency setup; marketing plan and creative execution. (2 lecture, 2 lab hours)

### 152. Public Relations (3)

Development of public relations practice; principles and methods; application in business, education, and other fields.

### 158. Public Relations Writing (3)

Prerequisites: MCJ 10, 152. Creating messages tailored to multiple groups via a range of media, including mass media and organizational media such as employee newsletters and annual reports. Practice writing news releases, opinion articles, direct mail pieces and so on. (2 lecture, 2 lab hours)

### 159. Public Relations

#### Cases and Campaigns (3)

Prerequisites: MCJ 10, 152, 158, 164. Public relations teams plan a public relations campaign. Covers use of research findings, setting measurable objectives, identifying key publics, defining strategies, setting budgets, and evaluating results. Analyses and application of recent cases to solve public relations problems.

### 160. Investigating Media Issues (3)

Explores current issues in mass communication, emphasizing independent collection, analysis, and critical interpretation of available information. Papers required. (Formerly MCJ 101)

### 163. Radio/TV as Popular Culture (3)

Prerequisite: to be taken no sooner than the term in which 60 units of coursework are completed. A consideration of the media as popular cultural arts through study of development of program forms, social influences. Term paper required.

### 164. Applied Media Research (3)

Not open to students with credit in MCJ 167. Study of survey research methods as used in program ratings, opinion analysis and tracking, and message assessment in radio, television, advertising, and public opinion. Project participation required.

**166. Film/Television Criticism (3)**

Study of traditional and new critical approaches to film and their application to television; analysis and interpretation of films and television programs through humanist critical methodology.

**168. Media Culture (3)**

An exploration of television, film, radio, and print media as distinctive artistic forms which draw on and interact with the traditional arts. Critical examination of the cultural, aesthetic, and humanistic value of these media.

**172. Media Law (3)**

Study of federal and state laws and regulations that apply to the media, covering such topics as freedom of information, libel, right to privacy, fair trial-free press, copyright, obscenity and indecency, advertising regulation, and broadcast law and regulation.

**173. Media Ethics (3)**

Study of ethical choices in the context of the political, social, and economic structure of U.S. communications systems. Also emphasizes applying traditional ethical theories to current media issues and problems.

**174. History of Mass Media (3)**

Historical background of American media from colonial to modern times.

**175. Multicultural Mass Communication and Media Stereotypes (3)**

Explores psychological, social, economic, institutional, and political factors related to media stereotypes. Analyzes specific media stereotypes involving gender, sexual orientation, race, ethnicity, age, and physical conditions; looks at their behavioral and cultural effects. Reviews strategies for improving media portrayals. G.E. Multicultural/International MI.

**176. International Mass Communication (3)**

Assesses complex international forces shaping global media. Examines ways mass media of North American countries and other nations affect international relations. Focuses on impacts of international news flows, role of media in national development, effects of transnational entertainment, and advertising content.

**177T. Media Topics (3; max total 6)**

Prerequisite: upper-division standing. Topics explore various aspects of the relationships between media and society in national and international arenas.

**178. New Information Technologies (3)**

Addresses the social, political, economic, and philosophical implications of new digital media, as well as the corporate, government, and institutional forces that have shaped the new digital media landscape. Particular attention is given to uses of the technologies and the dynamic relationship linking technology, culture, and social change. G.E. Integration ID.

**182. Broadcast Programming (3)**

Study of strategies and practices in programming radio and television stations and cable television operations. Lecture, discussion, and analysis/evaluation are primary course methods. Term project and paper required.

**186. Radio-Management Practicum (1; max total 2)**

Prerequisite: MCJ 114 or permission of instructor. Enrollees participate in management of the university FM radio station with a specific, assigned responsibility for an operational element, under faculty supervision.

**188. Proseminar in Broadcast Media Management (3)**

Prerequisites: B A 120 and MCJ 172 or equivalents, permission of instructor. Organization, operation, and administration of radio and television stations and cable television facilities; correlation of department functions within stations; relationship to regulatory agencies and the marketplace. Term project required.

**190. Independent Study (1-3; max total 6)**

See *Academic Placement — Independent Study*. Approved for *SP* grading.

**191. Internship (3)**

Prerequisites: senior standing in the major with 2.5 GPA, permission of instructor. Applied practical experience in an appropriate media outlet, recording studio, production company, advertising agency, or public relations firm with on-the-job and faculty supervision/instruction. Conferences and reports required. *CR/NC* grading only.

**GRADUATE COURSES**

***Mass Communication (M COM)***

**201. Mass Communication Research (3)**

(Core) Introduction to media research methods, including readership and ratings surveys, content analysis, and other media research methods; evaluation of research quality and suitability; interpretation and applicability of research results. Analytic exercises and papers required.

**203. Mass Media Industry and Issues (3)**

(Core) Examination of the ownership structure, economics, content, and effects of mass media. Contemporary media controversies are examined from both societal and industry points of view. Papers required.

**214. Media Technology and Systems (3)**

Seminar in emerging communications media. Technological developments, corporate and governmental policies, and the sociopolitical implications of current and projected applications.

**215. Media Ethics and Regulation (3)**

Seminar in the law and ethics of mass communication, with emphasis on current social and ethical controversies and the impact of regulatory trends on media professionals.

**216. Global Media and International Relations (3)**

Focus on mass communication and international relations by examining global flow and impact of news, entertainment content, transnational advertising, and information technologies. Issues discussed in the context of international mass communication theory and research. (Formerly M COM 205T)

**240T. Seminar in Media Industry Practices and Management (3; max total 9)**

Exploration of current challenges and advanced practices in the media or management in a particular media-related industry: advertising, broadcasting, public relations, journalism, Internet.

**290. Independent Study (1-3; max total 6)**

See *Academic Placement — Independent Study*. Approved for *SP* grading.

**298. Project (3-6; max total 6)**

Prerequisites: M COM 201, 203, and permission of instructor; see *Criteria for Thesis and Project*. Completion of a significant project appropriate to the student's area of specialization. A written report and a presentation to the faculty are required. Approved for *SP* grading. One or two semesters, depending upon project complexity.

**299. Thesis (6)**

Prerequisite: See *Criteria for Thesis and Project*. Preparation, completion, and submission of an acceptable thesis for the master's degree. Approved for *SP* grading.