

JOURNALISM (JOUR)

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JOUR Courses

JOUR 1102 Introduction to Journalism (1 unit)

Term Typically Offered: F

Introduction to current practices in U.S. news media with a focus on emerging technologies and traditional print and broadcast operations. Exploration of changing career opportunities in news and public relations. Overview of student media organizations and requirements for academic success in journalism. Course may be offered in classroom-based, online, or hybrid format. 1 lecture. Formerly JOUR 102.

JOUR 2201 News Media and Democracy (3 units)

Term Typically Offered: TBD

Survey of historical influences in the development of today's journalism. Emphasis on the operation of race, gender, class, sexuality. Rise of technology in the communication industry. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly JOUR 201.

JOUR 2203 News Reporting and Writing (3 units)

Term Typically Offered: F, SP

Introduction to the fundamental techniques of reporting and writing news articles from print and online perspectives. Extensive laboratory and field practices in gathering and evaluating information. Writing basic news stories under close supervision. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 203.

JOUR 2219 Mass Media in a Cross-Cultural Society (3 units)

Term Typically Offered: F, SP

USCP

Role of mass media in a democratic multicultural society. Portrayal and stereotyping of marginalized communities by different mass media forms throughout U.S. history. Growing impact of minorities in the U.S. on current media. Achievement and goals of current American ethnic media, with emphasis on Latinos/as and African-Americans. Course may be offered in classroom-based or hybrid format. 3 lectures. Fulfills USCP. Formerly JOUR 219.

JOUR 2220 Introduction to Radio Broadcasting (2 units)

Term Typically Offered: TBD

Prerequisite: Apply and be accepted as a KCPR staff member and consent of instructor.

Development of skills and knowledge to produce live and recorded radio shows for the campus radio station KCPR-FM. Basic station operations, FCC compliance standards, and basic station management. Required for KCPR staff. Course may be offered in classroom-based, online, or hybrid format. 2 laboratories. Formerly JOUR 220.

JOUR 2228 Media, Self and Society (3 units)

Term Typically Offered: TBD

2026-28 or later catalog: GE Area 4B

2020-26 catalogs: GE Area D2

Overview of the interaction among mass media, social institutions and individuals. Theoretical perspectives from mass communication and psychology. Power and influence of media messages and practices. How individuals and groups develop an understanding of their place within a highly mediated world. Course may be offered in classroom-based or hybrid format. 3 lectures. Fulfills GE Area 4B (GE Area D2 for students on the 2020-26 catalogs). Formerly JOUR 228.

JOUR 2270 Special Topics (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group study of special topics. The Class Schedule will list topic selected. Repeatable up to 6 units. Course may be offered in classroom-based, online, or hybrid format. 1 to 3 lectures. Formerly JOUR 270.

JOUR 2271 Special Topics Laboratory (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group laboratory study of special topics. The Class Schedule will list topic selected. Repeatable up to 6 units. Course may be offered in classroom-based, online, or hybrid format. 1 to 3 laboratories.

JOUR 2285 Introduction to Multimedia Journalism (3 units)

Term Typically Offered: F, SP

Prerequisite: JOUR 203 or JOUR 2203.

Introduction to the social, editorial and technical issues surrounding web communication. Development of mass media products. Fundamentals of gathering, writing and publishing content for the web. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 285.

JOUR 3300 Public Relations (3 units)

Term Typically Offered: F, SP

Prerequisite: Sophomore standing.

Overview of the history, growth and ongoing development of public relations as an information management function in a multicultural environment. Public relations practices used in commercial and non-profit sectors, and firsthand application of public relations skills. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly JOUR 312.

JOUR 3302 Mass Media Law (3 units)

Term Typically Offered: F, SP, SU

Prerequisite: JOUR 203 or JOUR 2203.

Legal basis for freedom of expression. Court decisions resolving conflicts between First Amendment and right to fair trial, privacy, reputation. Source confidentiality, freedom of information, contempt, copyright. Federal and state laws and regulations affecting mass media reporters, editors, publishers, news directors. Course may be offered in classroom based, online, or hybrid format. 3 lectures. Formerly JOUR 302.

JOUR 3303 Video Storytelling (3 units)

Term Typically Offered: F, SP

Prerequisite: JOUR 203 or JOUR 2203.

Concepts and technologies associated with bringing video, still images and audio online. Process of web-based audio and video creation, production and publication, from inception to publishing. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 303.

JOUR 3304 Public Affairs Reporting (3 units)

Term Typically Offered: F

Prerequisite: JOUR 203 or JOUR 2203.

Experience leading to advanced skills in reporting and writing stories about contemporary issues, government and courts. Field and laboratory assignments in beat reporting, public meeting coverage, writing style, investigative techniques, and online journalism research. Field trip required. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 304.

JOUR 3305 Journalism Ethics (3 units)

Term Typically Offered: F, SP

Prerequisite: JOUR 203 or JOUR 2203.

Current issues revolving around the social responsibility of the mass media. Role of the public, government, and media in considerations of media accountability. Professional behavior in media organizations. Course may be offered in classroom-based or hybrid format. 3 seminars. Formerly JOUR 402.

JOUR 3306 Copyright, Trademark, Patent, and Commercial Speech in Digital Media (3 units)

Term Typically Offered: F

Prerequisite: Junior standing and completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs). Recommended: JOUR 302 or JOUR 3302.

Examination of intellectual property rights covered by copyright, trademark and, to a limited degree, patent law as well as commercial speech rights in a digital media age. Emphasis on intellectual property rights as they affect content creators and other publishers in a digital world. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly JOUR 418.

JOUR 3307 Feature Writing (3 units)

Term Typically Offered: TBD

Prerequisite: JOUR 203 or JOUR 2203.

Practice in researching, interviewing and writing both long and short-form nonfiction articles for various media outlets. Analysis of similar work in current distribution. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly JOUR 407.

JOUR 3310 Advanced Digital Journalism (3 units)

Term Typically Offered: SP

Prerequisite: JOUR 285 or JOUR 2285.

Apply the theories and applications of digital journalism to the development and publication of innovative digital content. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 410.

JOUR 3313 Public Relations Campaigns (3 units)

Term Typically Offered: TBD

Prerequisite: JOUR 312 or JOUR 3300; and JOUR 342 or JOUR 3342.

Development of skills needed to plan and conduct internal and external public relations campaigns for corporate and non-profit organizations. Includes goal setting, management of resources, budgeting, creation of campaign communications, and outcomes analysis. Field trip may be required. Course may be offered in classroom-based or online format. 3 lectures. Formerly JOUR 413.

JOUR 3314 Public Relations and Crisis Management (3 units)

Term Typically Offered: SP

Prerequisite: Junior standing.

Apply contemporary public relations theory to turn crisis into opportunity. Analyze Homeland Security and FEMA best practices using public relations framework and strategy. Practical exercises in planning, implementing, and evaluating public relations messages in variety of media platforms. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly JOUR 412.

JOUR 3315 Public Relations and Advertising Production (3 units)

Term Typically Offered: F

Prerequisite: One of the following: JOUR 303, JOUR 3303, JOUR 346, or JOUR 3346.

Development of fundamentals pertaining to the technical and aesthetic proficiencies used in video communication for public service, public relations, marketing, and advertising. All aspects of pitching, planning, production, editing and post-production in addition to historical and regulatory aspects of communication policy and mandates. Course may be offered in classroom-based or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 403.

JOUR 3319 Global Communication (3 units)

Term Typically Offered: SP

Prerequisite: JOUR 203 or JOUR 2203.

Global communications facilities and operations; world transmission of information; survey of world wire services and international print and electronic media. Analysis of press operations under varying government ideologies, including third world countries. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly JOUR 401.

JOUR 3320 Cal Poly Radio Laboratory (1 unit)

Term Typically Offered: F, SP

Prerequisite: JOUR 220 or JOUR 2220; and consent of instructor.

Field experience in radio station operations at KCPR-FM, the campus radio station. Emphasizes support functions such as recording announcements, planning and carrying out promotions, underwriting, events and other station management duties. Required of students also hosting live or prerecorded on-air programs. Open only to students on staff at KCPR-FM. Repeatable up to 12 units. Course may be offered in classroom-based, online, or hybrid format. 1 laboratory. Formerly JOUR 320.

JOUR 3331 Contemporary Advertising (3 units)

Term Typically Offered: F, SP

Prerequisite: Sophomore standing.

Principles of advertising, copy, layout, and production across media platforms, including online, mobile, social, print and broadcast. Economic, political, and social function of advertising in a free market society. Advertising ethics. Social responsibility of advertising in a multicultural environment. Emerging advertising technologies. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly JOUR 331.

JOUR 3333 Broadcast News (3 units)

Term Typically Offered: F

Prerequisite: Completion of GE Area 1B with a grade of C- or better (GE Area A3 for the 2020-26 catalogs).

Beginning broadcast news writing and reporting for radio and television. Emphasis on developing news judgment and producing radio newscasts. Introduction to television studio equipment and procedures. Lab experience includes writing and reporting live on-air for KCPR. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 333.

JOUR 3334 Editing for Online and Print Publication (3 units)

Term Typically Offered: F, SP

Prerequisite: JOUR 203 or JOUR 2203.

Editing for print and online publication. Roles and responsibilities of editors. Using Associated Press style. Writing headlines, captions, summaries and other display text. Repurposing various media content for the web and other formats. Legal and ethical issues for the editor. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 334.

JOUR 3338 Podcasting (3 units)

Term Typically Offered: SP

Prerequisite: One of the following: JOUR 285, JOUR 2285, JOUR 303, or JOUR 3303.

Write, produce, edit, distribute, market and monetize a podcast. Lab experience includes writing and producing a podcast pilot and episodes. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 338.

JOUR 3342 Public Relations Writing and Editing (3 units)

Term Typically Offered: F, SP

Prerequisite: JOUR 312 or JOUR 3300.

Theory, strategic planning and practice in writing persuasive public relations copy for diverse internal and external audiences. Emphasis on gathering information, preparing news releases, newsletters and other communications vehicles. Analysis of various media case studies. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly JOUR 342.

JOUR 3345 Social Media for Strategic Communication (3 units)

Term Typically Offered: F, SP

Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs).

Exploration of emerging technologies and media that influence strategic communication, including public relations and advertising practices. Knowledge, insight and analytical skills necessary to create, evaluate, and execute social media campaigns. Course may be offered in classroom-based or online format. 3 lectures. Formerly JOUR 345.

JOUR 3346 Broadcast Announcing and Production (3 units)

Term Typically Offered: F

Prerequisite: JOUR 203 or JOUR 2203. Recommended: JOUR 285 or JOUR 2285.

Develop on-air skills in the performance of voice-overs, stand-ups, hosting and the production of televised public service announcements. Emphasis on the effective use of audio and non-linear video editing techniques as well as broadcast writing. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 346.

JOUR 3347 Public Relations Research (3 units)

Term Typically Offered: SP

Prerequisite: JOUR 312 or JOUR 3300.

Introduction to the role of research in the field of public relations. Overview of measurement tools and methodologies for gathering and analyzing data. Practical applications. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly JOUR 347.

JOUR 3348 Video News Gathering (3 units)

Term Typically Offered: TBD

Prerequisite: JOUR 203 or JOUR 2203; and JOUR 333 or JOUR 3333.

Instruction on video news gathering that includes advanced news writing, field reporting and editing for broadcast. Emphasis on developing research techniques, interviewing skills, responsible and effective non-linear video editing, compelling use of natural sound and professional on-air delivery. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 348.

JOUR 3350 Data Journalism (3 units)

Term Typically Offered: TBD

Prerequisite: JOUR 285 or JOUR 2285; and one of the following: STAT 130, STAT 217, STAT 218, STAT 251, STAT 1000, STAT 1110, STAT 1210, or STAT 1510.

Introduction to the techniques of finding stories in data sets and presenting them visually via interactive online displays. Emphasis on adapting emerging tools for digital storytelling. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 350.

JOUR 3352 Advanced News Reporting Practicum (3 units)

Term Typically Offered: SP

Prerequisite: JOUR 334 or JOUR 3334.

Reporting practicum for the print and digital editions of Mustang News. Repeatable up to 6 units. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 352.

JOUR 3353 Advanced Broadcast Journalism Practicum (3 units)

Term Typically Offered: F, SP

Prerequisite: One of the following: JOUR 303, JOUR 333, JOUR 3303, or JOUR 3333.

Experience leading to advanced skills in concepts and technologies associated with live television and radio newscast production. Field and practicum experiences in news gathering, videography, audio production, studio operation, electronic graphics, broadcast production software, and editing. Emphasis on news producing, reporting and announcing skills. Repeatable up to 6 units. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 353.

JOUR 3378 Advanced Sportscasting (3 units)

Term Typically Offered: SP

Prerequisite: JOUR 285 or JOUR 2285; and one of the following: JOUR 303, JOUR 346, JOUR 3303, or JOUR 3346.

Develop advanced skills in sports reporting and writing for broadcast, web and social media. Play-by-play. Job search in sports journalism. Field trip may be required. Course offered in hybrid format with classroom-based and online learning. 2 lectures, 1 laboratory. Formerly JOUR 378.

JOUR 3385 Media Innovation and Entrepreneurship (3 units)

Term Typically Offered: SP

Prerequisite: Sophomore standing. Recommended: One of the following: BUS 310, BUS 3310, JOUR 228, or JOUR 2228.

Innovation and entrepreneurship in journalism. Human-centered design. Business plan development. Designing content to reach and engage an audience. Identifying opportunities to create sustainable journalistic enterprises for real-world application in Cal Poly's student-run media organizations. Course may be offered in classroom-based or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 385.

JOUR 3387 Sports Communication (3 units)

Term Typically Offered: F, SP

Prerequisite: Completion of GE Area 1 with grades of C- or better (GE Area A for the 2022-26 catalog).

Examination of the interrelationship between sports and community including participants, sports organizations, sports media, and sports fandom. How these interrelationships reinforce social values, challenge social norms, and influence social identities relevant to sports and cultural values. Course may be offered in classroom-based or hybrid format. 3 lectures. Crosslisted as COMS/JOUR 3387. Formerly COMS/JOUR 387.

JOUR 3390 Visual Communication for the Mass Media (3 units)

Term Typically Offered: F, SP, SU

Prerequisite: JOUR 203 or JOUR 2203.

Visual communication's power to inform, educate and persuade. Theory and application of visual communication in today's media. Production of visual media for digital, print and broadcast platforms. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 390.

JOUR 4400 Special Problems for Advanced Undergraduates (1-3 units)

Term Typically Offered: F, SP, SU

Prerequisite: Consent of department chair.

Individual investigation, research studies, or surveys of selected problems. Repeatable up to 4 units. Formerly JOUR 400.

JOUR 4444 Media Internship (2 units)

Term Typically Offered: F, SP, SU

CR/NC

Prerequisite: One of the following: JOUR 352, JOUR 353, JOUR 413, JOUR 3352, JOUR 3353, JOUR 3313, or JOUR 3385; and consent of instructor.

Application of media-related skills to public or private organizations under supervision of department faculty. Credit/No Credit grading only. Formerly JOUR 444.

JOUR 4455 Media Management Laboratory (1 unit)

Term Typically Offered: F, SP

Prerequisite: Consent of instructor.

Field experience in management of Cal Poly student media. Emphasizes planning, leadership, media integration, goal-setting and measurement. Required of students in elected leadership positions in KCPR-FM, Mustang News, MNTV and organizational PR/Marketing Managers. Intended for students in leadership positions of student media. Repeatable up to 6 units. Course may be offered in classroom-based or hybrid format. 1 laboratory. Formerly JOUR 455.

JOUR 4460 Senior Project (3 units)

Term Typically Offered: TBD

Prerequisite: Senior standing, Journalism major, and consent of instructor.

Selection and completion of project under faculty supervision. Projects typical of problems graduates must solve in fields of employment. Project results are presented in a formal report or other deliverables that reflect problem solving relevant to field of employment. Formerly JOUR 460.

JOUR 4462 Senior Project: Media Practicum (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing; and one of the following: JOUR 352, JOUR 353, JOUR 3352, or JOUR 3353.

Capstone experience that applies principles and tools of print, broadcast and digital journalism to tell engaging stories across multiple platforms. Emphasis on integrating text, video, audio, graphics, search engine optimization and social networking to produce content for digital publication. Course may be offered in classroom-based or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 460.

JOUR 4464 Senior Project: Public Relations Practicum (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing; and JOUR 413 or JOUR 3313.

Capstone experience that applies public relations principles and strategies in the context of the Mustang Media Group - Cal Poly's integrated media organization. Emphasis on proposing, creating, managing, and implementing public relations campaigns. Course may be offered in classroom-based or hybrid format. 2 lectures, 1 laboratory. Formerly JOUR 415.

JOUR 4470 Special Advanced Topics (1-3 units)

Term Typically Offered: TBD

Prerequisite: Junior standing and consent of instructor.

Directed group study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 6 units. Course may be offered in classroom-based, online, or hybrid format. 1 to 3 lectures. Formerly JOUR 470.

JOUR 4471 Special Advanced Laboratory (1-3 units)

Term Typically Offered: TBD

Prerequisite: Junior standing and consent of instructor.

Directed group laboratory study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 6 units. Course may be offered in classroom-based, online, or hybrid format. 1 to 3 laboratories. Formerly JOUR 471.