COMMUNICATIONS (JOURNALISM)

Communications includes instruction in mass media and laboratory experiences in media arts and journalism. The program includes:

- print journalism,
- publications,
- broadcasting,
- narrowcasting,
- podcasting,
- public relations,
- desktop publishing,
- film studies,
- reporting and writing news,
- multimedia reporting, and
- visual, digital, and mobile communications.

Included in the communications program are critical and analytical thinking skills, sensitivity to cultural diversity, and ethical communication. Courses in communications satisfy general education requirements for the associate degree and lower division transfer and can be used to fulfill some of the requirements for an associate degree major in language arts. Communication courses are also an integral part of the Associate in Arts in Communication Studies for Transfer degree, which focuses on the areas of public communication, small group communication, oral interpretation, and interpersonal communication. Communication Studies additionally offers an Associate in Arts in Journalism for Transfer degree and a skill award in journalism.

Faculty

<table>
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Language Arts and Library

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Discipline Website
http://www.citruscollege.edu/academics/programs/comm

Learning Outcomes

This discipline prepares students to do the following:

- Interpret and critically assess a variety of media messages, including those that reflect multicultural perspectives in order to make connections, critically compare and contrast ideas, and produce written, oral, and visual messages.
- Identify and apply criteria for distinguishing fact from opinion and demonstrate awareness and sensitivity to biases in messages in order to produce communication that are accurate, objective, fair, and balanced.
- Understand and apply ethical and legal principles of professional communications organizations in order to cultivate trust, responsibility and credibility.

Courses

COMM 100
Mass Media and Society
3 Units (AA/AS; Citrus D1; CSU; UC; IGETC 4G; CSUGE D7)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.

A survey and evaluation of mass media in economic, historical, political, psychological, and sociological terms. Focuses on helping the media consumer understand the power and significance of mass communications: books, newspapers, magazines, radio, television, motion pictures, the Internet, public relations, and advertising. Discusses the rights and responsibilities and interrelatedness of media in a diverse global society. Required for all communications and journalism majors; also a general interest course.
COMM 101
Reporting and Writing News
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
An introduction to defining, gathering, and writing the news. Stresses accuracy, objectivity, fairness, and balance. Practice in interviewing techniques, following rules of professional style, and writing basic news story structures for print, broadcast and online publications. Discussion of issues involving press rights and responsibilities, cultural sensitivity, taste, libel, and ethics. Required of all communication and journalism majors.

COMM 103
Freelance Journalism
1 Unit (AA/AS; CSU)
54 lab hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
This course is designed to accommodate students who wish to contribute to the campus newspaper, magazines and/or student publications websites but are unable to enroll in regular staff classes. Students who are interested in advertising, writing, photography, art, graphics and/or page design may participate in student publications to a limited extent through this class.

COMM 104
Public Relations
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
A survey of public relations history, theories and practices with emphasis on applications to business, public agencies and institutions. A practical approach to using the media, creating publicity releases, organizing and executing campaigns. Explores job opportunities of particular interest to communications majors.

COMM 111
Introduction to Popular Culture
3 Units (AA/AS; CSU; IGETC 3B; UC; CSUGE C2; CSUGE D)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
Overview, history and critical analysis of popular culture as a window for understanding American society. Theories and methods of analyzing artifacts of popular culture will be explored. Overarching themes include history and social theories of popular culture, pop culture as a product of American multiculturalism, the relationship between a commodity culture and intellect/artistry, philosophical/ethical issues surrounding popular culture.

COMM 136
Cultural History of American Films
3 Units (AA/AS; Citrus C1; CSU; IGETC 3A; UC; CSUGE C1)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
In considering the history of American commercial motion pictures from their origins to the present, students will study film language, the social composition of audiences, the economics of the film industry, major themes and genres that have appeared in American films, and the relationship between politics and American motion pictures. Meets IGETC fine arts requirement.

COMM 150
Communication Theory
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
This course is a survey of the discipline of Communication with emphasis on multiple theoretical concepts relevant to the process of human communication, particularly mass communication. This course will introduce the basic history, assumptions, principles, processes, variables, methods, and different specializations of human communication relevant to the systematic inquiry and pursuit of knowledge about human communication. Focus will be placed on how communication theory applies to a broad range of communication phenomena.

COMM 200
Visual Communications
3 Units (AA/AS; Citrus C2; CSU; UC; CSUGE C2)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101.
An introduction to the history and various uses of visual media. Analysis of visual media with an emphasis on its evolution as mass media and impact on society.

COMM 202
Writing Broadcast News
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: COMM 101.
Intensive journalistic writing and reporting for radio and television. Newscast planning, story organization, and functions of a broadcast newsroom will be explored. Emphasis on writing assignments for both audio and video media. Lecture/discussion of issues and responsibilities facing broadcast journalists, including developing news judgment, discussing ethical considerations and examining legal issues.

COMM 230
Desktop Publishing
3 Units (AA/AS; CSU)
36 lecture hours, 54 lab hours
Grade Mode: Pass/No Pass, Standard Letter
Strongly recommended: COMM 101.
Computer instruction and practice. Analysis of story structures and effectiveness of written material, rewriting, correction of errors, proofreading, headline writing, news and picture evaluation, and page design. Hands-on experience working on student publications with the college newspaper and magazine staffs.
COMM 240A
Newspaper Production: Beginning Staff
3 Units (AA/AS; CSU)
36 lecture hours, 54 lab hours
Grade Mode: Standard Letter
Strongly recommended: COMM 101; ENGL 101.
An introductory lecture/laboratory journalism course that produces the college newspaper, the Clarion, and its website. Beginning staff members learn facts-based story telling techniques and modern news production skills. In collaboration with other publications classes, beginning staffers write, photograph, illustrate, and edit news, features and opinions for publication for student media.

COMM 240B
Multimedia Newsroom: Intermediate Staff
3 Units (AA/AS; CSU)
36 lecture hours, 54 lab hours
Grade Mode: Standard Letter
Prerequisite(s): COMM 240A.
Strongly recommended: COMM 101.
A lecture/laboratory journalism course that produces the college newspaper, the Clarion, and website. Working in teams, and in collaboration with the other student publications classes, intermediate reporters produce news and feature story packages that may include a main article, sidebars, photos, charts and graphs, and/or illustrations for publication.

COMM 240C
Multimedia Newsroom: Senior Staff
3 Units (AA/AS; CSU)
36 lecture hours, 54 lab hours
Grade Mode: Standard Letter
Prerequisite(s): COMM 240A.
Strongly recommended: COMM 101 and COMM 240B.
Advanced level lecture/laboratory journalism course that produces the college newspaper, the Clarion, and website. Senior staffers learn and put into practice the "watchdog" function of journalism. Working in teams, and in collaboration with the other student publications classes, senior staffers produce in-depth, investigative and enterprise story packages that may include a main article, sidebars, photos, charts and graphs, and/or illustrations for publication.

COMM 240D
Multimedia Newsroom: Staff Leadership
3 Units (AA/AS; CSU)
36 lecture hours, 54 lab hours
Grade Mode: Standard Letter
Prerequisite(s): COMM 240A.
Strongly recommended: COMM 101, COMM 240B, and COMM 240C.
Advanced level lecture/laboratory leadership training journalism course that produces the college newspaper, the Clarion, and website. Staff leaders serve as mentors, associate editors, and editor in chief to develop and guide less experienced students striving for journalism proficiency. Working in teams, and in collaboration with the other student publications classes, staff leaders produce story packages and special sections for publication as they advance toward professionalism.

COMM 245A
Editorial Board
2 Units (AA/AS; CSU)
36 lecture hours
Equivalent to: COMM 245
Grade Mode: Standard Letter
Strongly recommended: COMM 101; ENGL 101.
A study of the major aspects of editorial responsibilities. The course provides practical instruction and experience for campus editors in writing, editing, and evaluating editorials in student media, as well as formulating editorial policy.

COMM 250
Multimedia Reporting
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: COMM 101.
This convergence journalism course incorporates print and broadcast techniques to produce multimedia pieces for the web. This includes multimedia storytelling incorporating writing, digital photography, shooting and editing video, and recording and editing sound.

COMM 260
Social Media
3 Units (AA/AS; CSU)
54 lecture hours
Grade Mode: Standard Letter
Strongly recommended: ENGL 101 or ENGL 101E or ENGL 101H; COMM 101.
Students will explore the possibilities and limitations of social media, explore emerging social media careers, and learn tools and techniques to create effective social media communication. Students will have hands-on experience with several forms of social media technology while learning how to effectively communicate and disseminate information to the masses and niche media groups. Students successfully completing this course will understand how to use social media productively and have a framework for understanding and evaluating new tools and platforms.

COMM 280
Magazine Production Staff
3 Units (AA/AS; CSU)
36 lecture hours, 54 lab hours
Grade Mode: Standard Letter
Strongly recommended: COMM 101.
A lecture/laboratory course in which the organization, formula, format, and production methods of paper and/or digital magazines are studied and applied in the development of a college magazine. Activities include writing and editing stories, video and/or still photography, art, layout, and production as a paper-based or digital publication.

COMM 698A
Cooperative Education
1 Unit (AA/AS)
60 lab hours arranged
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): Instructor permission.
A course designed to assist students in planning and accomplishing meaningful learning objectives related to communication at their place of volunteer employment or training sites.
COMM 698B
Cooperative Education
2 Units (AA/AS)
120 lab hours arranged
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): Instructor permission.
A course designed to assist students in planning and accomplishing meaningful learning objectives related to communication at their place of volunteer employment or training sites.

COMM 698C
Cooperative Education
3 Units (AA/AS)
180 lab hours arranged
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): Instructor permission.
A course designed to assist students in planning and accomplishing meaningful learning objectives related to communication at their place of volunteer employment or training sites.

COMM 698D
Cooperative Education
4 Units (AA/AS)
240 lab hours arranged
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): Instructor permission.
A course designed to assist students in planning and accomplishing meaningful learning objectives related to communication at their place of paid employment or training sites.

COMM 699A
Cooperative Education
1 Unit (AA/AS)
75 lab hours arranged
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): Instructor permission.
A course designed to assist students in planning and accomplishing meaningful learning objectives related to communication at their place of paid employment or training sites.

COMM 699B
Cooperative Education
2 Units (AA/AS)
150 lab hours arranged
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): Instructor permission.
A course designed to assist students in planning and accomplishing meaningful learning objectives related to communication at their place of paid employment or training sites.

COMM 699C
Cooperative Education
3 Units (AA/AS)
225 lab hours arranged
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): Instructor permission.
A course designed to assist students in planning and accomplishing meaningful learning objectives related to communication at their place of paid employment or training sites.

COMM 699D
Cooperative Education
4 Units (AA/AS)
300 lab hours arranged
Grade Mode: Pass/No Pass, Standard Letter
Prerequisite(s): Instructor permission.
A course designed to assist students in planning and accomplishing meaningful learning objectives related to communication at their place of paid employment or training sites.

Programs

Associate Degrees
- A.A. in Language Arts (http://catalog.citruscollege.edu/disciplines/multidisciplinary/language-arts-aa)
- ADT in Communication Studies (http://catalog.citruscollege.edu/disciplines/communications-journalism/communication-studies-adt)
- ADT in Journalism (http://catalog.citruscollege.edu/disciplines/communications-journalism/journalism-adt)

Skill Award
- Journalism (http://catalog.citruscollege.edu/disciplines/communications-journalism/journalism-skill-award)