

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, an Associate of Arts in Public Relations degree, a Certificate of Achievement in Media Arts, and a skill award in journalism.

Faculty

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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 as demonstrated by a final product project, portfolio, and/or exam.
- Identify and apply criteria for distinguishing fact from opinion and demonstrate awareness and sensitivity and biases in messages in order to produce communication that are accurate, objective, fair, and balanced as demonstrated by a final project, portfolio, exam.
- Understand and apply ethical and legal principles of professional communications organizations in order to cultivate trust, responsibility, and credibility as demonstrated by a responsibility rubric.

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 or ENGL 101E, and COMM 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; Citrus C2; 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 125**Beginning Podcasting and Radio Production****3 Units (AA/AS; Citrus A2; CSU)****54 lecture hours****Grade Mode: Standard Letter**

Introductory course in audio production techniques. The course will provide training in conceptualization, formatting, and execution of digital audio for the web and for radio. Microphone techniques, recording procedures, multi-track digital editing, recording and editing software, hosting/announcing, and distribution will be covered.

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; Citrus C2; Citrus D2; CSU; UC; IGETC 4; CSUGE D)****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**Design for Media****3 Units (AA/AS; CSU)****36 lecture hours, 54 lab hours****Grade Mode: Pass/No Pass, Standard Letter***Strongly recommended: COMM 101.*

Principles of design for media. Headline writing, news and picture evaluation, page design, photo illustrations, typography and graphic design for both printed and digital media. Analysis of story structures and effectiveness of written material and proofreading. Hands-on experience working on student media. Software instruction and practice.

COMM 240A**Student Media: Beginning Staff****3 Units (AA/AS; Citrus A2; CSU)****36 lecture hours, 54 lab hours****Grade Mode: Standard Letter***Prerequisite(s): COMM 101 or concurrent enrollment.**Strongly recommended: ENGL 101.*

An introductory lecture/laboratory journalism course that produces the college media website, the Clarion. Beginning staff members learn facts-based story telling techniques and modern news production skills. In collaboration with other student media classes, beginning staffers write, photograph, illustrate, and edit news, features and opinions for publication for student media.

COMM 240B**Student Media: 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 Clarion, the college's student media 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**Student Media: 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 Clarion, the college's student media 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**Student Media: 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 Clarion, the college's student media 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; ENGL 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, graphics, shooting and editing video, and recording and editing sound.

COMM 260**Social Media****3 Units (AA/AS; Citrus C2; CSU; UC)****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 280A**Magazine Production: Beginning Staff****3 Units (AA/AS; CSU)****36 lecture hours, 54 lab hours****Grade Mode: Standard Letter***Strongly recommended: COMM 101, ENGL 101 or ENGL 101E.*

An introductory lecture/laboratory journalism course in which the organization, formula, format, and production methods of paper and/or digital magazines are studied and applied in the development of the college magazine, Logos. Beginning staff members learn facts-based storytelling techniques and modern news production skills. Activities for the magazine's print, online, and social media editions include writing and editing various genres of stories, taking video and/or still photography, producing art/illustrations, and designing the magazine layout.

COMM 280B**Magazine Production: Intermediate Staff****3 Units (AA/AS; CSU)****36 lecture hours, 54 lab hours****Grade Mode: Standard Letter***Prerequisite(s): COMM 280A.**Strongly recommended: COMM 101, ENGL 101 or ENGL 101E.*

An intermediate lecture/laboratory journalism course that produces the college magazine, Logos, and its website and social media presence. Working in teams, and in collaboration with the other student publications classes, intermediate reporters produce long-form feature story packages that may include a main article, sidebars, photos, charts and graphs, and/or illustrations for publication.

COMM 280C**Magazine Production: Advanced Staff****3 Units (AA/AS; CSU)****36 lecture hours, 54 lab hours****Grade Mode: Standard Letter***Prerequisite(s): COMM 280B.**Strongly recommended: COMM 101, ENGL 101 or ENGL 101E.*

Advanced level lecture/laboratory journalism course that produces the college magazine, Logos, and its website and social media presence. 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 280D**Magazine Production: Leadership Staff****3 Units (AA/AS; CSU)****36 lecture hours, 54 lab hours****Grade Mode: Standard Letter***Prerequisite(s): COMM 280C.**Strongly recommended: COMM 101, ENGL 101 or ENGL 101E.*

Advanced level lecture/laboratory leadership training journalism course that produces the college magazine, Logos, and its website and social media presence. 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, with other student journalism leaders, 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 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 volunteer 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****2.5 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****4 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****5.5 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 Public Relations (<http://catalog.citruscollege.edu/disciplines/communications-journalism/public-relations-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/>)

Related Multidisciplinary Programs

- ADT in Film, Television, and Electronic Media (<http://catalog.citruscollege.edu/disciplines/multidisciplinary/film-television-electronic-media-adt/>)
 - Certificate of Achievement in Media Arts (<http://catalog.citruscollege.edu/disciplines/multidisciplinary/media-arts-certificate-achievement/>)
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