JOURNALISM

College of Liberal & Creative Arts
Dean: Andrew Harris

Department of Journalism
Humanities Building, Room 305
Phone: (415) 338–1689
Email: jour@sfsu.edu
Website: http://journalism.sfsu.edu
Chair: Cristina L. Azocar, Ph.D.

Center for Integration and Improvement of Journalism
HUM 307
Phone: (415) 338–2663
Email: cij@sfsu.edu (CIIJ@sfsu.edu)

Mission Statement
To educate students and provide leadership in an evolving media landscape by promoting integrity, creativity, innovation and social responsibility in accurately telling the stories of a multicultural world.

Program Scope
The Bachelor of Arts in Journalism prepares students for careers in journalism. This is accomplished by providing instruction that requires students to demonstrate a working knowledge of the skills, laws, ethics, power, and responsibilities of the news media. A strong liberal arts education also is required.

The main goals of the program's skills courses are to help students become accurate and thorough researchers; incisive thinkers who can gauge the quality of information; precise, clear and graceful writers; technically, aesthetically fine photojournalists; and competent digital technologists. Many students choose the major because these skills provide excellent preparation for numerous occupations, not only for journalism.

Students in the Print/Online concentration are required to take introductory courses in research, reporting, writing, digital skills, and editing. Photojournalism concentration students are required to take introductory courses in writing, digital skills, and reporting as well as courses in basic photography and news photography. All students are required to take courses in multimedia journalism. Specialized courses for Print/Online students reflect different areas of expertise—feature writing, public journalism, opinion writing, investigative reporting, magazine writing, design courses and visual journalism for writers and editors. Photojournalism students gain expertise in lighting and telling stories through photographs. In order to understand the role of journalism in society, students also are required to take courses in mass media, journalism ethics and law, and cultural diversity. Students are strongly urged to develop speaking, writing, and listening competency in a second language.

Minor in Non-Journalism Discipline
Because the practice of journalism requires an understanding of larger social, political and cultural issues in society, the program requires students to complete a minor in a liberal arts or science discipline. The list of approved minors can be found on the Journalism department website at http://journalism.sfsu.edu/pages/list-approved-minors.

Students should consult with an academic advisor in journalism to determine the best minor for their interests and professional goals.

Capstone
To give students pre-professional experience, the program requires students to work on a laboratory publication with a worldwide online and broad print circulation. These publications are produced by classes and are taken for credit. Consistent with the department's commitment to protect students' First Amendment rights, students have editorial control of the publications. Students must complete one semester of publication. In their second semester they can choose between working on the student publication, completing an approved internship, completing a senior seminar project or working in the department's News Bureau for professional publications. Students should consult with an advisor to choose the option that works best for them.

Internships
Students may earn up to three units for approved journalism internships and if the internship is rigorous, they may receive credit toward capstone requirements. Students should consult the department office about how to arrange credit for internships. Participating in internships is strongly encouraged. Students who succeed in finding journalism jobs upon graduation are generally those who have two or more internship experiences before they graduate. (http://journalism.sfsu.edu/pages/internship-information)

Advising
To help students stay on top of the challenges they face, the department strongly encourages all majors and minors to receive academic advising with a journalism faculty advisor every semester. The department office makes appointments via email. Students are asked to provide advisors with ongoing records of their complete academic record for the department advising folders. Upper division students will have mandatory advising every year and will have a hold placed on their registration until it's completed. The department will send an email notifying upper division students about mandatory advising.

CIIJ
Services are available to all journalism students at the department's Center for Integration and Improvement of Journalism. CIIJ was established in 1990 to create programs that increase retention rates and job/internship placement of journalism students and to increase ethnic minority enrollment and graduation rates. It conducts special programs for high school and community college students and high school journalism advisors. Department faculty and students have engaged in research about the coverage on ethnic minority people and issues that has had a national and international impact.

The Department and Faculty
The Journalism Department is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). It is a member of the California Newspaper Publishers Association and sponsors a student chapter of the National Press Photographers Association.

The faculty includes nine full-time members and a fluctuating number of part-time instructors, most of them active journalists. Faculty encourage and assist students in finding jobs and internships.
Career Outlook
The writing, editing, photography, and online news courses combined with and emphasis on critical thinking, ethics, and clear expression, prepare students for entry-level jobs in a wide variety of print, online and broadcast news organizations and magazines, and in many fields outside journalism. The department’s national reputation for excellence and diversity has drawn the attention of news organizations around the country, making it a key place for job and internship recruitment.

Journalism Learning Outcomes
1. **News Judgment**: Work demonstrates news judgment that identifies and develops story ideas through observation, reading and paying attention to their environment.
2. **Critical and Independent Thinking**: Work demonstrates an ability to synthesize information and think independently and work through problems using inference and logic.
3. **Cultural Competence**: Work demonstrates an understanding of a variety of cultures and how those cultures influence perspectives, attitudes and personal interaction with the world.
4. **Writing**: Work demonstrates concise, clear, and accurate writing that engages the audience with compelling storytelling.
5. **Analytical Competence**: Work demonstrates an ability to discern and weigh the quality of information they gather, as well as know how to analyze and interpret it.
6. **Research and Reporting**: Work demonstrates an ability to methodically find information through personal interviews, public documents, and the Internet.
7. **Media Literacy**: Work demonstrates an ability to competently navigate through a rapidly changing media world, understanding media’s influence on society, community and the democratic process, and that students also understand the power of visual storytelling in shaping society’s understanding of the world.
8. **Ethics, Integrity and the Law**: Work demonstrates knowledge and practice of ethical standards and constitutional laws that guide journalism excellence.
9. **Critical Evaluation**: Work demonstrates critical evaluation of their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
10. **Data and Numbers**: Work demonstrates an ability to apply basic numerical and statistical concepts.
11. **Technology**: Work demonstrates an ability to know when and how to apply technology in their professional work.
12. **Visual Competence**: Work demonstrates a technically competent ability to research, find, and capture a concise and compelling story that reflects the gamut of human experience in a variety of formats.

Professors
Funabiki

Associate Professors
Azocar, Kanigel, Wagner, Wilson

Assistant Professors
Cunningham, Garnier, Komenich, Moorhead

Majors
- Bachelor of Arts in Journalism: Concentration in Print and Online Journalism (bulletin.sfsu.edu/colleges/liberal-creative-arts/journalism/ba-journalism-concentration-print-online-journalism)
- Bachelor of Arts in Journalism: Concentration in Photojournalism (bulletin.sfsu.edu/colleges/liberal-creative-arts/journalism/ba-journalism-concentration-photojournalism)

Minors
- Minor in Journalism (bulletin.sfsu.edu/colleges/liberal-creative-arts/journalism/minor-journalism)

JOUR 205 Social Impact of Journalism (Units: 3)
History, organization, social role and function of journalism.
Course Attributes:
- • C2: Humanities

JOUR 221 Newswriting (Units: 3)
Prerequisites: ENG 214 or equivalent with a grade of C or better; typing skills 25 wpm.
Development of news judgment and clear writing skills. Grade of C or better required to continue to JOUR 300GW. (Plus-minus letter grade only)

JOUR 222 Newswriting Lab (Unit: 1)
Prerequisite: ENG 214 or equivalent with a grade of C or better.
Associate Press style writing, English grammar, and punctuation. (Plus-minus letter grade only)

JOUR 223 Newswriting for Spanish-Language Media (Units: 3)
Development of news judgment, basic reporting and clear writing skills for Spanish-language media. Activity. (ABC/NC grading only)

JOUR 226 Digital News Gathering (Units: 3)
Prerequisites: Restricted to journalism major or minor; JOUR 205 or equivalent and JOUR 221 or equivalent, each with a grade of C or better.
Development of multimedia skills, online research and analysis, and other components of multimedia storytelling. (Plus-minus letter grade only)

JOUR 235 Photojournalism I (Units: 3)
Photojournalistic style and content. Taking pictures of people, telling stories, conveying information. Must have interchangeable lens digital camera. Extra fee required. (Plus-minus letter grade only)
Course Attributes:
- • C1: Arts

JOUR 300GW Reporting - GWAR (Units: 3)
Prerequisites: Restricted to Journalism major or minor; ENG 214 with a grade of C- or better or equivalent, JOUR 205, and JOUR 221, each with a grade of C or better.
Advanced concepts of news gathering, interviewing, and writing. Cover San Francisco and Oakland neighborhoods. Need a C grade or better to continue to advanced courses. (ABC/NC grading only)
Course Attributes:
- • Graduation Writing Assessment
JOUR 307 News Media Law and Ethics (Units: 3)
Prerequisites: Upper division standing and Journalism major or minor.

News media law and ethics using studies and practical application in journalism; access to public records, constitutional guarantees, ethical responsibilities in reporting, and publications of stories. (Plus-minus letter grade only)

JOUR 320 Investigative Reporting (Units: 3)
Prerequisites: Journalism major or minor; JOUR 300GW with a grade of C or better.

Problems and methodology of investigative journalism; techniques of documentation; from theory to practical application. A grade of C or better required to continue to JOUR 609. (Plus-minus letter grade only)

JOUR 321 Feature Writing (Units: 3)
Prerequisites: Journalism major or minor; JOUR 300GW with a grade of C or better; or consent of instructor;

Theory and practice of writing newspaper and magazine stories. Definition of a feature; topics, interviewing techniques, deadline writing; freelancing. A grade of C or better required to enroll in JOUR 609. (Plus-minus letter grade only)

JOUR 328 Anthropology and Photography (Units: 3)
Prerequisite: Upper division standing or consent of instructor.

Examination of the documentary, social, political, and aesthetic roles of photography (and the archive and photo-essay) in anthropology as a mode of representation and control, but also of resistance. (This course is offered as ANTH 328 and JOUR 328. Students may not repeat the course under an alternate prefix.)

JOUR 330 Editing (Units: 3)
Prerequisites: Restricted to journalism major or minor; JOUR 205, JOUR 221 and JOUR 222, each with a grade of C or better.

Theory and practice of editing; fundamental copy editing, rewrite and layout techniques, headline writing, restructuring, and trimming; story ideas and assignments; page design concepts. (Plus-minus letter grade only)

JOUR 333 Reporting for Spanish-Language Media (Units: 3)
Prerequisite: JOUR 223 or equivalent with a grade of C or better.

Advanced concepts of newsgathering, interviewing and writing for Spanish-language media. Cover Spanish speaking communities in the Bay Area. Activity. (ABC/NC grading only)

JOUR 335 Photojournalism II (Units: 3)
Prerequisites: Restricted to journalism major or minor; JOUR 235 with grades of C or better; or consent of instructor.

Components of photojournalism; portrait, sports, feature, news, and picture story to create portfolio. Must have interchangeable lens digital camera. Extra fee required. (Plus-minus letter grade only)

JOUR 336 Visual Storytelling (Units: 3)
Prerequisites: JOUR 205 and JOUR 221 (or equivalent) with grades of C or better.

How visual imagery shapes perception of news; power of photography, graphics and design to communicate journalistically in print and on-line. When images convey more than words; when images mislead. (Plus-minus letter grade only)

JOUR 395 Online Journalism (Units: 3)
Prerequisites: Restricted to journalism major or minor; JOUR 226 and JOUR 300GW with grades of C or better.

Multimedia production for journalists; creation of electronic outlet of text, sound, archived video, and graphics for news. Extra fee required. (Plus-minus letter grade only)

JOUR 400 Multimedia Journalism (Units: 3)
Prerequisites: Restricted to Journalism majors and minors; JOUR 226 and JOUR 300GW each with a grade of C or better;

Employ multiple visual platforms and storytelling structures to produce online journalism. Extra fee required. (Plus-minus letter grade only) [Formerly JOUR 635]

JOUR 409 Directed Study in Journalism (Units: 1-3)
Prerequisite: Consent of instructor or department.

Individual projects: research, investigations, depth reporting, writing, graphics, surveys, audience studies, and internships. May be repeated for a total of 6 units with consent of department.

JOUR 410 Building Chinese Media Literacy (Units: 3)
Prerequisite: CHIN 401 or consent of instructor.

Vocabulary, structures, styles, and topics of contemporary Chinese media. Newspapers, radio and television broadcasts, websites, blogs, and social media of Greater China. Intensive focus on reading and listening, augmented by writing and presentation assignments. (This course is offered as CHIN 410 and JOUR 410, and is taught in Chinese. Students may not repeat the course under an alternate prefix.)

Course Attributes:

- Global Perspectives

JOUR 426 Data Journalism (Units: 3)
Prerequisites: Restricted to journalism majors and minors; JOUR 226, JOUR 300GW, and JOUR 395, each with a grade of C or better.

Exploration and application of techniques of data analysis, processing and visualization to build interactive journalism elements and projects. (Plus-minus grading only)

JOUR 435 Photojournalism III (Units: 3)
Prerequisites: Journalism major or minor; JOUR 221, JOUR 300GW, and JOUR 335 with grades of C or better; or consent of instructor.

Picture story concepts and development. Photojournalism legal and ethical issues. Must own camera and media file. Lab fee required. (Plus-minus letter grade only)

JOUR 450 Publication Design and Graphics (Units: 3)
Prerequisite: JOUR 221 with a grade of C or better or consent of instructor.

Editorial design and production for newspapers and magazines; design as support for message. Vocabulary, concepts, and skills of editorial designer and photo editor with migration to internet and web. Extra fee required. (Plus-minus letter grade only)
JOUR 452 International Media Politics (Units: 4)
Prerequisites: Upper division standing and ENG 214 or equivalent.
Examination of how communication among states and non-state entities shapes international relations, from the perspective of various theoretical and epistemological approaches. (This course is offered as I R 452 and JOUR 452. Students may not repeat the course under an alternate prefix.)

JOUR 495 Profiles (Units: 3)
Prerequisites: Upper division standing; journalism major or minor; JOUR 226 and JOUR 300GW with grades of C or better.
Investigation and implementation of profile reporting and storytelling techniques, using a combination of multimedia tools of the students’ choice: writing, photography, video and/or online interactivity to bring people’s stories alive through keen observation, captivating dialogue, proper tone, effective structure and organization. Activity. (Plus-minus letter grade only)

JOUR 500 Contemporary Magazines (Units: 3)
Prerequisites: Upper division standing; journalism major or minor; or consent of instructor.
Development and role of contemporary magazine; rise of specialized periodicals. Magazine start-ups, dynamics of editorial strategy and planning; editing, design, and short article writing. (Plus-minus letter grade only)

JOUR 535 Photojournalism IV (Units: 3)
Prerequisite: JOUR 335 with a grade of C or better.
Advanced photojournalism color and lighting techniques, including operation of portable and studio strobes. Photo illustrations and food and fashion pictures. Must provide camera and film. Extra fee required. (Plus-minus letter grade only)

JOUR 536 Latina/o Journalism (Units: 3)
Prerequisite: LTNS 530.
Overview of U.S. Latina/o journalism from the mid-1800s to the present day, provides insight into the ways in which Latina/os have utilized journalism as a way to merge activism and community formation. [CSL may be available]
(This course is offered as LTNS 536 and JOUR 536. Students may not repeat the course under an alternate prefix.)

JOUR 560 Public Journalism (Units: 3)
Prerequisites: Restricted to journalism majors and minors; JOUR 300GW with a grade of C or better.
Examination of failure of news media to provide accurate and substantive coverage of poor communities and communities of color. Students learn public journalism practices and techniques to engage communities to find solutions and to participate in the democratic process. (Plus-minus letter grade only)

JOUR 570 Opinion Writing (Units: 3)
Prerequisites: Restricted to journalism major or minor; JOUR 221 and JOUR 300GW with grade of C or better.
Principles and techniques of effective column and op-ed writing. Strategies for getting published. Emphasis on research and critical thinking. History and importance of editorial writing versus news coverage. (Plus-minus letter grade only)
JOUR 610 Cultural Diversity and News Media (Units: 3)
Prerequisites: Upper division standing and ENG 214 or equivalent.
Exploration of how the practice of news gathering influences social reality. Exploration of issues facing U.S. news media as they struggle to understand an increasingly diverse society. Historical overview of the problem and discussion on current obstacles facing journalists' efforts to improve coverage and newsroom representation.
Course Attributes:
• Am. Ethnic & Racial Minorities
• Social Justice

JOUR 617 Journalism Internship (Units: 3)
Prerequisites: Restricted to journalism major or minor; JOUR 609 with a grade of C or better; approved internship proposal required prior to enrolling in the course.
Credit for approved internship with employers in the news, magazine or online industry. Reflection on experiences in class blog, resume package preparation and online portfolio of work. Option to second semester of JOUR 609. (CR/NC only)

JOUR 645 Journalism in China (Units: 3)
Prerequisites: Upper division standing; admission to the Chinese Flagship program or consent of instructor.

JOUR 650 Seminar: Contemporary News (Units: 3)
Prerequisites: Journalism major or minor; JOUR 226 and JOUR 300GW with grades of C or better.
Trends in contemporary news including reporting techniques, news delivery and journalistic storytelling. (Plus-minus letter grade only)

JOUR 667 Seminar: Topics in Journalism (Units: 3)
Prerequisites: Restricted to upper division Journalism majors and minors; JOUR 300GW with a grade of C or better; or consent of department.
Class advances journalistic reporting and writing techniques to produce a publishable newspaper, online and magazine articles in areas such as international, business, sports, literary journalism, culture and food and other timely topics. Fulfills the advanced writing elective requirement. Topic to be specified in the class schedule. May be repeated when topics vary. (Plus-minus letter grading only)

JOUR 670 Research Methods on Journalism (Units: 3)
Prerequisites: Upper division standing; completion of a GWAR course with a grade of C or better.
Critical inquiry and analysis of peer-reviewed research and the research process on journalism, providing students with added depth to understanding journalism's impact and the processes and structures that dictate it. (Plus-minus letter grade only)

JOUR 675 News Entrepreneurship (Units: 3)
Prerequisite: JOUR 300GW with a grade of C or better.
Developing and applying new business models for journalism; using media trends and media innovations to capture new audiences for news and features. (Plus-minus letter grade only)