

JOURNALISM

Sylvania Campus
Communications Technology Building (CT), Room 216
971-722-4264

DESCRIPTION

Journalism is inquiry: the struggle to understand and respond effectively to public issues. While it is the collection and transmission of news through media such as newspapers, periodicals, television, radio, and the Internet, it is more than simply a commodity that can be mined from public events and repackaged as “news.” It is fundamentally a democratic art, a way a free society engages in conversation with itself. In part, the study of journalism allows students to analyze the media and their impact on the world.

PCC offers courses in Journalism that introduce the student to the media and to media literacy through the study of the history of mass media, developing research and writing techniques, and examining visual communication. Students who take journalism courses find it helps them develop and hone their judgments in making public and personal choices. PCC Journalism courses are transferable to any Oregon college or university, fulfill General Education requirements for the AAOT degrees.

See the Course Description (J prefix) section of this catalog for individual Journalism courses and their prerequisites.

COURSE DESCRIPTIONS

J 102 Introduction to Information Gathering 4.00 Surveys methods and strategies for acquiring information for the various mass media. Examines records, databases, sources and interview methods. Prerequisite: WR 115, RD 115 and MTH 20 or equivalent placement test scores. Audit available.

J 103 Introduction to Media Writing 4.00 Introduces the basic process and practice of writing media. Discusses style and story structure for print and electronic media and the rights and responsibilities of the public communicator. Emphasizes journalistic style and format, accuracy and clarity in writing. Recommended: Concurrent enrollment in J 102. Prerequisite: WR 121. Audit available.

J 201 Mass Media and Society 4.00 Survey of the various media of mass communication and their effects on society. Introduces the history and development of mass communication systems and their role in society. Analysis of print and broadcast journalism, advertising, public relations, television and film. Prerequisite: WR 115, RD 115 and MTH 20 or equivalent placement test scores. Audit available.

J 204 Visual Communication for the Media 4.00 Theory and application of visual communication in newspapers, magazines, television news, advertising, and public relations. May include a Service Learning component. Prerequisite: WR 115, RD 115 and MTH 20 or equivalent placement test scores. Audit available.