JOURNALISM

The profession of journalism has undergone a seismic shift in the last decade. Newspapers and broadcast journalism have moved online, allowing for more immediate reporting, faster news cycles and extensive public interaction. The popularity of mobile devices and social media has exponentially increased the demand for up-to-date news. It’s led to a new class of journalists able to tell stories using the full array of digital tools. This is the world for which we prepare our students.

The Journalism Program at Santa Barbara City College provides an overview of the workings of the mass media today, along with a foundation to the journalistic skills, knowledge and ethics needed to work in the industries that are hiring our graduates. Through the award-winning 24/7 online news site, thechannels.org (https://www.thechannels.org/), students practice reporting and nonfiction story production for multiple platforms, including photography, video, audio and social media. Students also learn about news writing, interviewing, reporting, editing, freelancing, photojournalism, video storytelling, journalism history, media law and journalism ethics.

The department offers an associate degree for transfer students (ADT), an associate degree in journalism, and skills competency awards in public relations and photojournalism. SBCC faculty work closely with our counterparts at state universities to ensure the relevance, currency and transferability of all our classes and programs.

Programs of Study

**Associate Degree for Transfer**

- Journalism, Associate of Arts for Transfer (AA-T) (https://catalog.sbcc.edu/academic-departments/journalism/journalism-aa-t/)

**Associate Degree**

- Journalism, Associate in Arts (AA) (https://catalog.sbcc.edu/academic-departments/journalism/journalism-aa/)

**Certificate of Achievement**

- Journalism, Certificate of Achievement (C) (https://catalog.sbcc.edu/academic-departments/journalism/journalism-certificate-achievement/)

**Skills Competency Awards**

- Photojournalism, Skills Competency Award (SCA) (https://catalog.sbcc.edu/academic-departments/journalism/photojournalism-skills-competency-award/)
- Public Relations, Skills Competency Award (SCA) (https://catalog.sbcc.edu/academic-departments/journalism/public-relations-skills-competency-award/)
JOUR 135 Public Relations (3 Units)
Same as: MKT 135
Hours: 54 (54 lecture)
Practical, skills-oriented introduction to public relations for business, public and non-profit organizations. Emphasis on writing press releases and other publicity tools, developing strategic plans, using social media for promotion and identifying techniques for media relations.
Transfer Information: CSU Transferable
C-ID: JOUR 150.

JOUR 190 Photojournalism (3 Units)
Same as: PHOT 190
Course Advisories: PHOTO 209.
Hours: 90 (36 lecture, 54 lab)
Skills and techniques of contemporary photojournalism. Topics include news and editorial sources, photographing single events and extended picture stories, and ethics. Skills include control of color, portable electronic flash, and electronic processes for contemporary publication.
Transfer Information: CSU Transferable, UC Transferable
C-ID: JOUR 160.

JOUR 200 Contemporary News Media and Society (3 Units)
Hours: 54 (54 lecture)
Never in American history have the news media been more important—or played a more influential role in our participatory democracy. This course explores the wide-ranging impacts of news on American citizens, institutions and government. It delves into emerging media forms and platforms and examines trends and pressing controversies surrounding contemporary journalism. Finally, the course teaches students "news literacy" or the tools to critically navigate the flood of information, encourage change, and create impact.
Transfer Information: CSUGE Area D, IGETC Area 4, CSU Transferable, UC Transferable

JOUR 215A The Channels: Section Editor (1 Unit)
Prerequisites: JOUR 101 and JOUR 121.
Corequisites: JOUR 122A and JOUR 123A or JOUR 123B.
Hours: 54 (54 lab)
Students plan, assign and coordinate coverage for specific sections of The Channels. Sections are news, art and entertainment, features, opinion and sports. They oversee staffing and policy issues, and serve as the public face of The Channels to the campus and local community.
Transfer Information: CSU Transferable

JOUR 215B The Channels: Publication Editor (1 Unit)
Prerequisites: JOUR 215A.
Corequisites: JOUR 122B or JOUR 123A or JOUR 123B.
Limitations on Enrollment: Limited number of positions available.
Course Advisories: ENG 110, ENG 110H.
Hours: 54 (54 lab)
Enrollment must be recommended by the faculty adviser. Student editors manage The Channels editorial operations and provide general oversight of the website and its traffic. They continue to work with the Editorial Board to plan, assign and coordinate news content.
Transfer Information: CSU Transferable

JOUR 215C The Channels: Publication Manager (1 Unit)
Prerequisites: JOUR 215B.
Limitations on Enrollment: A limited number of these top editorial positions are available.
Course Advisories: ENG 110, ENG 110H.
Hours: 54 (54 lab)
Enrollment must be recommended by the faculty adviser. Student editors manage The Channels editorial operations and provide general oversight of the website and its traffic. They continue to work with the Editorial Board to plan, assign and coordinate news content.
Transfer Information: CSU Transferable

JOUR 271NF Creative Writing: Non-fiction (3 Units)
Hours: 54 (54 lecture)
Advanced study and practice of creative writing in non-fiction genres.
Transfer Information: CSU Transferable, UC Transferable

JOUR 290 Work Experience in Journalism (1-4 Units)
Prerequisites: JOUR 101, with a minimum grade of B and JOUR 121, with a minimum grade of B or JOUR 123A, with a minimum grade of B and/or JOUR 123B, with a minimum grade of B.
Hours: 300 (300 lab)
Work with local news publication; follow employer policies. Attend one campus-based orientation. Keep record of time worked and secure an end-of-semester employer's evaluation. Experiential Learning consists of 60 hours per unit of unpaid work or 75 hours of paid work. Course restricted to 3 repetitions
Transfer Information: CSU Transferable